

UNIT 6: PITCHING

WHAT IS PITCHING?



It is a presentation of business ideas.



A depiction of business plans to potential clients to persuade them that your company is the right choice.

HOW DO I PITCH?



Elevator Pitch



Competition Pitch



Investor Pitch

THE ELEVATOR PITCH

Long enough to
cover important
parts & Short
enough to create an
interest

20 - 30 seconds to
briefly explain what
the startup does

Key Components of an Elevator Pitch

Introduction

Include your name, job title, or company name.



Experience

Provide some background, like previous roles, projects, or initiatives.



Goals

State your goal or the pain point you hope to address.



Solution

Share your unique solution to the problem or your idea for achieving your goal.



Plan

Lay out your plan or the specific reasons you will be successful.

THE COMPETITION PITCH/BUSINESS PITCH

- A pitch competition is a contest where entrepreneurs present their business concepts to a panel in the hope of winning a cash prize or investment capital.
- 3-5 Minutes to explain what the startup does and its traction

Competition - Comparison

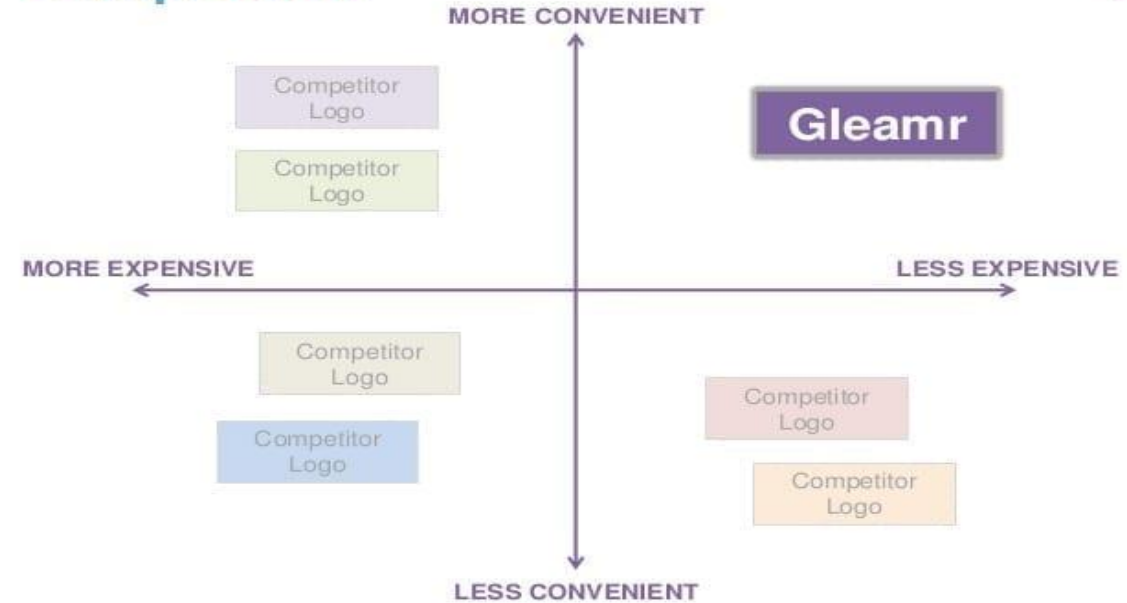


| |  Doggy Hut |  airbnb |  HORSE HUB |  CAT IN |  HRS |
|---------------------|--|---|--|---|--|
| Fantastic Feature | ✓ | ✓ | ✗ | ✓ | ✗ |
| Amazing Feature | ✓ | ✗ | ✓ | ✗ | ✓ |
| Awesome Feature | ✓ | ✓ | ✗ | ✗ | ✗ |
| VIP Feature | ✓ | ✓ | ✓ | ✗ | ✓ |
| Even Better Feature | ✓ | ✗ | ✓ | ✓ | ✗ |

