



Pitching Fundamentals: or how to make your pitch AWESOME

Ross McLennan, Enterprise Development Executive
May 2019



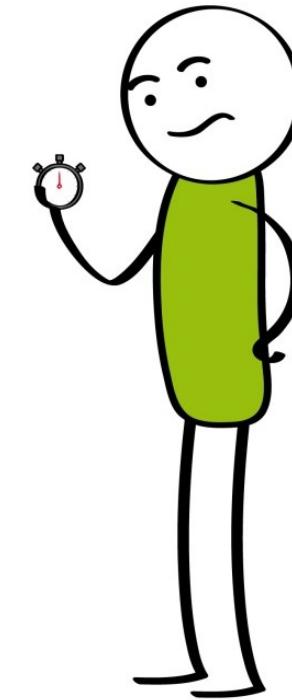
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What is a Pitch?

A simple, compelling way to explain your idea



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When do you do it?

- When you need investment or funding
- To gain support for your idea
- Build team
- When you want to make a sale to a customer
- Entering a pitching competition!



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A black and white photograph of a man in a suit and sunglasses aiming a revolver. He is wearing a light-colored shirt and a dark tie. The background is a plain wall.

What is your aim?

- To “hook” your audience & capture their attention
- To explain your business clearly and concisely
- To make a sale or receive investment
- To get a follow up meeting



Who is your audience?



What is their aim?

- Do you have a credible and likeable management team?
- Is there an attractive amount of growth potential?
- Can the business be scaled easily?
- Are you investable?



Richard Branson: How to pitch in 5 steps

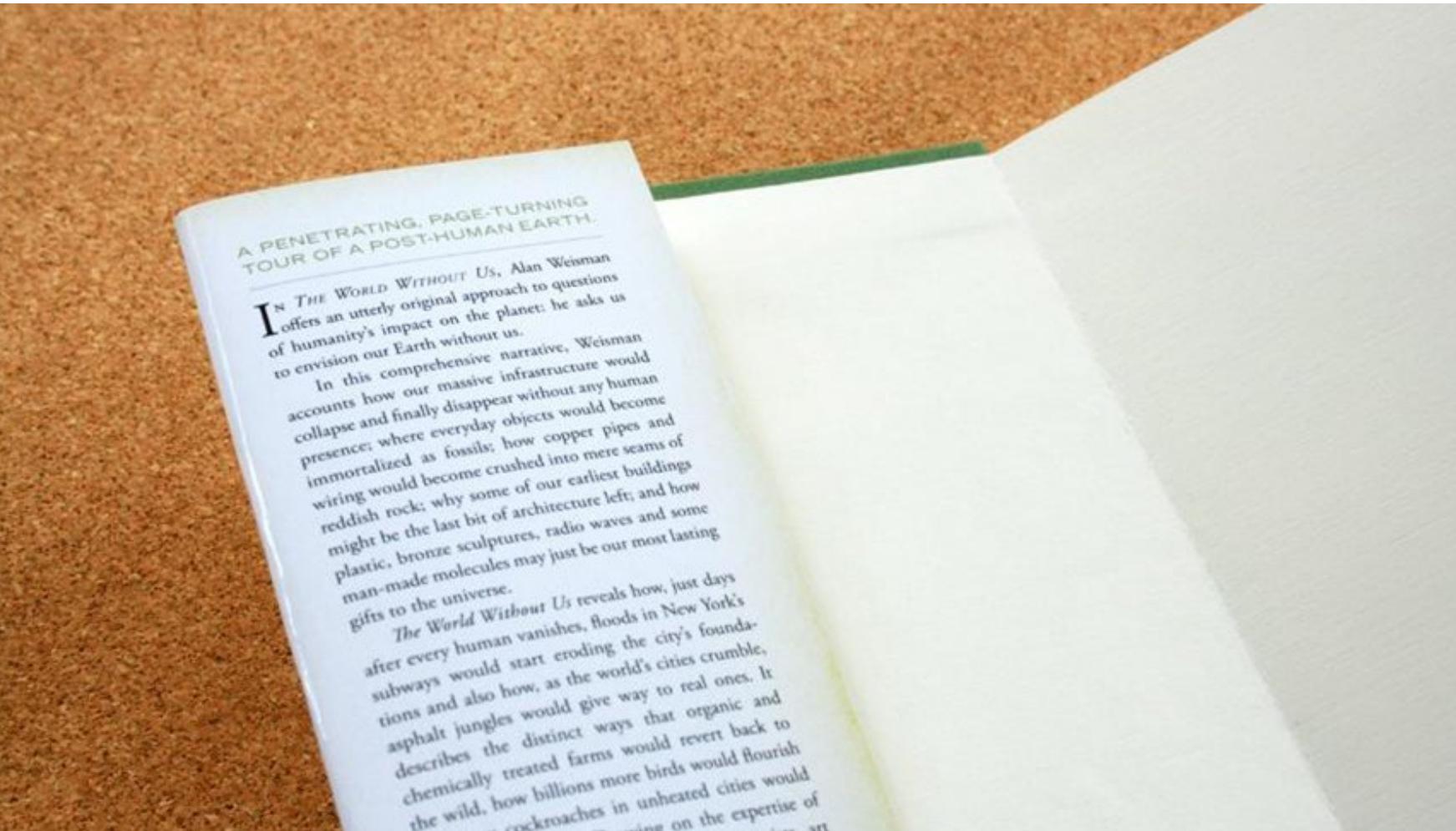
1. What's in it for them?
2. Be clear
3. Demonstrate smart disruption
4. Plan for sustainable growth
5. Show them your strengths

