



Start Up in ICT

The Pitch



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Start Up in ICT - UniPD
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The Job

Easiest: Make hypothesis. Get out of the building.
Talk to People. Validate/Discard. Repeat.
Once you have delighted customers – scale up.





Once you have

Refined the Problem

Validated the Problem

Found a Solution

Refined/Validated the Solution

Analyzed the Competition

Identified your Customer

Defined a Product

Found a Market & Business Model

Assembled the Best Team

Computed Costs/Revenues

Built a Trajectory

Put everything in a sustainable way

...and feel you're ready to launch...

OMG



“Types” of Pitches

There is not “the Pitch” – there are, instead, several type of Pitches that real startuppers should always be ready to master:

- **Elevator Pitch:** 60 seconds, few words, extremely challenging – possibly a sentence! – very important to use popular images/brands or mental schemes.
 - Concise : max 1-2 minutes, talking clearly and slowly (no machinegun talking). Even more challenging? A tweet!
 - Clear: no jargon, kids must understand!
 - Greed-Inducing: must show REAL value
 - Irrefutable: statements MUST be irrefutable.
 - Check ☺ <https://www.youtube.com/watch?v=Tq0tan49rmc>



“Types” of Pitches

Short Pitch: This short form pitch is typically 5-10 minutes long and should include some basics about your company, such as the problem you are solving, your solution, your team members, the market you are in, the competition, some financial highlights, goals you want to reach, and info on your founding team.

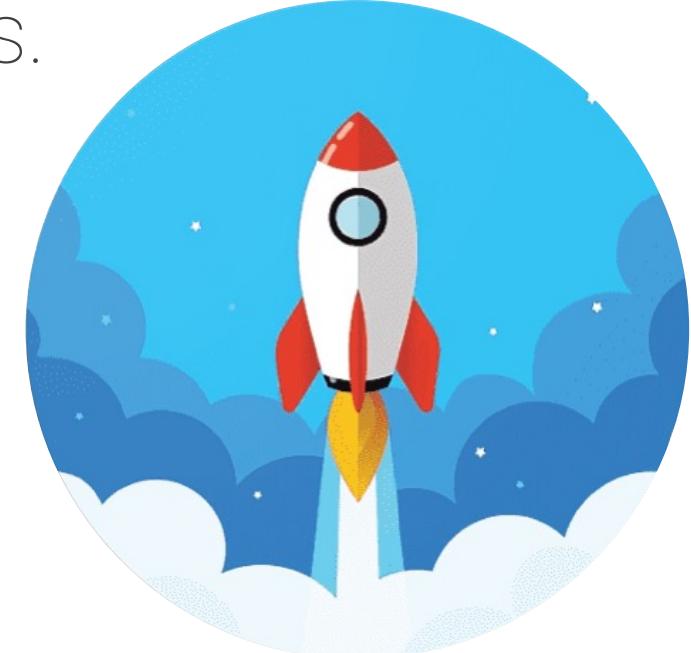
Long Pitch: “10/20/30 Rule” (we will use this one)



Wrap up: Our Startup Pitch

Rules for our pitch.

- 10-20-30 Rule preferred (don't be too strict).
- 20 minutes speech, 10 minutes questions.
- Cover all 10 main topics (10-20-30 Slide).
- You may be asked your Lean Canvas
- Show you did get out of the building.





What's
now?

The 10-20-30 Rule

Guy Kawasaki – 10 slides, 20 minutes, 30 point minimum font size.
These are the topics that you shoud cover (topics to be covered,
NOT order of slides or content for each slide, this is up to you!).

- Problem (with nice introduction)
- Solution (with MVP / Demo)
- Business Model
- Underlying Magic
- Marketing / Sales
- Competition
- Team (why us?)
- Projections / Milestones
- Status / Timeline
- Call to Action



