



A PITCH MAKEOVER

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I advise a company called **Enthrill**. It provides book publishers with a way to sell ebooks through brick-and-mortar retailers. The CEO of the company, Kevin Franco, asked me to review his ninety-second pitch for the TechShowcase2014 in Calgary, Alberta. I am providing what he originally sent me and how I edited (to put it mildly) it as an illustration of how to make an effective pitch.

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Before (my comments/\$.02 to Kevin are in ***boldfaced, italicized*** text)

Hello, my name is Kevin Franco, I am the co-founder & CEO of Enthrill Distribution Inc.

We are seeking \$750,000 in equity capital to help commercialize our ebook distribution technology. **My \$.02: *Don't give a number. What if someone wants to invest \$2 million?***

One of the biggest problems in the publishing industry today is the barrier presented by the "walled gardens." **My \$.02: *"Walled Gardens" is not clear to people unless they are really familiar with publishing. I'm really familiar, and I'm not sure what you mean...***

Amazon, Apple, Kobo, Nook and Sony cannot deliver into each other's devices, this limits publishers to just consumer trade sales, only a portion of total publishing sales. **My \$.02: *How many people will understand what "consumer trade sales" means?***

Enthrill's has solved this problem. Our technology delivers ebooks to all device types. We have 2 applications that help publishers sell ebooks:

A. B2B Sales (or bulk ebook sales to corporations) **My \$.02: *How many people will understand what "consumer trade sales" means?I completely understand publishing. I completely understand what B2B means. I'm trying to figure out what B2B in publishing means.***

B. Retail Sales (or ebook sales in retail chains)

In the B2B segment, we see a white-space sales opportunity of over \$4 billion globally for publishers to capitalize on using our SaaS (Software As A Service). **My \$.02: *What is "white-space sales"? Now you have me thinking, "Huh, what is SAAS about enabling a publisher to sell books? Oh, you mean Enthrill is SAAS, not what publishers will do. But SAAS is like Salesforce.com. How is Enthrill like Salesforce. What the hell is this guy talking about?"***

In the retail segment, we see a huge opportunity for publishers to leverage the traffic of bricks & mortar retailers and the exploding gift card market by selling digital content through ebook gift cards.

In a few weeks, Enthrill will be officially launching our technology in the market. Walmart will be unveiling an Enthrill-powered online ebookstore and an Enthrill gift card in-store ebook program in all their Canadian stores. Enthrill will be selling ebook gift cards in over 1,000 retail locations in Canada for this holiday season. **My \$.02: *¾ done and finally it's getting interesting. This is ass-backwards.)***

We have signed contracts with HarperCollins, MacMillan, Harlequin, Scholastic and many more publishers as well as Walmart, Target, Safeway, Air Miles, Toys R Us, Home Hardware, InComm, Air Miles, Blackhawk Network and CMMI.

I would love to meet with you one-on-one so that we may discuss this opportunity further.

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