Guy Kawasaki

Ten slides
Twenty minutes
Thirty point font



The Investor Pitch

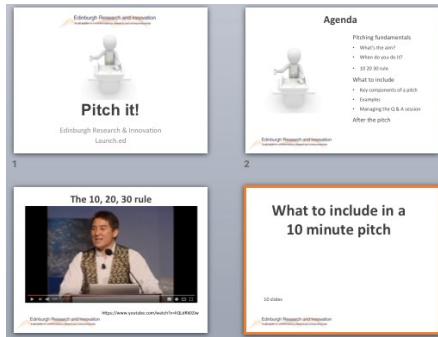


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What to include in an investor pitch



10 slides



20 minutes

30 30 30
FONT
30 30 30

30 point font



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Your pitch deck

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Go to market plan
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action



1: What's the problem?

- Who cares?
- Who are your customers?
- What problem/ pain do they have?
- How do you know this?
- Have you spoken to them?
- Do you have any statistics to back this up?



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2: Your solution?

- What is your solution?
- How will you solve the customer's problem?
- Describe the business
- Avoid technical jargon
- This is about responding to customer needs, not cool features



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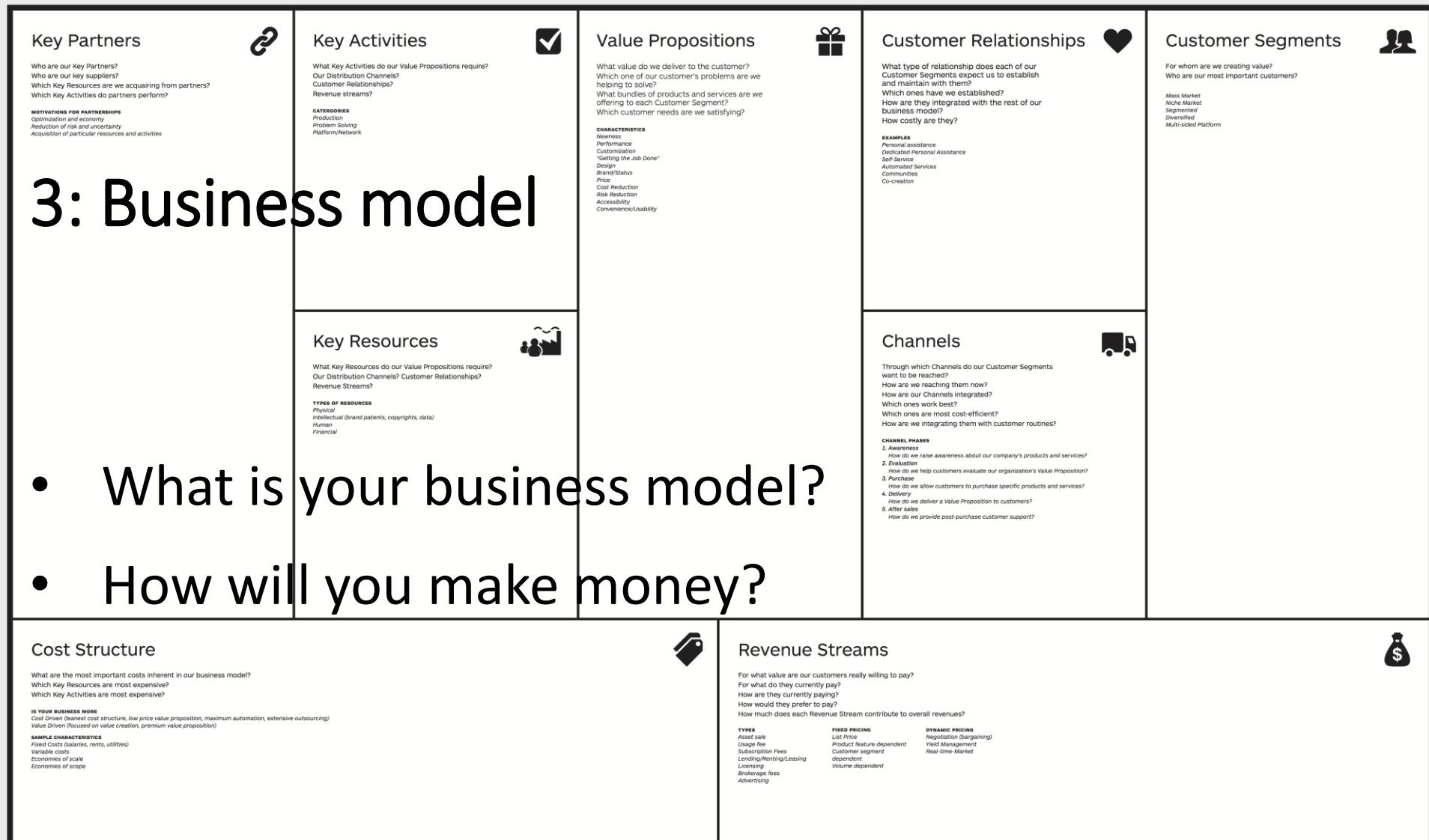
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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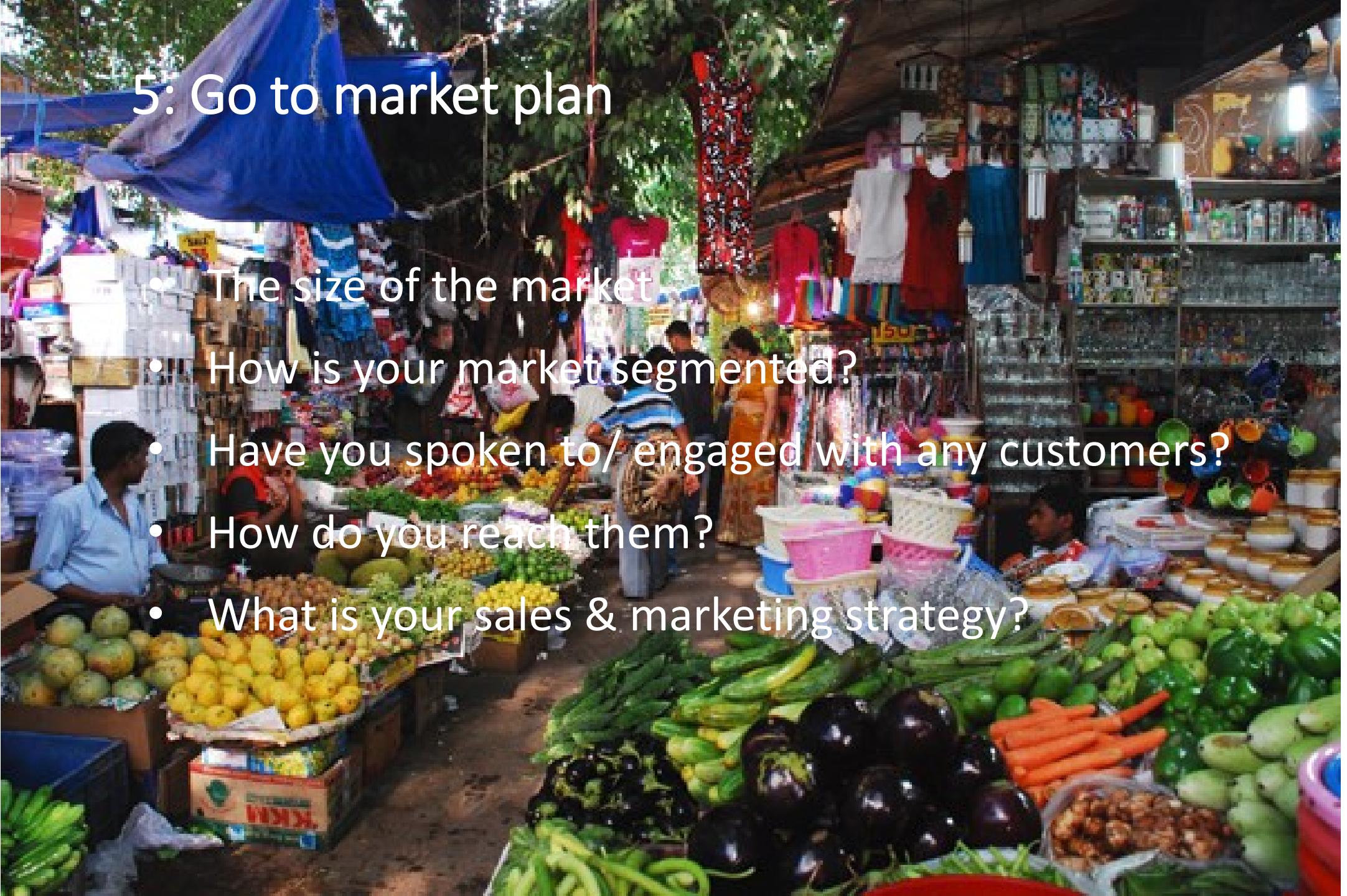
4: Underlying magic/ technology



