

THE ART OF THE PITCH

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ONLINE

What is the pitch

- Traditionally, a summary of the business plan
- Nowadays, a standalone presentation of your business
 - The Problem (“Pain Point”)
 - Your Solution
 - Target Market
 - Competition
 - The Team
 - Financial Summary
 - Milestones

The reality is that the pitch changes...

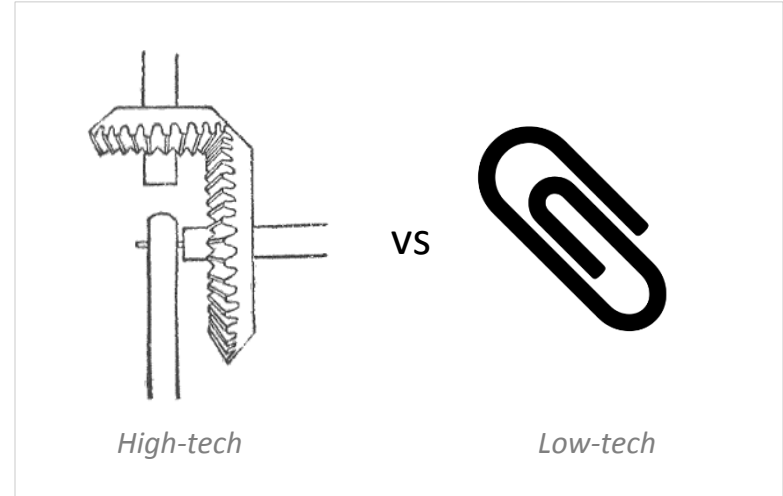
The pitch depends on two things...

Who you talk to



Images via Wikimedia Commons

What your business does



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Who should be pitching/selling at first?



- Product / market fit
- The right target segments
- The right sales pitch
- The characteristics of your pipeline
- Pricing and marketing strategy

There are actually many different types of pitches

The...

- High concept pitch
- Elevator Pitch
- The Two Sentence Pitch
- The One Minute Pitch
- 5 min (and longer) Pitch



Which one do you need?

High Concept Pitch

***Facebook for
Professionals***

High Concept Pitch

***Facebook for
Professionals***



High Concept Pitch

***All-electric
Porsche***

High Concept Pitch

*All-electric
Porsche*



High Concept Pitch

***Google for pets
that use Amazon***

High Concept Pitch

***Google for pets
that use Amazon***



Two sentence pitch

*For target audience who has a need,
the product name is a product category
that offers a key benefit.*

*Unlike competition or substitute, we are
different in a key way.*

Two sentence pitch - example

For wealthy individuals and car fans who want a high-end sports car that is environmentally friendly, the Tesla Roadster is an electric car that delivers unprecedented performance without damaging the environment.

Unlike Ferraris and Porches, we offer amazing performance without any direct carbon emissions.

The 1 minute pitch

***Show. Don't tell.
Explain it to your grandma.
Aim for core questions.***



The 5 min (and longer) pitch

Elaboration of two sentence pitch

Clearly identify the market opportunity you intend to take advantage of

Review the key factors for building the business

The 5 min (and longer) pitch

You have some time, but 5 min goes quick!



Use your time...

- **Value Proposition:** concept and value proposition (e.g., why the demand is not being met currently and how you fulfil demand)
- **Market & Competition:** market potential and competitive pressure, explain why others have not fully taken advantage of the opportunity
- **Financial prospects:** Present a pro-forma financial plan and statement of likely financial capital sources.
- **Risks, Uncertainties, and Hypotheses Testing:** Analyze key challenges and risks, complement with potential mitigations.
 - Identify critical assumptions that have high levels of uncertainty
- **Research:** Where possible, don't just guess; talk to suppliers, potential customers, etc.; those entities that give insights

Summary: The Pitch



Key points:

- Be clear on what you do and who you are talking to
- Try to know what your audience knows (or make some educated guesses)
- Build your pitch around time and audience





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