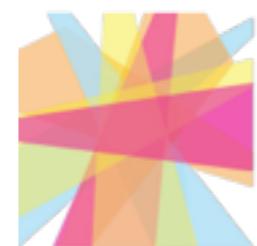




MASTERCLASS 3 - PITCHING

Initiated by



spacecubed
COWORKING | COLLABORATION | INNOVATION

Key Dates

Event	Dates
Accelerator applications open	27th July
Masterclass 1 - Design thinking and the lean startup	4th August
Masterclass 2 - Business Model	11th August
Masterclass 3 - Pitching	18th August
Hackathon	26-28th August
Application deadline	31st August
Awards Night	14th September
Accelerator program commences	26th September

Legals

One of the things that HBF wants to bring to your attention is ownership of intellectual property.

If you are bringing to the Hackathon information which could give rise to a patent because it is novel and has inventive step (both of these phrases are terms of art in patent law) then by disclosing that information during the Hackathon you run the risk that you invalidate the patentability of the invention either wholly or in part and losing value or protection in your information. That is because the information is in the public sphere, is in open source or is not inherently capable of being owned by anyone.

If you bring to the Hackathon information owned by a third party – for example, a trade secret, or copyright in code, or information which by reason of your employment contract or by reason of legislation is owned by your current or former employer – then you bring with that a risk that the proper owner of that information might take that misuse of its proprietary information very seriously.

If you would like to verify the above and its accuracy, you are best off obtaining your own independent advice.



MASTERCLASS 3 - PITCHING

Tonight

- Introduction
- Different pitch formats
- The structure of a perfect pitch
- How to handle Q&A
- If you only write down 5 things...
- Q & A
- Pitch practice

MASTERCLASS 3 - PITCHING

INTRODUCTION

Pitch Formats



ELEVATOR
QUICK
INVESTMENT

A PERFECT PITCH

“

*Pitch the future while
building for now*

— Andrew Chen



A PERFECT PITCH
HAS 10 SLIDES*

*We'll touch on this later...

0

[COMPANY NAME] IS 'X' FOR 'Y'

Where X = number one benefit
And Y = Target audience



1

TELL A STORY THAT INTRODUCES
THE PROBLEM YOU SOLVE



hbractivate
innovating health

2

HOW DO YOU KNOW THAT YOUR PROBLEM IS REAL?

Validation!

3

HOW ARE PEOPLE CURRENTLY ATTEMPTING TO SOLVE THIS PROBLEM?

Competition!

4.... + 4.5

EXPLAIN HOW YOUR PRODUCT
FIXES THE PROBLEM

Benefits, not features!





5

EXPLAIN HOW BIG OF AN OPPORTUNITY THIS IS

Early adopters are key



6

TALK BOTTOM UP MARKETING, NOT TOP DOWN MARKET SIZE



hbractivate
innovating health



7

DISCUSS YOUR REVENUE MODEL

*But don't promise a forecast**



8

INSPIRE CONFIDENCE BY INTRODUCING YOUR TEAM

*Why are **you** going to get the job done?*



9

WHERE ARE YOU NOW, AND WHERE ARE YOU GOING?

Investors invest in visionaries





10

WHAT DO YOU NEED TO EXECUTE?



hbractivate
innovating health

HOW TO HANDLE Q&A





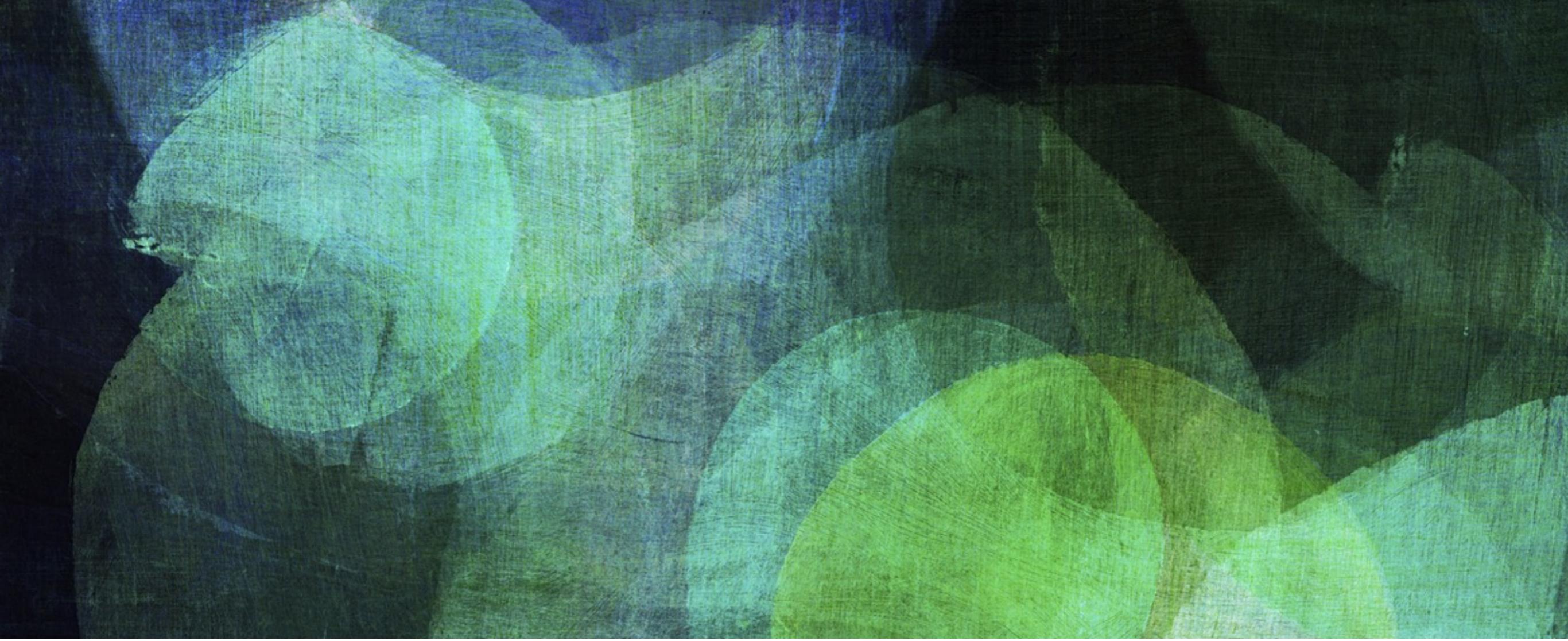
**This is a great spot to sneak
in those extra slides...*

**ALWAYS ALWAYS ALWAYS BE READY
SOME PEOPLE WON'T GET IT. THAT'S OK!**

TAILOR YOUR PITCH TO YOUR AUDIENCE

NEVER, EVER OPEN WITH AN APOLOGY

IGNORE YOUR SLIDES



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www.mead.fm/talks/hbf

APPENDIX I