- Brief layperson's description of the technology
- Intellectual property
- What stage of development is the product at?

5: Go to market plan

- The size of the market
- How is your market segmented?
- Have you spoken to/ engaged with any customers?
- How do you reach them?
- What is your sales & marketing strategy?

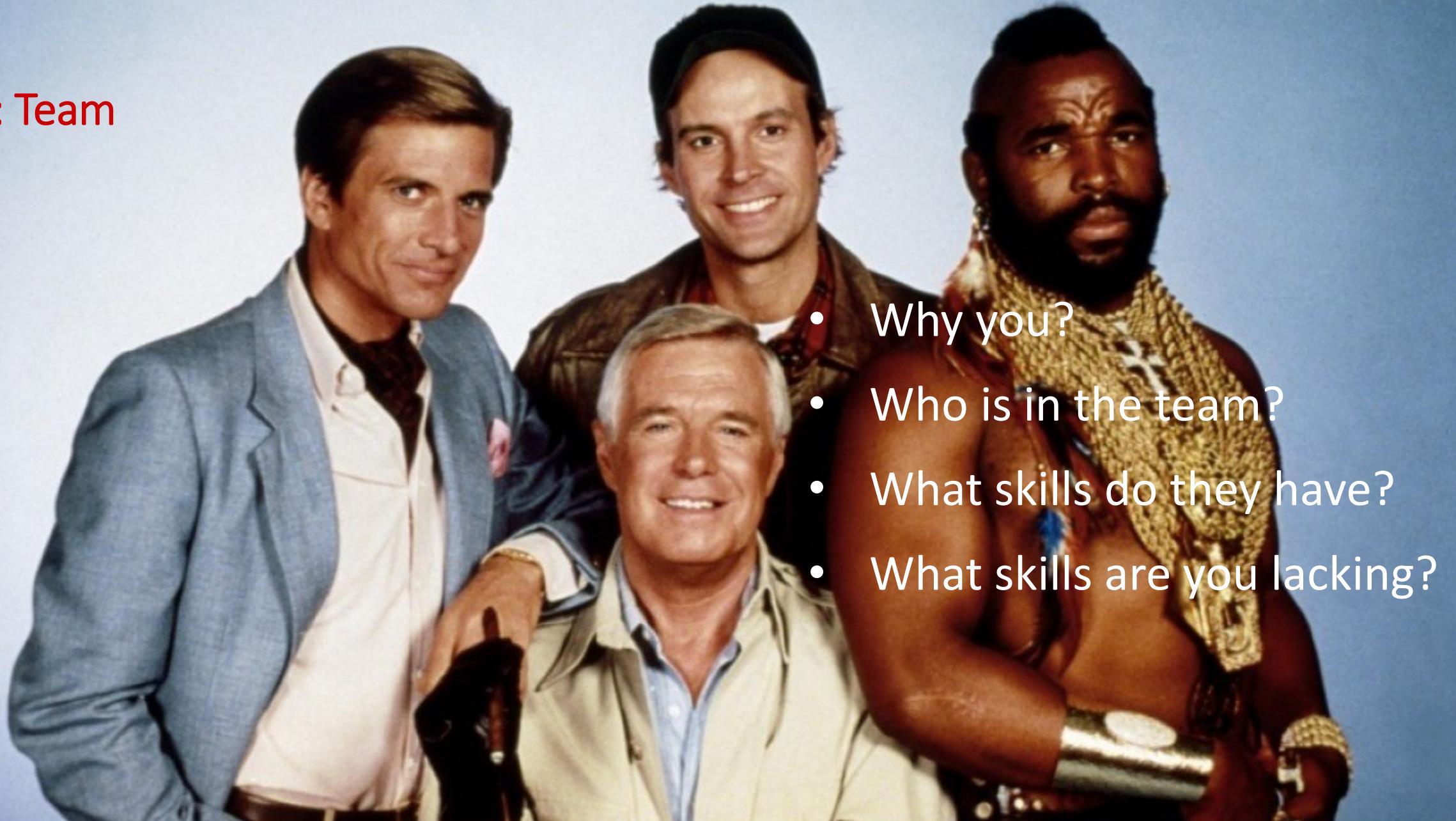




6: Competition

- What other solutions to the problem are out there?
- Have you identified competing companies & what do you do differently?
- Could they be potential partners?

