

# AngelHack Pitch Workshop

How to Survive (and Thrive) During Demos





NUMBER ONE

**THINK ABOUT YOUR PITCH EARLY**



NUMBER TWO

**KNOW WHO IS PITCHING**



NUMBER THREE

**BE PASSIONATE**



FIND WHAT  
MAKES YOU

NUMBER THREE

~~BE~~ PASSIONATE



NUMBER FOUR

**REST UP**



NUMBER FIVE

# THE GOLDEN POINTS

45s - Intro and Problem/Solution

1.30m - Product Demo

45s - Vision and Next Steps



NUMBER SIX

# IMPORTANCE OF VISION

...need ideas?



INTRO



ONE-LINER



PROBLEM



SOLUTION



DEMO



MARKET



WHY NOW?



REVENUE  
MODEL



GOING TO  
MARKET



COMPETITION



CURRENT  
STAGE



TRACTION



NEXT STEPS



TEAM



CALL TO  
ACTION





NUMBER SEVEN

# ANTICIPATE QUESTIONS



NUMBER EIGHT

**DON'T MEMORIZE; USE GUIDEPOSTS**



NUMBER NINE

**DO TWO THINGS AT ONCE**



NUMBER TEN

**PRACTICE, PRACTICE, PRACTICE**

**PRO TIPS**



PRO TIP

**SKIP THE LOGIN SCREEN**



PRO TIP

**COORDINATE WITH YOUR TEAM**





PRO TIP

# The 10 / 20 / 30\* Rule

(\*hackathon exception)



PRO TIP

# KNOW YOUR AUDIENCE

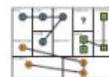
EX: Hero's Journey

<b>PROBLEM</b> <i>List your top 1-3 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i>
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>		<b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i>	
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>		<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>		

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CHANGING FULL ORDER



RISK REDUCTION PATH



# Lean Canvas

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)

Good  
Luck!