Other Takes



Guy Kawasaki Guru & Entrepreneur	Dave McClure 500 Startups	Don Valentine Sequoia Capital	Scott Mackin Barcinno	Chance Barnett crowdfunder.com	Kamil Goliszewski Digital Entrepreneur	Sylwia Gorajek Co-Founder at Verly
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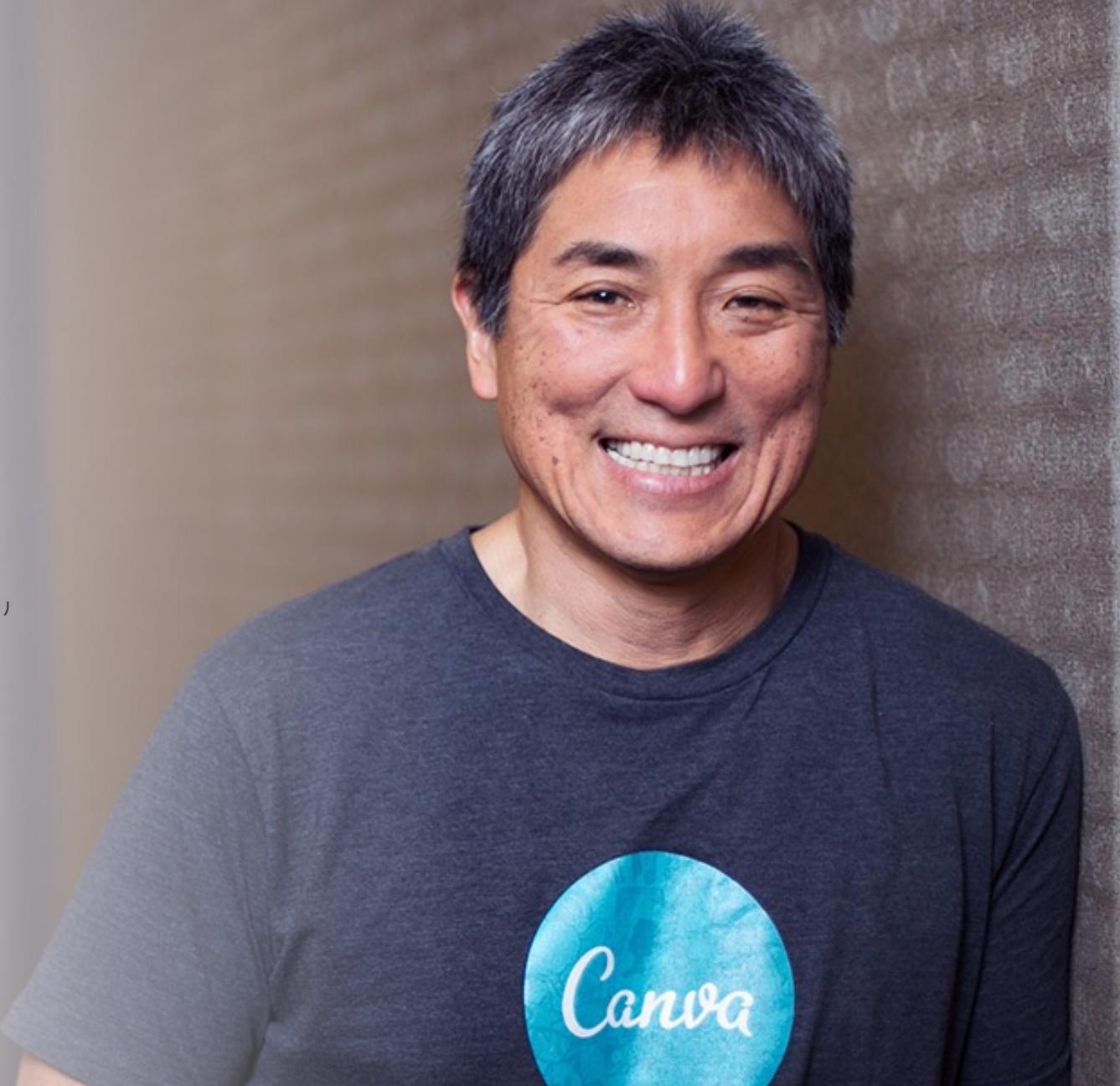
Title	Elevator pitch	Company Purpose	Elevator pitch	Vision / Elevator Pitch	Vision	Name & Mission
Problem	Problem	Problem	Problem	Traction / Validation	Market Opportunity	Problem
Solution	Solution	Solution	Solution	Market Opportunity	Problem	Solution
Business model	Market size	Why Now	Market size	Problem	Product/Service	Product
Underlying magic	Business model	Market Size	Business model	Product / Service	Revenue model	Market
Marketing & sales	Proprietary tech	Competition	Competition	Revenue Model	Marketing	Business Model
Competition	Competition	Product	Go-to market	Marketing & Growth Strategy	Team	Strategy
Team	Marketing	Business Model	Team	Team	Competition	Competition
Projections	Team	Team	Traction	Financials	Financials	Roadmap
Status and timeline	Money / Milestones	Financials	Financial need	Competition	Fund raising request	Financials
				Investment ask		Team

Yes, but how?