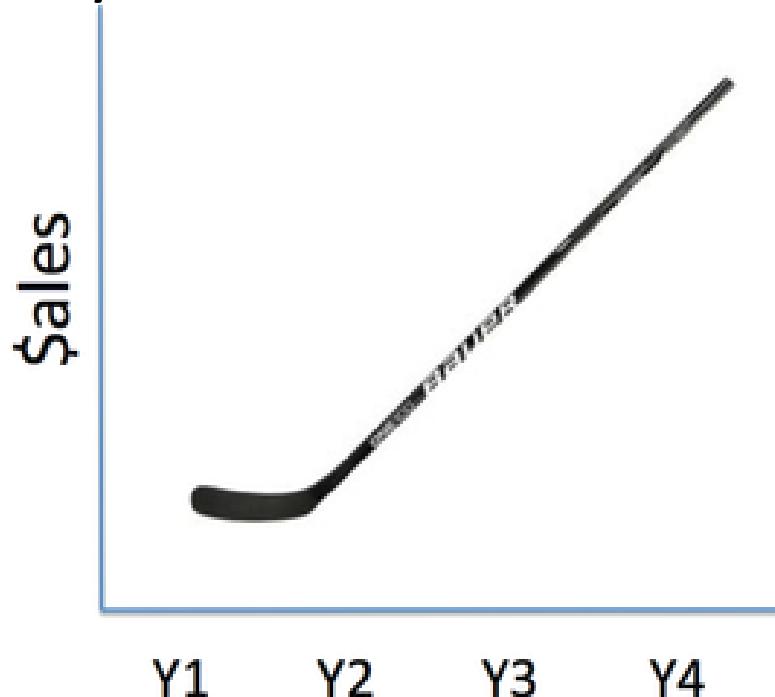
7: Team



- Why you?
- Who is in the team?
- What skills do they have?
- What skills are you lacking?

8: Projections & milestones

- How many units do you plan to sell & by when?
- Financial – what will your turnover be for years 1, 2 & 3?
- What are your startup costs?
- When will you break even?
- What will your profit margins be?



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9: Status & timeline

- What is your plan for the next year/3 years?
- Gantt chart?



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10: Summary & call to action

- Summary bullet points
- The Ask
- Your contact details
- Thank your audience
- Memorable summary statement/ tagline

Pitch Tips



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1. Stand Tall, Speak Loudly



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2. Tell a Story



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3. KISS (KEEP IT SIMPLE STUPID)



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4. Practice, Practice, Practice

PRACTICE MAKES PERFECT



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5. Use Images & Clear Information

Question text	Response text	Total			Males			Females		
		N of responses	Base N=644	%	N of responses	Base N=321	%	N of responses	Base N=323	%
Gender	Male	321	644	49.8%	321	321	100.0%	0	323	0.0%
	Female	323	644	50.2%	0	321	0.0%	323	323	100.0%
<hr/>										
Favorite Brand	SAMSUNG	45	641	7.0%	28	319	8.8%	17	322	5.3%
	SONY	43	641	6.7%	32	319	10.0%	11	322	3.4%
	NOKIA	32	641	5.0%	21	319	6.6%	11	322	3.4%
	ADIDAS	15	641	2.3%	9	319	2.8%	6	322	1.9%
	TOYOTA	12	641	1.9%	8	319	2.5%	4	322	1.2%
	BMW	10	641	1.6%	4	319	1.3%	6	322	1.9%
	MERSEDES	10	641	1.6%	8	319	2.5%	2	322	0.6%
	COCA-COLA	9	641	1.4%	4	319	1.3%	5	322	1.6%
	BOSCH	8	641	1.2%	3	319	0.9%	5	322	1.6%
	PANASONIC	8	641	1.2%	6	319	1.9%	2	322	0.6%
	SIEMENS	8	641	1.2%	6	319	1.9%	2	322	0.6%
	ASUS	7	641	1.1%	6	319	1.9%	1	322	0.3%
	NIKE	7	641	1.1%	6	319	1.9%	1	322	0.3%
	SONY ERICSSON	7	641	1.1%	5	319	1.6%	2	322	0.6%
	AUDI	6	641	0.9%	5	319	1.6%	1	322	0.3%
	CANON	6	641	0.9%	5	319	1.6%	1	322	0.3%
	D&G	6	641	0.9%	1	319	0.3%	5	322	1.6%
	L'OREAL	6	641	0.9%	0	319	0.0%	6	322	1.9%
	MANGO	6	641	0.9%	0	319	0.0%	6	322	1.9%
	MEXX	6	641	0.9%	0	319	0.0%	6	322	1.9%
	AVON	5	641	0.8%	0	319	0.0%	5	322	1.6%
	CHRISTIAN DIOR	5	641	0.8%	1	319	0.3%	4	322	1.2%
	COLUMBIA	5	641	0.8%	3	319	0.9%	2	322	0.6%
	HP	5	641	0.8%	4	319	1.3%	1	322	0.3%
	O'STIN	5	641	0.8%	2	319	0.6%	3	322	0.9%
	CHANEL	4	641	0.6%	0	319	0.0%	4	322	1.2%



