

Making a Pitch Presentation

Ultimately you are always pitching to investors, customers, business partners, recruits, friends, your spouse, etc...

PRACTICE



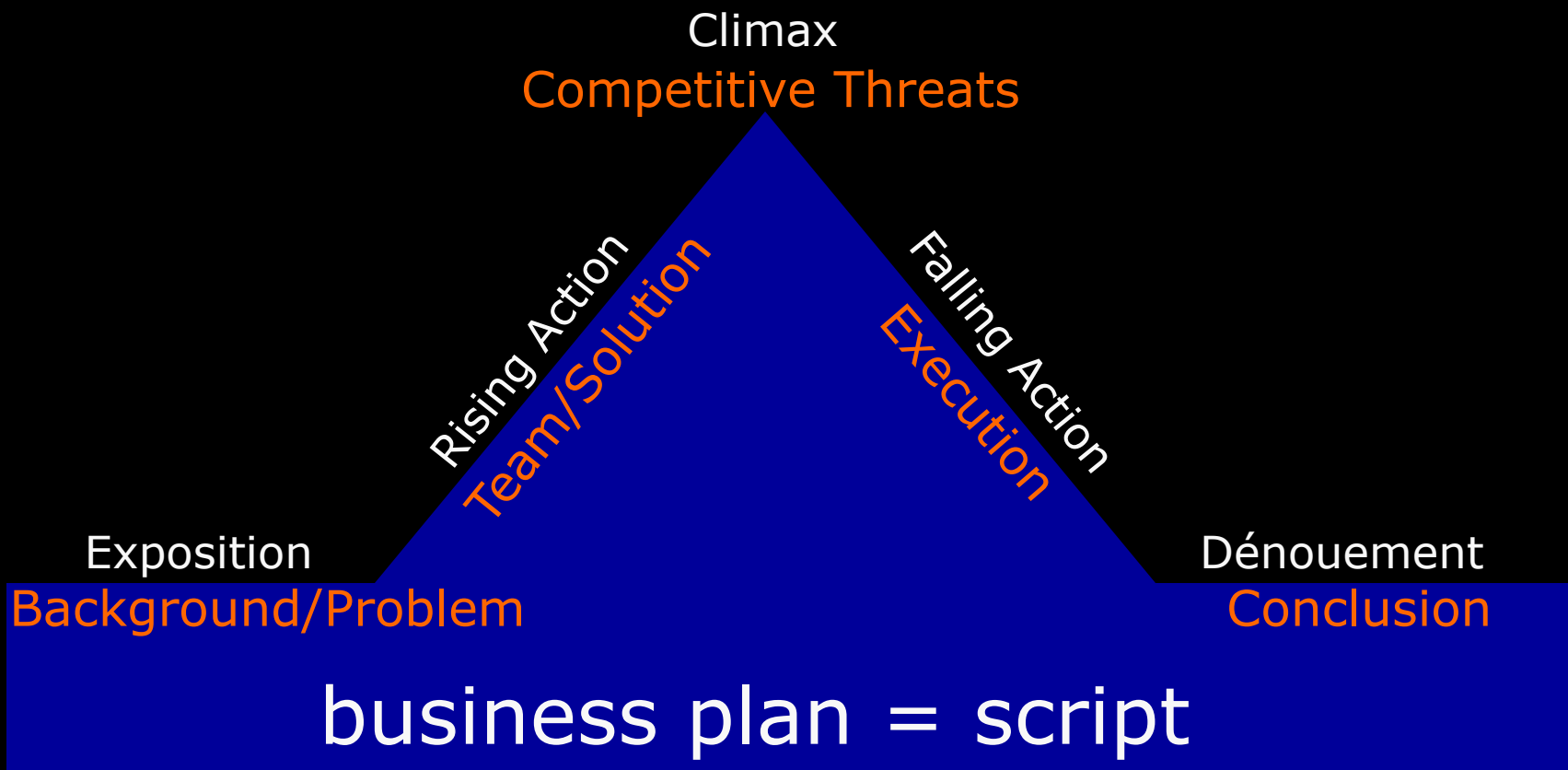


A presentation is a conversation between you and your audience where only one side is audible.



The audience is asking questions in their head; it's your job to anticipate those questions and answer them in your presentation

The Presentation: story development



The Pitch: in less than 10 steps

1. Introduction
2. The Hook
3. The Solution
4. The Market
5. The Competition
6. Differentiation
7. Business Model
8. The Team
9. The Request

What are my audience's
questions?

What IS it?

What's the PAIN?

What else is out there?

How are you going to make money?

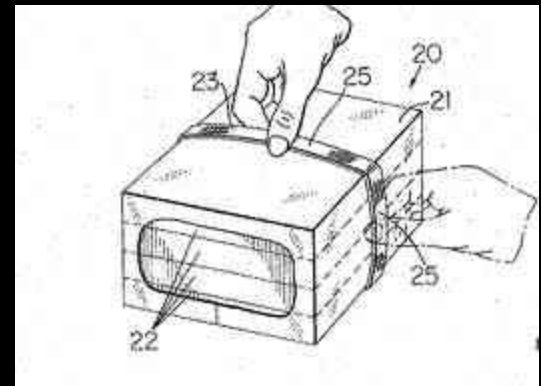
Who's running the show?

