

**UPTEC** PARQUE DE CIÊNCIA  
E TECNOLOGIA  
DA UNIVERSIDADE  
DO PORTO

**PITCH**

*Laboratório de Gestão de Projetos*

**FEUP**

# Goals

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- Purpose of a pitch
- What to put on it
- Best practices

# PITCH

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Why?

When?

Types

How you do it

Content

Do's & Don'ts

Examples

+ a challenge!

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# Why?

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- ✓ Start a conversation
- ✓ Create interest



- ✓ Build a **LONG-TERM RELATIONSHIP**

# When?

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- ✓ Competitions
- ✓ Investors panel
- ✓ Customer development

# When?

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- ✓ Competitions
- ✓ Investors panel
- ✓ Customer development
- ✓ ...ALWAYS!






# When?

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- ✓ Competitions
- ✓ Investors panel
- ✓ Customer development
- ✓ ...ALWAYS!
- ✓ However...
- ✓ Different contexts = different jobs

# Types

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-  Twitter post style > 140 characters
-  Elevator pitch >  $\pm 30$  secs to 1 min
-  Event pitch > 3~5min + Q&A
-  Investor pitch > 15~20min + Q&A
-  Product pitch > min ... hour...



# How you do it?

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Tell a compelling  
+ relatable  
**STORY**

Make the audience FEEL



## What do you want to achieve?

- ✓ Another meeting?
- ✓ Feedback?
- ✓ Letter of Interest?
- ✓ Pilot?
- ✓ Sale/Contract?
- ✓ Funding?
- ✓ Acquisition?

## KNOW YOUR AUDIENCE:

- ✓ Customers DON'T BUY your TECH

## KNOW YOUR AUDIENCE:

- ✓ Customers DON'T BUY your TECH
- ✓ They buy a SOLUTION TO their PROBLEM

# Content of a Pitch

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1. Title + Company Purpose
2. Problem/Opportunity
3. Solution/Value proposition (underlying magic)
4. Business Model
5. Market & Competition
6. Current Status + Future Roadmap
7. Team
8. Summary + ASK
9. Appendix

# 1. TITLE & PURPOSE

## SHOW:

- ✓ Company name
- ✓ Presenter name and title
- ✓ Contact info

## TELL:

- ✓ Business you are in
- ✓ Unique value proposition
- ✓ What you want to accomplish

## 2. PROBLEM & OPPORTUNITY

### SHOW:

- ✓ What situation you will solve/exploit?
- ✓ What is the opportunity?

### TELL:

- ✓ A Story, with an example
- ✓ Make it real
- ✓ Quantify the problem/opportunity

# 3.SOLUTION / VALUE PROPOSITION

## SHOW:

- ✓ What are you specifically offering?
- ✓ How does it solve their problem?
- ✓ Your tech & IP
- ✓ Explain/show how it works  
Flow chart, Diagram, Pictures, Sample

## TELL:

- ✓ Explain as simple as possible
- ✓ What is the magic?
- ✓ Why no one else produce it yet?
- ✓ A use case



## 4. BUSINESS MODEL & UNIT ECONOMIC

### SHOW:

- ✓ How you capture value / generate revenue
- ✓ Your impact
- ✓ Cost drivers

### TELL:

- ✓ Pricing strategy
- ✓ Range of the price, if want feedback

## 5. MARKET & COMPETITION

### SHOW:

- ✓ Target customers
- ✓ Size of target group or total addressable market
- ✓ Biggest competitors
- ✓ Your USP

### TELL:

- ✓ Why business will grow?
- ✓ Emphasize how you are better, rather than criticize

## 6. CURRENT STATUS & FUTURE ROADMAP

### SHOW:

- ✓ Beta testers, pilots, etc
- ✓ When will be ready?

### TELL:

- ✓ Interested parties
- ✓ Letter of Interest/Intent
- ✓ Proof of traction

## 7. MANAGEMENT TEAM

### SHOW:

- ✓ Key team members
- ✓ Focus on significant relevant accomplishments
- ✓ Who is on the company's board of advisors

### TELL:

- ✓ Why your team is the right one to solve the problem

## 8. SUMMARY + ASK

### SHOW:

- ✓ Reinforce your company's mantra/slogan/motto
- ✓ Solidify core value proposition and technology
- ✓ How are you solving THEIR problem
- ✓ What are the benefits of using your solution

### TELL:

- ✓ Make the Ask!
- ✓ Funding? Support? Connections?

### SHOW:

- ✓ Any detailed slides to support the main ones
- ✓ Any of those slides you wanted to use but didn't have time/space for
- ✓ Any slide that can support an expected (or unexpected) question
- ✓ Can be as many as you like
- ✓ Memorize where they are or have a handy key so you can go immediately to the slide

# Content of a Pitch

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**Always this  
sequence????**