Tell your Authentic Story

Enchantment: the art of changing hearts, minds and actions (G. Kawasaki, 2012): the three pillars of enchantment are likeability, trustworthiness and greatness.



EE We don't know where we get our ideas from.
We do know that...
we do not get them from our laptops.”

— John Cleese

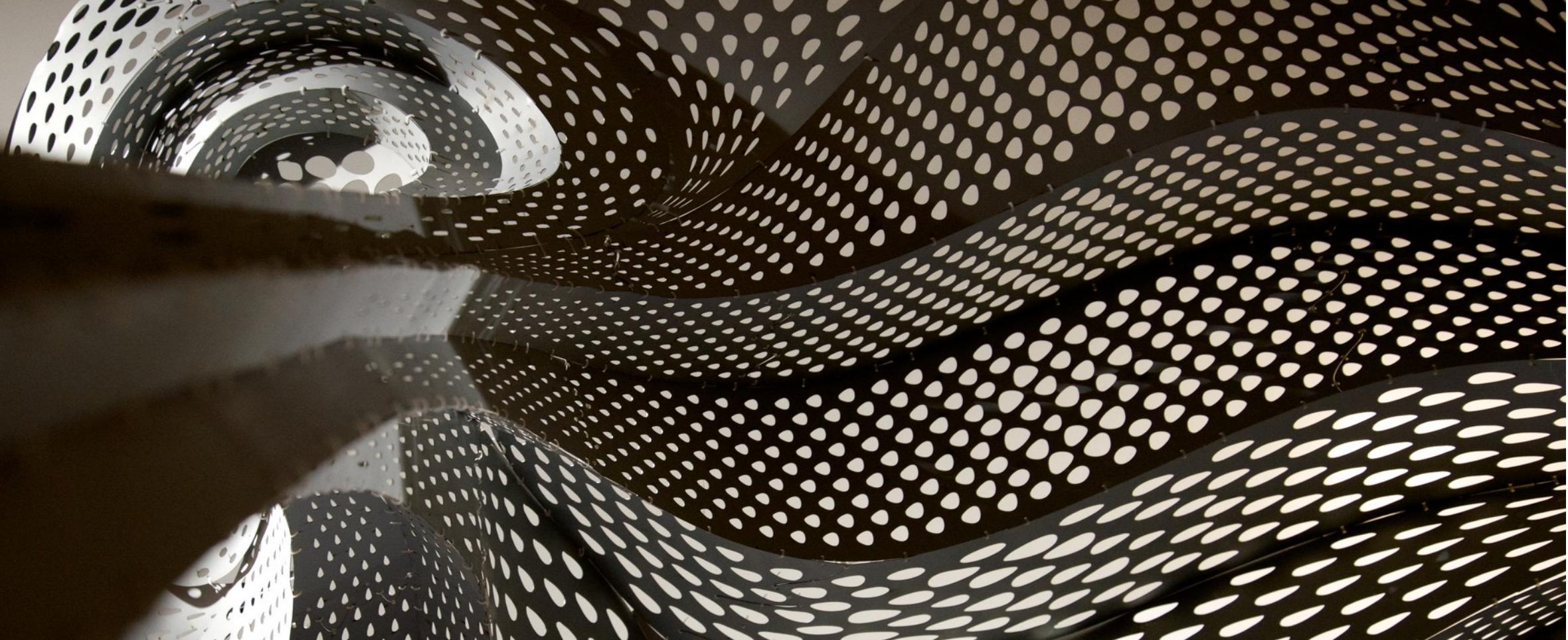


Laptop/Smartphone OFF



Audience First!

**Who? What language should I use? What's their story?
Why are they here? Know your audience in advance!**



Solid **Structure**

Your narrative, even if simple, **MUST** have a structure.
Something which may not be seen, but that makes
the difference, giving a «fluid» touch to your speech.

Clear Theme

a.k.a.

