

# PITCHING

## What is Pitching?

Pitching is a business presentation by one or more people to an investor, through email, letter or more often, impromptu conversations. The goal of a business pitch is generally to secure the resources and funding necessary to move forward with a business plan or to continue with an already established business or venture.

## Why Do You Need to Pitch?

There are many reasons, depending on the needs of your business. But there are three main reasons why you should pitch your business.

1. Communicate your startup's product and business model to your stakeholders: co-founders, employees, partners, customers, vendors, investors, etc.
2. Validate your own understanding of what your startup is all about.
3. Attract stakeholders and make them want to know more about your startup.

## Elevator Pitch vs Pitch Deck

There are two types of pitches, depending on the situation. Elevator pitch is used for casual encounters with an investor, let's say on an elevator. A founder can pitch his startup to an investor in less than 90 minutes, focusing only on the target market, problem they're solving, the proposed solution and their business model.

Here's an example of Airbnb's Elevator Pitch

"Most tourists booking online care about price- and hotels are one of the highest costs for when traveling.

On the other hand, platforms like Couchsurfing have proven that over half a million people are willing to lend their couches or spare bedrooms.

We have created a platform that connects travelers with locals, letting them rent our rooms, or even entire places. Travelers save money, and locals can monetize their empty rooms- we just take a 10% commission."

Pitch Deck, on the other hand, is a 10-15 slide presentation that provides more details about customer experience, the product, financial highlights and success metrics. This kind of pitch is delivered in front of a large audience or a couple of investors in a closed conference room.

The Pitch Deck must contain the following:

1. Problem
2. Solution
3. Product
4. Market Size
5. Business Model
6. Underlying Magic
7. Competition
8. Better/Different
9. Marketing Plan
10. Team
11. Traction / Milestones

Here's an example of Airbnb's Pitch Deck

1. Title Slide

**Welcome**

1

**AirBed&Breakfast**

Book rooms with locals, rather than hotels.

## 2. Problem

### Problem

2

**Price** is an important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

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## 3. Solution

### Solution

3

**A web platform** where users can rent out their space to host travelers to:



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#### 4. Market Validation

### Market Validation

4

630,000

on temporary housing site  
couchsurfing.com

17,000

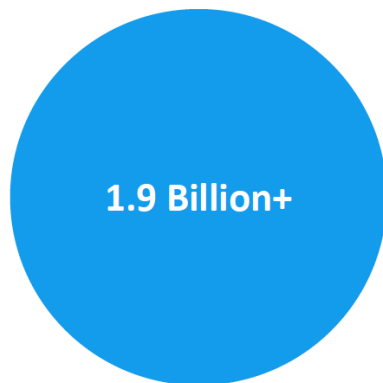
temporary housing listings on SF  
& NYC Craigslist from 07/09 – 07/16

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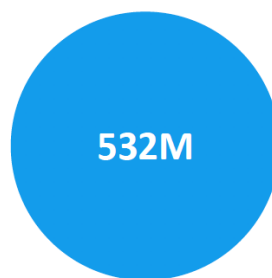
#### 5. Market Size

### Market Size

5



**TRIPS BOOKED (WORDLWIDE)**  
Total Available Market



**BUDGET & ONLINE TRIPS**  
Serviceable Available Market



**TRIPS W/AB&B**  
Market Share

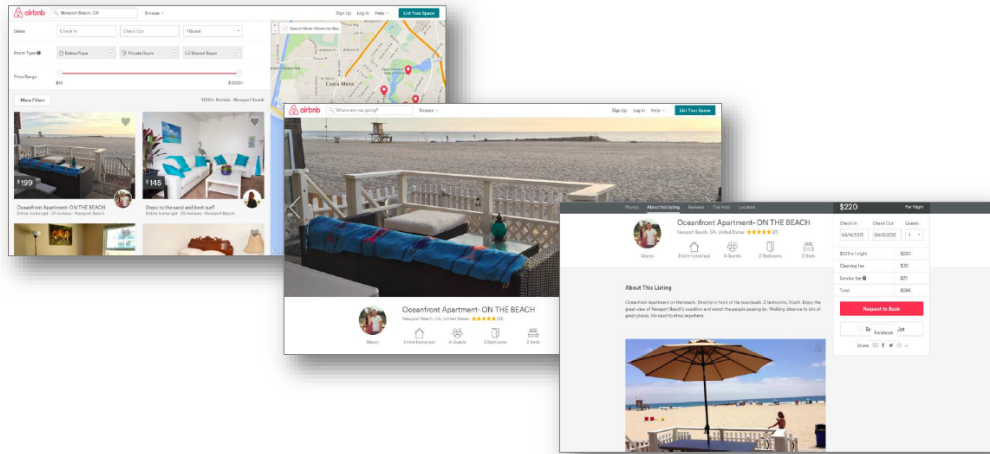
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## 6. Product

# Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



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## 7. Business Model

# Business Model

7

We take a 10% commission on each transaction.



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## 8. Market Adoption

# Market Adoption

8

**EVENTS**  
target events monthly

Octoberfest (6M)  
Cebit (700,000)  
Summerfest (1M)  
Eurocup(3M+)  
Mardi Gras (800,000)

with listing widget

Widget screenshot

**PARTNERSHIPS**  
cheap/alternative travel



**CRAIGSLIST**  
dual posting feature

AirBnB  
screenshot

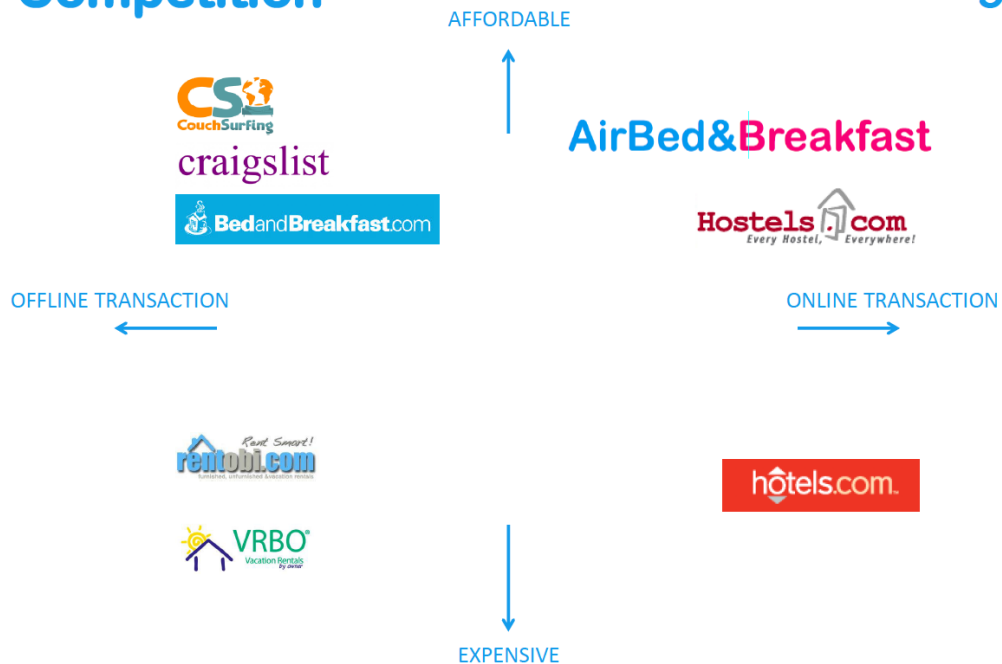
Craigslist  
screenshot

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## 9. Competition

# Competition

9



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## 10. Competitive Advantages

# Competitive Advantages

10

### 1<sup>st</sup> TO MARKET

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

### HOST INCENTIVE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

### LIST ONCE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

### EASE OF USE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

### PROFILES

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

### DESIGN & BRAND

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

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## Tips and Strategies for a Successful Pitch

The pitch deck is only as good as the preparation for the pitch. Before jumping into the stage, founders must have done their research and have prepared to win. Here are 5 pro tips from Pitch Coach Artie Lopez.

1. Research your audience
2. Prepare answer slides
3. Use graphics, less text
4. Stand Out from the crowd
5. Prepare a product demo

## References

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