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Production Growth

Forecast of Tea Volumes by Sub-sectors: 2007 -2012						
Tonnes	2007	2008	2009	2010	2011	2012
Tea	226,045	231,273	235,790	239,745	243,099	245,822
Black Tea	222,724	227,769	232,111	235,900	239,101	241,683
Green Tea	3,321	3,504	3,679	3,845	3,999	4,139



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76%

of workers prefer
to work at home
one day a week



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BAD

Problems

- Downtown is busy
- Not enough parking spots
- People hate parking tickets
- People spend too much time looking for spot
- Walking from spot on hot/cold day
- Car could get stolen, wrecked, scratched,
breathed-on wrong, or a pigeon could shit on it



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GOOD

Problem

**People spend too much time
looking for parking**



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6. Clear Solution



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ONE PROBLEM

ONE SOLUTION

ONE PERSON



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7. Watch the Clock



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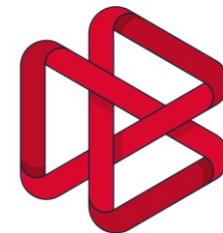


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8. Killer Closing



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The University of Edinburgh's commercialisation service



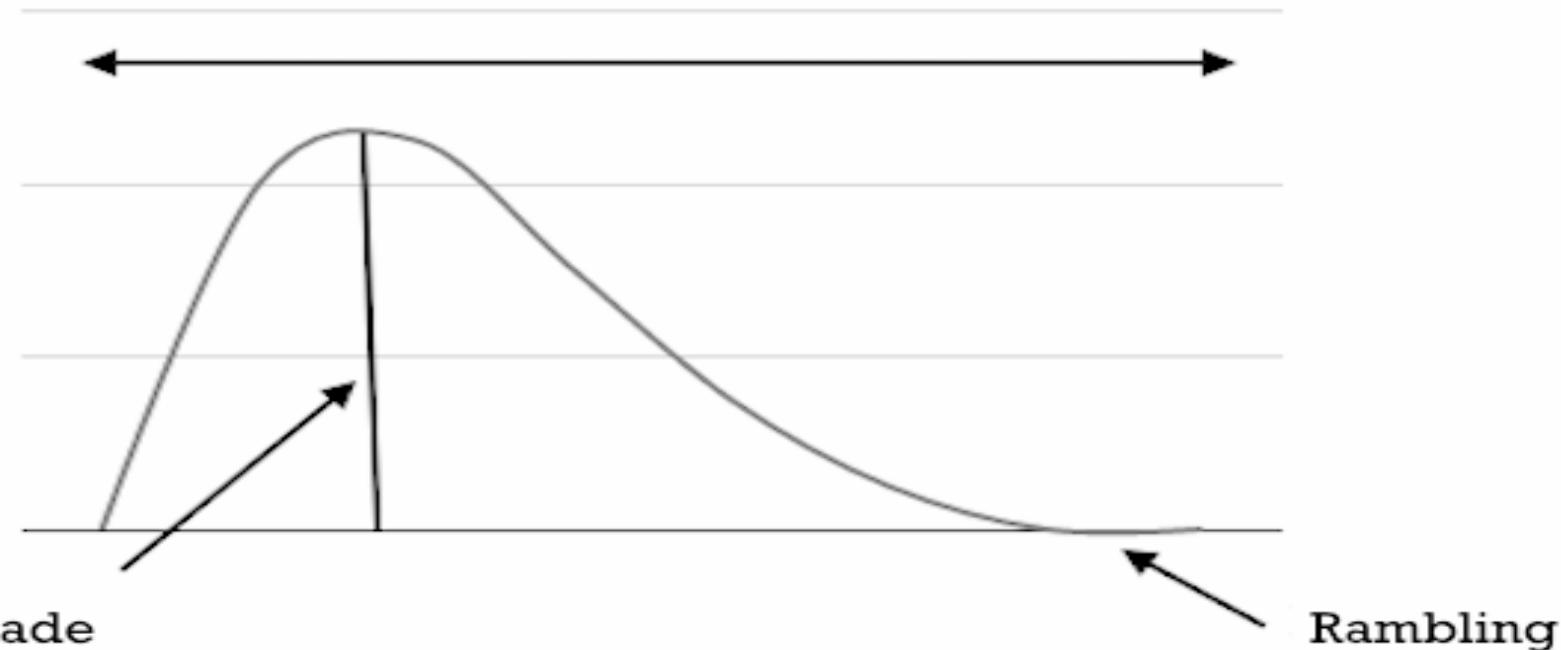
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9. Concise Answers