# Remember!!

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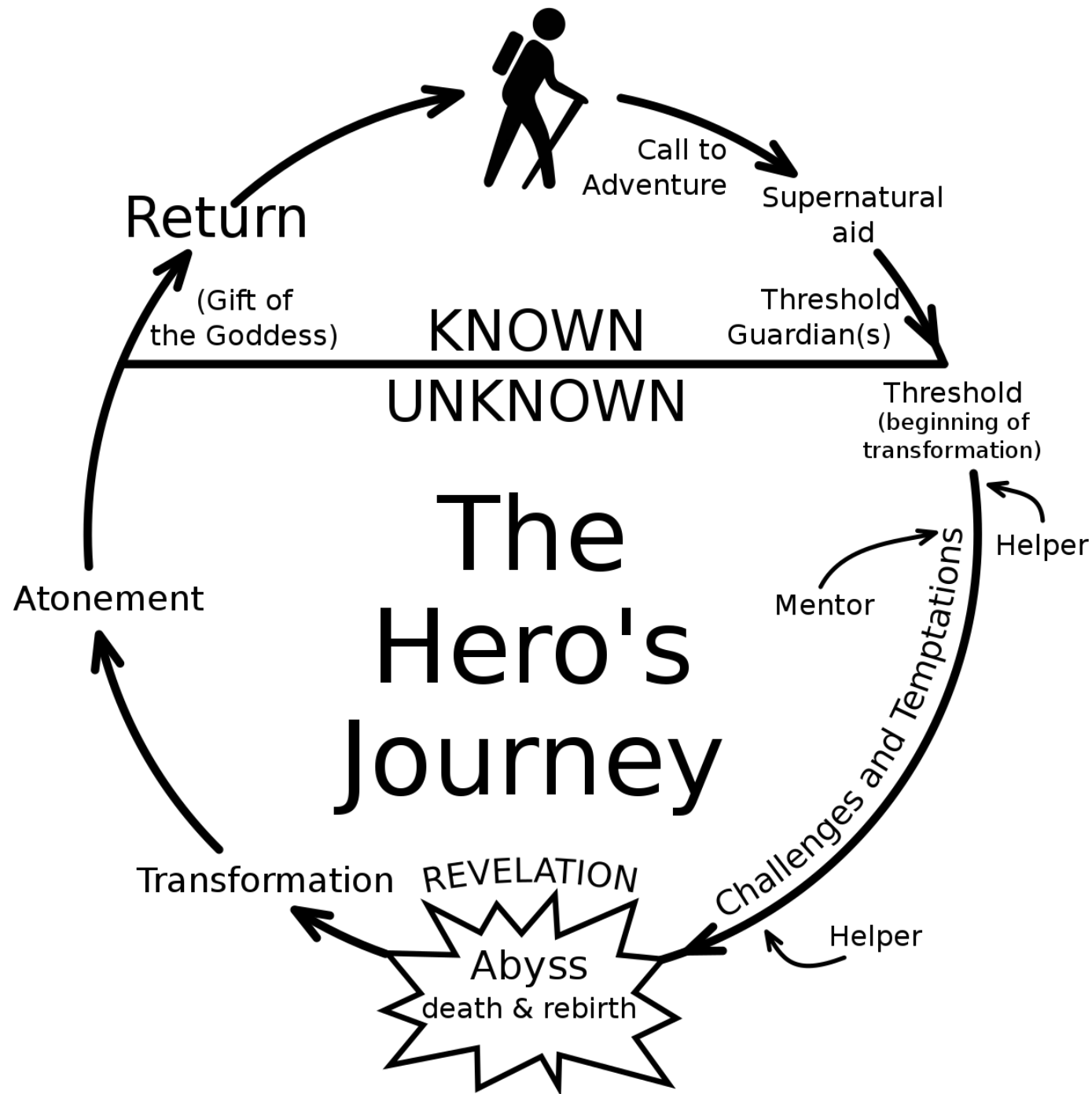
Tell a compelling  
+ relatable  
**STORY**

Make the audience FEEL





# HERO'S JOURNEY



# Questions?

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Go ahead, ask it!

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# Do's & Don'ts

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BEST PRACTICES & COMMON MISTAKES

# BEST PRACTICES

- ✓ Start strong, with a connection to the audience
- ✓ Be excited and passionate
- ✓ Finish early

# BEST PRACTICES

- ✓ Repeat yourself, strategically
- ✓ Use Q&A for additional content
- ✓ It should be easy for the “word of mouth”

# BEST PRACTICES

- ✓ Look to the audience!
- ✓ No live demo!
- ✓ You are lying! We all know that, and it's OK.

# BEST PRACTICES

- ✓ Slides:
- ✓ “Less is more” = minimal text
- ✓ number them

# BEST PRACTICES

- ✓ Practice, practice, + practice without slides
- ✓ Get feedback before and after



# COMMON MISTAKES

- Too much time on the product/technology and not enough on the business

- Botching the Q&A
  - Every question is not a 'sales opportunity'
  - Not really answering the question (okay to rephrase)
  - Giving overly long answers – answer succinctly. Then ask for next question.

- Botching the Q&A
  - Duelling 'responders' – presenter is the QB who decides whether to hand the question to someone else.
  - Mishandling questions you don't know the answer to (okay to rephrase, clarify or even say – 'Great question. Let me get back to you with an answer.')

# Examples

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FRONT SERIES A [PITCH DECK](#) & SERIES C [PITCH DECK](#)

AIRBNB [PITCH DECK](#) FROM 2008

500 STARTUPS [DEMO DAY](#) 2021

SMARTEX.AI [PITCH](#) @ WEB SUMMIT 2021

Geoffrey Moore product statement:

1. For (target customers)
2. Who are dissatisfied with (the current market alternative)
3. Our product is a (new product category)
4. That provides (key problem-solving capability).
5. Unlike (the product alternative),
6. Our product (describe the key product features).

## Geoffrey Moore product statement:

1. For (\_\_\_\_\_)
2. Who are dissatisfied with (\_\_\_\_\_)
3. Our product is a (\_\_\_\_\_)
4. That provides (\_\_\_\_\_).
5. Unlike (\_\_\_\_\_),
6. Our product (\_\_\_\_\_).

# **... the challenge!**

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Let's make it FUN!

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# PechaKucha™

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- Japanese for “chit chat” ~ *bate papo*
- World’s fastest-growing storytelling platform
- Share passion and drop some knowledge



*PechaKucha*™  
20 X 20  
IMAGES SECONDS



# Questions?

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Go ahead, ask it!

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**THANK YOU!**

*Laboratório de Gestão de Projetos*

**FEUP**