

GETTING TO

Crafting a
Compelling
Summary
of Your Value
Proposition

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Typical Elevator Pitch





CoolCo is a dynamic startup company positioned for strong market growth and expansion.

Management has created a cutting edge business model that has the potential to play a dominant role in this exploding sector.”

“As the world economy has moved more pervasively into the Information Age, businesses and individuals have struggled to find better ways to manage information. Modern computers, software, and databases have made the creation, gathering, integration, and manipulation of information easier, but information portability, accessibility, and security have become more problematic aspects of our collective lives...”

Huh ??

Typical Investor





YOU

Getting To WOW

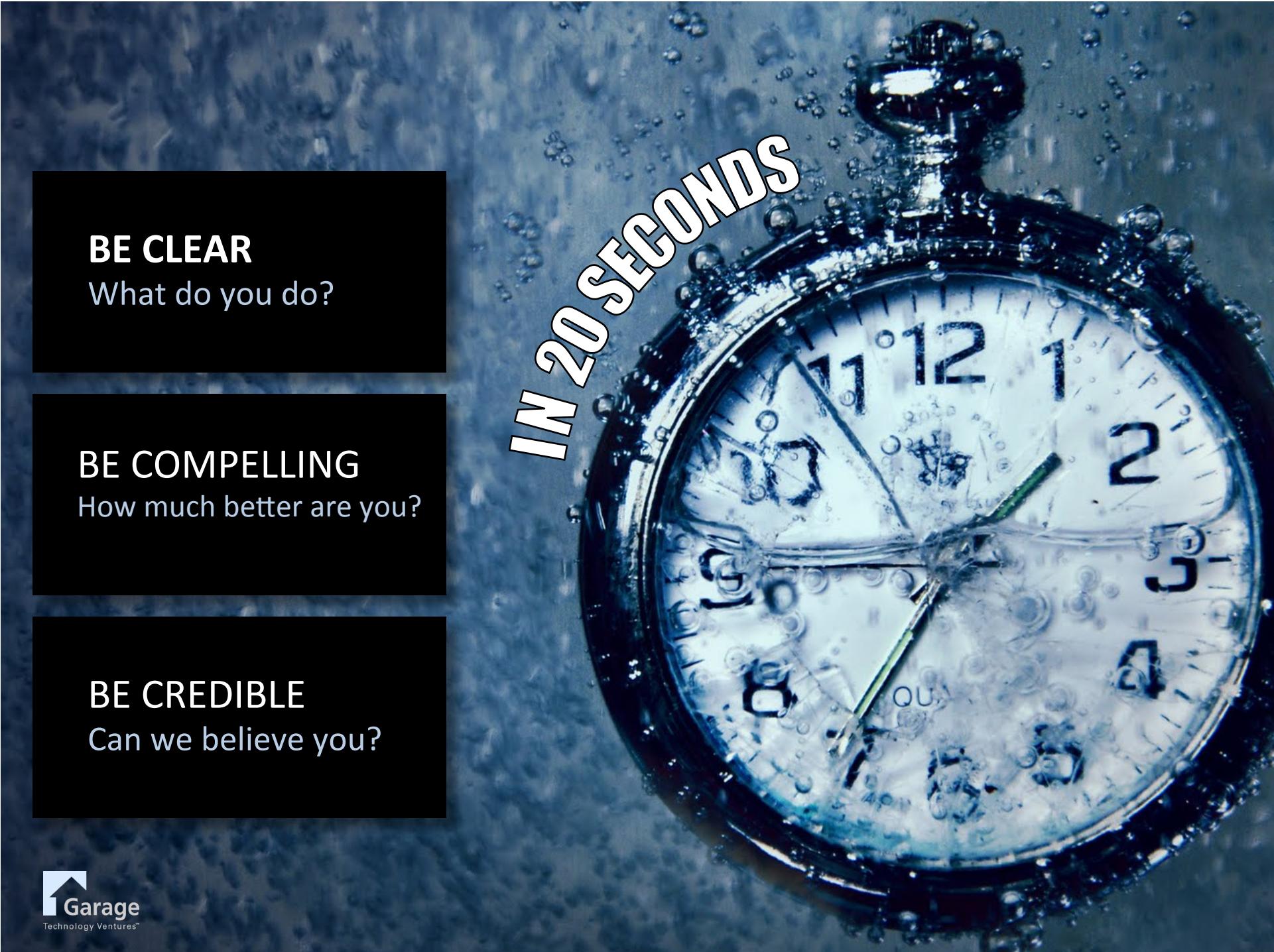




Pitching to investors
Talking to customers
Schmoozing at events
Posting updates
Recruiting employees
Looking for strategic partners
Sending out emails
On your website
Leaving voice mails
Press releases, marketing materials
Team training
ALL THE TIME!

When do you need to Wow?





BE CLEAR

What do you do?

BE COMPELLING

How much better are you?