40 Seconds



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10. Make backup slides

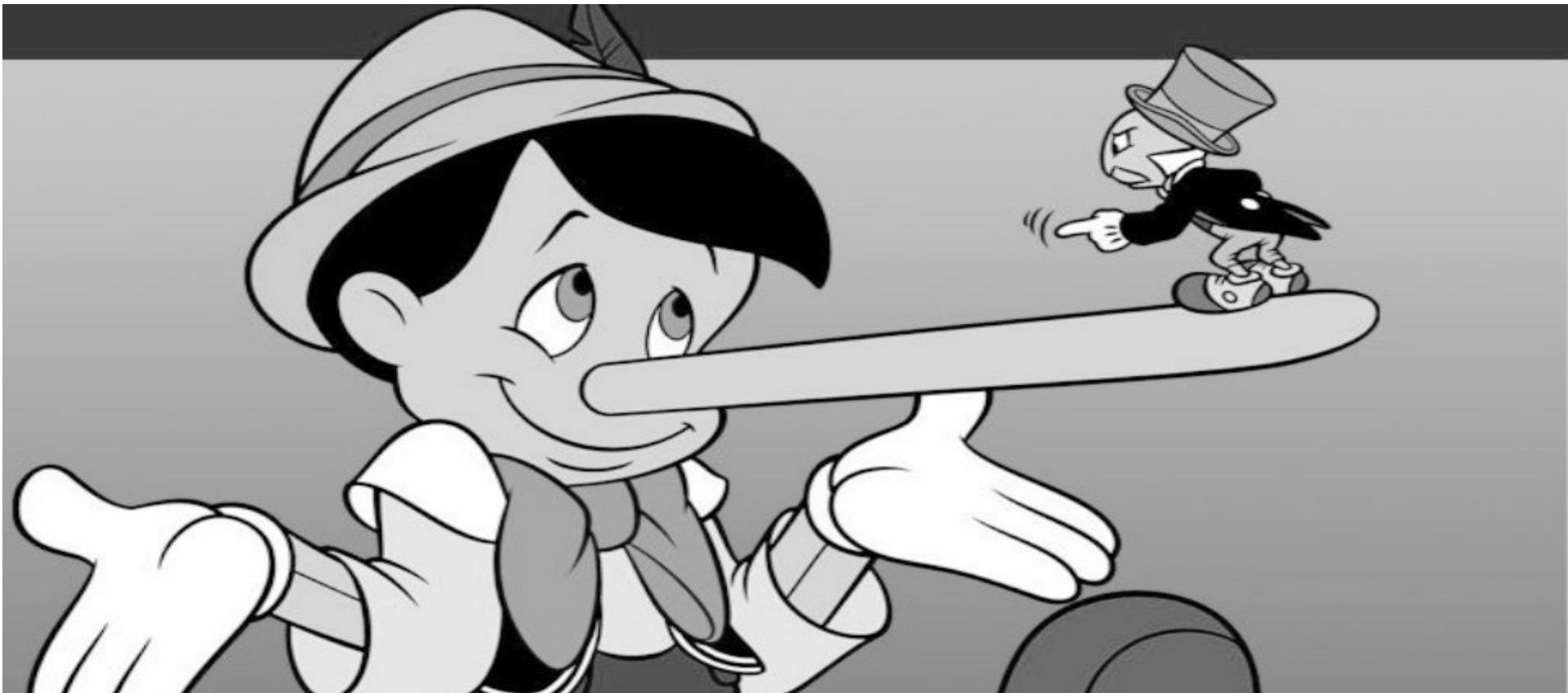


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11. Be Honest



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