**Remove the
non-essential.**

**Which brings to the real
problem: know very well what is
your CORE SINGLE KEY
message.**

**And again, knowing your
Audience helps.**





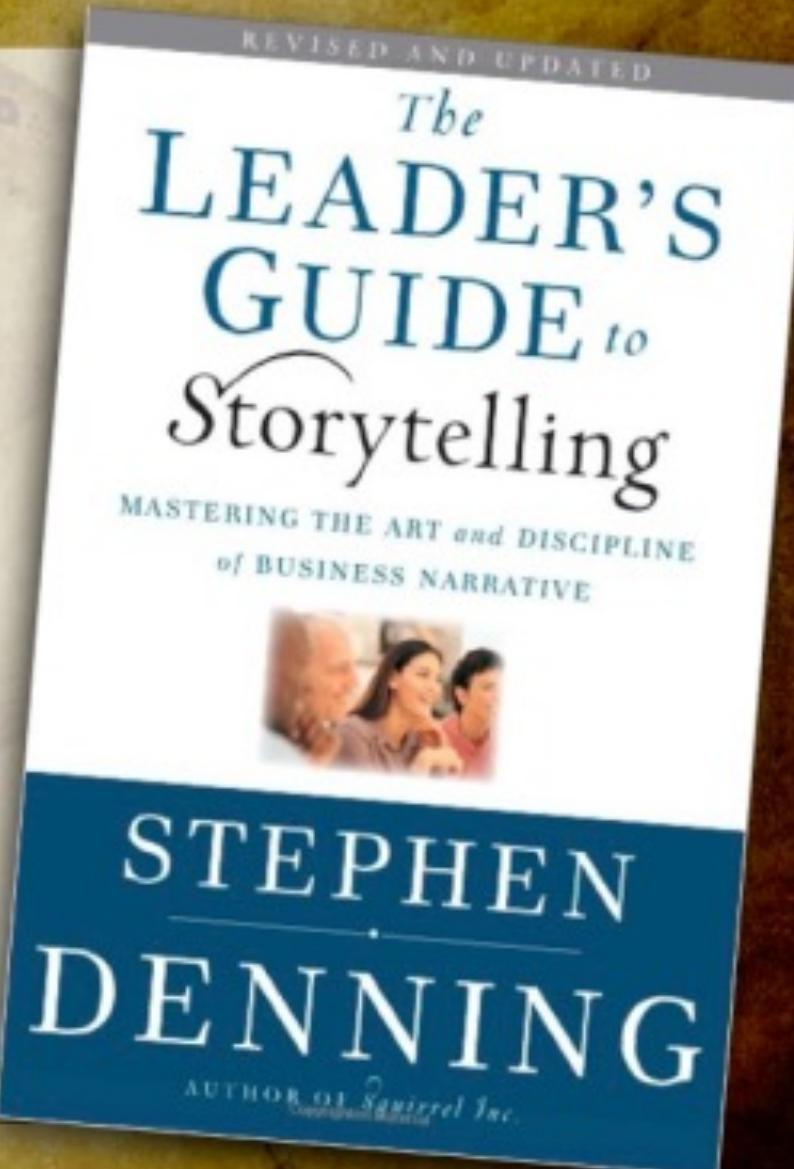
Hook them early!