What's your 10-week benchmark?



What IS it?

- What is it made of? What does it do? Be specific! Specific does NOT mean technical. What your product is and does one sentence, not the cutesy name you've given to it.
- Can someone else repeat it back to you?



What's the PAIN?

"Why would anybody want this?"

"How much do they want it?"

"Would they change their behavior?"



If you capture them with your narrative of the problem you're going to solve, they're engaged.

Specific Problem Solving vs...



Creating World Peace,
Eliminating Hunger, and
Solving Global Warming.

What is your specific break-
through going to solve?

What else is out there?

- If it's such a problem, why hasn't anyone else solved it?
- What are the current solutions to the problem?
- Who is your competition?
- If others failed, why won't you?
- What's different about yours?
(Specific novel break-through)
- Should you really compare yourself to Google?



Look like an expert in your business

- Show you know the category and the latest companies, trends, technologies being introduced



This chart compares the Samsung Galaxy Nexus with four other smartphones: Samsung Galaxy S II, HTC Evo 4G, Samsung Galaxy S II mini, and Samsung Galaxy S II mini 2. The comparison covers various features including carrier, screen size, resolution, processor, memory, camera, battery, and price.

	Samsung Galaxy Nexus	Samsung Galaxy S II	HTC Evo 4G	Samsung Galaxy S II mini	Samsung Galaxy S II mini 2
Carrier	Verizon Wireless	Verizon Wireless	Verizon Wireless	Verizon Wireless	Verizon Wireless
Screen Size	4.65" (11.81 cm)	4.3" (10.92 cm)	4.3" (10.92 cm)	4.3" (10.92 cm)	4.3" (10.92 cm)
Resolution	1280 x 768 (309 ppi)	1280 x 768 (309 ppi)	1280 x 768 (309 ppi)	1280 x 768 (309 ppi)	1280 x 768 (309 ppi)
Processor	1.5GHz NVIDIA Tegra 3	1.5GHz NVIDIA Tegra 3	1.5GHz NVIDIA Tegra 3	1.5GHz NVIDIA Tegra 3	1.5GHz NVIDIA Tegra 3
Memory	16GB (expandable to 64GB)	16GB (expandable to 64GB)	16GB (expandable to 64GB)	16GB (expandable to 64GB)	16GB (expandable to 64GB)
Camera	1.9MP (front) / 8MP (back)	1.9MP (front) / 8MP (back)	1.9MP (front) / 8MP (back)	1.9MP (front) / 8MP (back)	1.9MP (front) / 8MP (back)
Battery	1500mAh	1500mAh	1500mAh	1500mAh	1500mAh
Price	\$199	\$199	\$199	\$199	\$199



This chart compares the Serif WebPlus X4 software with four other web design tools: Adobe Dreamweaver CS4, Microsoft Expression Web 3, and two others. The comparison covers various features including price, ease of use, and specific design capabilities.

	Serif WebPlus X4	Adobe Dreamweaver CS4	Microsoft Expression Web 3	Other Tool 1	Other Tool 2
Price	\$149	\$149	\$149	\$149	\$149
Ease of Use	Yes	Yes	Yes	Yes	Yes
Design Capabilities	Yes	Yes	Yes	Yes	Yes
Integration	Yes	Yes	Yes	Yes	Yes
Support	Yes	Yes	Yes	Yes	Yes

Use a competitive feature comparison chart

Who's running the show?

- Who is on your team and why are you as college students going to be able to do what others cannot do or wouldn't replicate?



What's your 10-week benchmark?

- What are your priorities to get done next?
 - Finish a prototype
 - Talk with potential customers
 - File a provisional patent
 - Raise \$50K (what does that buy in the product lifecycle?)



The Plan: Five questions every investor wants to know

1. How much does it cost me?
2. What do I get?
3. How will you spend my money?
4. What is my expected return?
5. When will I get the return?

One sentence.

Conclude with one
distinctive, saleable,
fundable sentence.

Be Prepared for Q & A

Anticipate what you will be asked and be prepared to address with your team.

Use appendix slides wisely.

If you really don't know, be careful about throwing out a dismissive made-up answer.

Style Tips



The Presentation:

preparedness = confidence

1. Prepare your talk

2. Prepare yourself

3. Stand & deliver

- You are the expert on your topic
 - Speak to your audience's level
 - The focus is what you say & emphasize, not your slides
 - You control the floor
 - Only you know what you will say next
 - Don't let it go to your head
- confidence ≠ cockiness.

1:1

One slide per minute;
one idea per slide.

Be Visual and Theatrical

Pictures, Product Shots,
Charts, Timelines



Investors get bored.

No Religion, No Wimpy Talk

Don't say "I believe" or "We believe... we will..."

No "we're trying to..." . We will.



Be Careful with jokes, they
often fail. Do you need them?



Look forward at the audience and judges, not at your slides.
Never read from your slides or notes.



Memorize relevant stats and figures that you can recite to look smart.



Address obvious questions or doubts that you can anticipate they will ask. Read their minds.