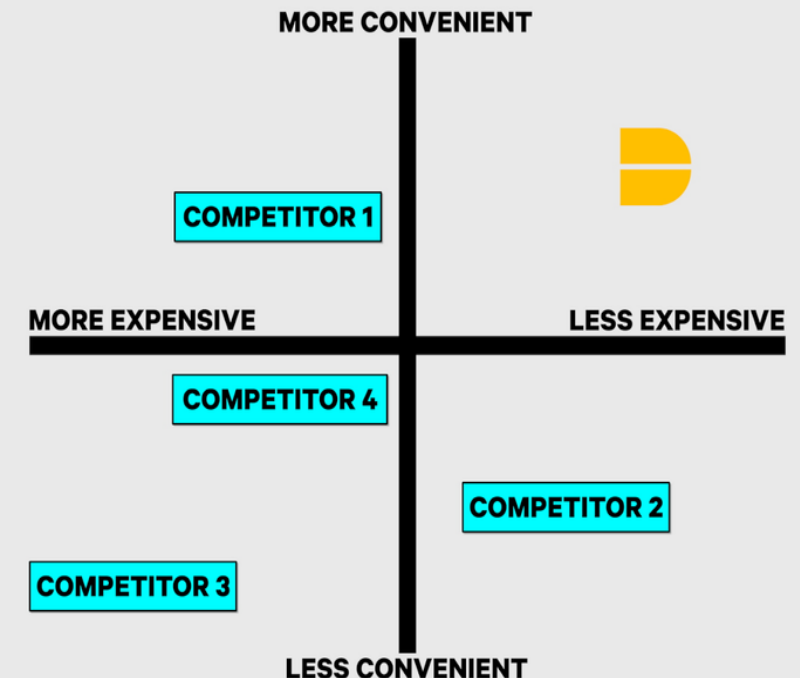
MAGIC QUADRANT

A Magic Quadrant provides a graphical competitive positioning of four types of technology providers, in markets where growth is high and provider differentiation is distinct.

Competition



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POWER GRID

A Power Grid enables you to show how your startup beats out the competition in areas like its key benefits, go-to-market strategy, business model, and more.

Our Offering vs. The Competition

| |  |  Bing |  Baidu 百度 |  YAHOO! |  Yandex |
|------------------------------|---|--|--|--|--|
| Shows Most Relevant Results | ✓ | | | | |
| Load Time < 1 Second | ✓ | ✓ | ✓ | ✓ | ✓ |
| Shows > 8 File Types | ✓ | ✓ | ✓ | | |
| Largest Ad Inventory Volume | ✓ | | | | |
| Owns Mobile Operating System | ✓ | | | | |

Our Offering vs. The Competition

| |  | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
|-----------|---|--------------|--------------|--------------|--------------|
| Benefit 1 | | | | | |
| Benefit 2 | | | | | |
| Benefit 3 | | | | | |
| Benefit 4 | | | | | |
| Benefit 5 | | | | | |

THE INVESTOR PITCH /PITCH DECK

- An investor pitch deck should include your current market share, your revenue model, and a financial breakdown explaining how you would use it.
- 20-30 Minutes to explain everything in your startup



WHAT ARE THEIR DIFFERENCES?

| | Business Plan | Pitch Deck | Elevator pitch |
|------------------|--------------------------------|----------------------------|----------------------|
| Length | 10 - 100 pages | 10 - 20 slides | 10 - 30 seconds |
| Design | Text - based | Highly visual | Verbal |
| Timing | Business funding consideration | Getting a meeting | Presenting your idea |
| Goal | Get fundings | Get an investors attention | Spark interest |
| Audience | Investors / Partners | Investors | Anyone |
| Frequency of use | Rarely | Often | Often |
| Time spent on it | 1h+ | 3-15min | 10-30sec |

THE 10 KEY ELEMENTS OF PITCH

1. TEASER

2. PROBLEM

3. SOLUTION

4. MARKET

5. BUSINESS MODEL

6. COMPETITION

7. CHANNELS

8. TEAM

9. MONEY

10. MILESTONES

MISTAKES TO AVOID WHILE CREATING A SUCCESSFUL PITCH

Mistake-1: Not doing your research

Mistake-2: Not knowing who your investors are

Mistake-3: Not being open-minded

Mistake-4: Delivering a boring pitch

Mistake-5: Not being progressive in your approach

Mistake-6: Creating the wrong image

Mistake-7: Missing on key elements

Mistake-8: Failing to illustrate the profit

WHAT TO DO IN PITCH

- Relate the topic to the audience
- State the importance of your topic
- Startle the audience
- Arouse the curiosity of the audience
- Question the audience
- Begin with a quotation
- Tell a story

IDENTIFYING TEAM ROLES

- The Hipster (Design and User Experience)
- The Hacker (Development)
- The Hustler (Business and Marketing)

5 CRITERIA JURIES USE TO SELECT THE BEST STARTUP PITCH

- Team
- Market Validation
- Product
- Business Model
- Soft Skills

BRANDING

WHAT IS BRAND ARCHETYPES

- Brand archetypes help you determine the human character traits that most accurately reflect your brand.
- This enables your brand to create deeper connections with your audience and customers based on strong emotional interactions

WHAT ARE THE 12 BRAND ARCHETYPES?