BE CREDIBLE

Can we believe you?

Model for crafting your **WOW!**

1

DESCRIPTION

What do you do better than
anyone?

Simple Wall St Journal
Language

Model for crafting your **WOW!**

2

BENEFIT

What compelling benefit do you offer to whom?

"The big idea behind ... "

Model for crafting your **WOW!**

3

DIFFERENTIATION

How are you different?

"Unlike other companies . . . "

Model for crafting your **WOW!**

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For Example:

SuperCo has developed a low-cost rack and mount system that reduces the vibration caused by hard drives and cooling fans in data centers.

Because vibration can dramatically reduce the performance of hard drives, our technology increases performance by up to 2.5x, as we've shown with our three initial customers.

Unlike other solutions that require a redesign of the server, we can save our customers 40% of their total storage server cost.

GETTING TO



ALTERNATIVE APPROACHES
ALTERNATIVE APPROACHES





**Use an
ANALOGY**





Drop a really big name

OTHER TIPS

keep it simple

be engaging

be customer focused

Anticipate obvious issues

use one or two numbers

Don't lie





TOP 10 ENTREPRENEUR LIES

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1. Our projections are conservative
2. Our target market is 56 billion
3. We have a world class team
4. Our average sales cycle is 90 days
5. We have no direct competition



TOP 10 ENTREPRENEUR LIES



6. No one else can do what we do
7. All we need is 2% of the market
8. We'll be cash flow positive in 12 months
9. Our deal with Big Company will be signed in two weeks
10. I'll be happy to hand over the reins to a new CEO



WOW!

TURN YOUR PRESENTATION AROUND



G r e g H o l s e n

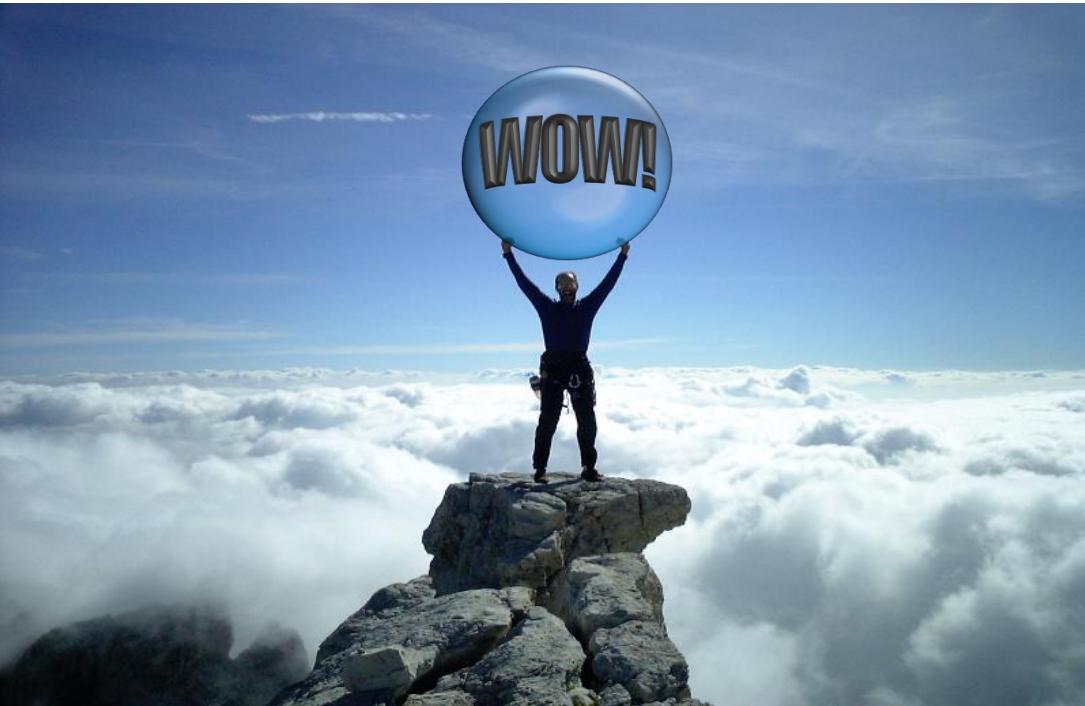
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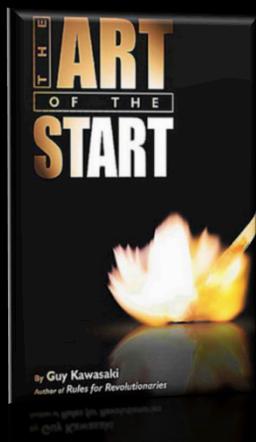
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ENGAGING PRESENTATIONS THAT TELL STORIES WITH OUTCOMES

POWERPOINT PREZI FILM VIDEO TRANSMEDIA



RESOURCES



Garage website:
<http://www.garage.com>

"Art of the Start," the classic book
"Enchantment," the new book

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