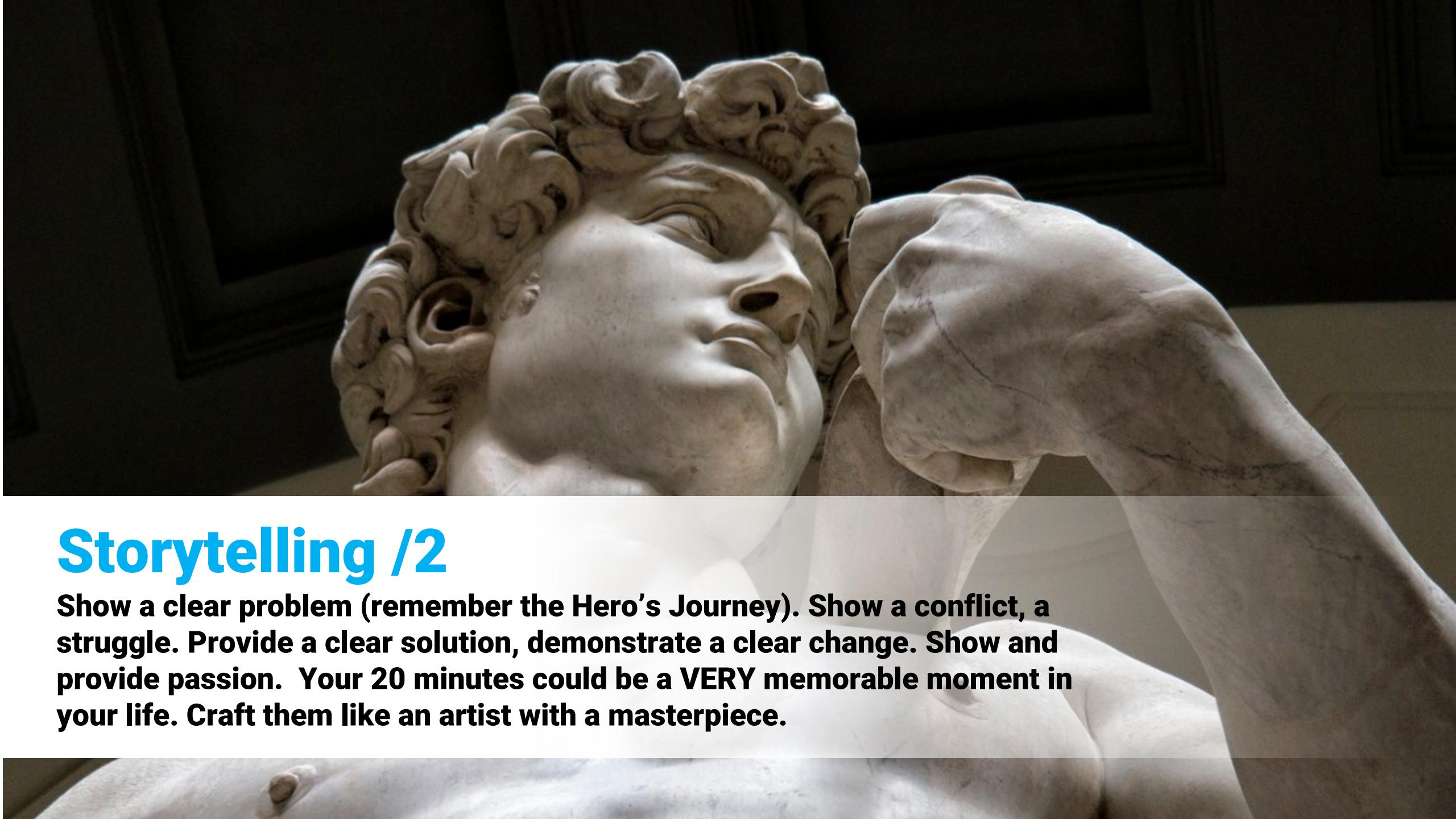
Useless details and introductions will kill you. Start with an unexpected boom. Get their full attention. Do something they will remember, which, given the event, is very tough.

“Time after time, when faced with the task of persuading a group of managers... to get enthusiastic about a major change, storytelling was the only thing that worked. ”

— Stephen Denning

Storytelling

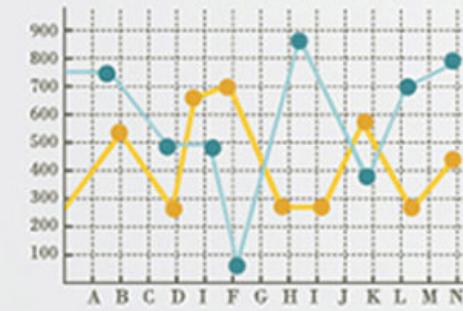




Storytelling /2

Show a clear problem (remember the Hero's Journey). Show a conflict, a struggle. Provide a clear solution, demonstrate a clear change. Show and provide passion. Your 20 minutes could be a VERY memorable moment in your life. Craft them like an artist with a masterpiece.

Don't Tell – Show!



- Never **ever** make any qualitative self-made statements!
- Use irrefutable numbers and cite verifyable sources. Always.
- Be straight in describing the problem with numbers, graphs, data – let the numbers do the job of letting your audience understand the problem – don't tell them!
- The simpler the data and the infographics, the better the concept is nailed down.
- Single listen test: an occasional listener should be able to describe your pitch perfectly after just the first listen.

A black and white close-up photograph of actress Gwyneth Paltrow. She has long, light-colored hair and is smiling broadly, showing her teeth. She is wearing large, textured, diamond-shaped earrings. The background is blurred.

Be Authentic

**Be yourself. Show your humanity.
Super heroes are, above all, humans
with their fragilities and self-doubts.**

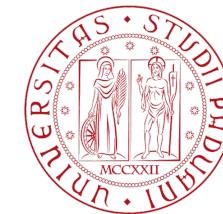
Having a great startup pitch has more to do with setting up and running a great company than optimizing some type of sales process to investors. Great investors can see through most tactics that you will use in the pitch process, so the best fundraising strategy is to build a great company.

Ken Howery



StartUp in ICT
University of Padua
February-June, 2023

WhatsApp group



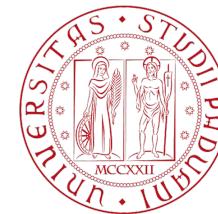
MEI

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