The Creator



 **Desire: Create the perfect product/service**

 **Goal: Innovation**

 **Strategy: Use creativity to solve problems**

 **Brand Message: “Think different”**

 **Traits: Innovation, Originality, Expression, Vision, individualistic**

 **Fears: Stagnation, Duplication, Familiarity, Disillusion, Indifference**

 **Brands: Apple, Lego, Adobe, GoPro, Crayola**

The Sage



Desire: Find the Truth



Goal: Understanding



Strategy: Seek information and knowledge



Brand Message: “The truth will set you free”



Traits: Wisdom, Intelligence, Expertise, Information, Influence



Fears: Lies, Misinformation, Ignorance, Inaccuracy, Stupidity



Brands: TED, Google, BBC, Discovery Channel, The Times



The Caregiver



Desire: Care, protect and nurture



Goal: Helping Others



Strategy: Do things for others



Brand Message: “Treat others as yourself”



Traits: Compassion, Caring, Reassuring, Nurturing, Warm



Fears: Helplessness, Selfishness, Ingratitude, Instability, Neglect



Brands: Unicef, Johnson & Johnson, NHS, Pampers, Volvo



The Innocent



Desire: Love, peace, and happiness for all



Goal: Happiness



Strategy: Do the right thing



Brand Message: "The glass is half full"



Traits: Optimistic, Charming, Honest, Loyal, Simplistic



Fears: Depravity, Deceit, Complexity, Punishment, Confusion



Brands: Dove, McDonald's, Innocent, Coca-Cola, Volkswagen

The Jester



Desire: Enjoy life and have fun

Goal: Entertainment

Strategy: Be playful, be fun

Brand Message: “If you’re not having fun you’re doing it wrong”

Traits: Playful, Humorous, Positivity, Togetherness, Funny

Fears: Boredom, Negativity, Seriousness, Gloom, Misery

Brands: Paddy Power, Budweiser, Skittles, Old Spice, M&Ms



The Magician



Desire: Turn dreams into reality



Goal: Magical Moments



Strategy: Create a unique vision and stand by it



Brand Message: “Make the impossible, possible”



Traits: Transformational, Charisma, Imaginative, Idealistic, Insightful



Fears: Repetition, Boring, Stagnation, Doubt, Ignorance



Brands: Disney, Dyson, TUI, Polaroid, MAC Cosmetics

The Ruler



Desire: Control

Goal: Success

Strategy: Lead and create exclusivity

Brand Message: "Laughter is the world's best medicine"

Traits: Power, Status, Success, Wealth, Loyalty

Fears: Losing power, being undermined, rule breakers, rebels, xxx

Brands: Microsoft, Rolls Royce, Rolex, Hugo Boss,

The Hero



Desire: Mastery

Goal: Improve the world through courage

Strategy: Motivate and encourage

Brand Message: “Where there’s a will there’s a way”

Traits: Bravery, Courage, Honor, Inspiration, Growth

Fears: Weakness, Incapability, Injustice, Cowardice, Incompetence

Brands: Nike, BMW, FedEx, Adidas, The Royal Marines

The Everyman



Desire: Connection with others



Goal: Belonging



Strategy: Down-to-earth and trustworthy



Brand Message: “Live together in harmony”



Traits: Dependable, Realistic, Pragmatic, Inclusive, Equality



Fears: Exclusion, Standing out, Hostility, Isolation, Separation



Brands: Tesco, Lynx, Ford, Levis, Ikea

The Rebel



Desire: Revolution



Goal: Disruption



Strategy: Shake things up and do things differently



Brand Message: “Rules are made to be broken”



Traits: Disruptive, Liberator, Confrontational, Independent, Change



Fears: Conformity, Rules, Repetition, Rigidity, Status Quo



Brands: Harley-Davidson, Uber, Diesel, Greenpeace, Red Bull

The Explorer



Desire: Freedom of discovery



Goal: Excitement and Fulfillment



Strategy: Take your own path



Brand Message: “Seek out new things and set yourself free”



Traits: Discovery, Adventure, Independence, Exploration, Pioneering



Fears: Aimlessness, Conformity, Safety, Confinement, Short Sightedness



Brands: NASA, Jeep, The North Face, Subaru, National Geographic

The Lover



Desire: Connection

Goal: Intimacy

Strategy: Be desirable

Brand Message: “Love makes the world go round”

Traits: Passionate, Committed, Romantic, Affectionate, Indulgent

Fears: Rejection, Isolation, Loneliness, Unloved, Invisible

Brands: Victoria’s Secret, Godiva, Anne Summers, Alfa Romeo, Chanel