Pitching Fundamentals:
or
how to make your pitch AWESOME

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May 2019
What is a Pitch?

A simple, compelling way to explain your idea
When do you do it?

• When you need investment or funding
• To gain support for your idea
• Build team
• When you want to make a sale to a customer
• Entering a pitching competition!
What is your aim?

• To “hook” your audience & capture their attention
• To explain your business clearly and concisely
• To make a sale or receive investment
• To get a follow up meeting
Who is your audience?
What is their aim?

- Do you have a credible and likeable management team?
- Is there an attractive amount of growth potential?
- Can the business be scaled easily?
- Are you investable?
Richard Branson: How to pitch in 5 steps

1. What's in it for them?
2. Be clear
3. Demonstrate smart disruption
4. Plan for sustainable growth
5. Show them your strengths
Guy Kawasaki

Ten slides
Twenty minutes
Thirty point font
The Investor Pitch
What to include in an investor pitch

10 slides  20 minutes  30 point font
Your pitch deck

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Go to market plan
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action
1: What’s the problem?

• Who cares?
• Who are your customers?
• What problem/ pain do they have?
• How do you know this?
• Have you spoken to them?
• Do you have any statistics to back this up?
2: Your solution?

- What is your solution?
- How will you solve the customer’s problem?
- Describe the business
- Avoid technical jargon
- This is about responding to customer needs, not cool features
3: Business model

- What is your business model?
- How will you make money?
4: Underlying magic/technology

- Brief layperson’s description of the technology
- Intellectual property
- What stage of development is the product at?
5: Go to market plan

- The size of the market
- How is your market segmented?
- Have you spoken to/engaged with any customers?
- How do you reach them?
- What is your sales & marketing strategy?
6: Competition

- What other solutions to the problem are out there?
- Have you identified competing companies & what do you do differently?
- Could they be potential partners?
7: Team

- Why you?
- Who is in the team?
- What skills do they have?
- What skills are you lacking?
8: Projections & milestones

• How many units do you plan to sell & by when?
• Financial – what will your turnover be for years 1, 2 & 3?
• What are your startup costs?
• When will you break even?
• What will your profit margins be?
9: Status & timeline

- What is your plan for the next year/3 years?
- Gantt chart?
10: Summary & call to action

• Summary bullet points
• The Ask
• Your contact details
• Thank your audience
• Memorable summary statement/ tagline
1. Stand Tall, Speak Loudly
2. Tell a Story
3. **KISS**
(KEEP IT SIMPLE STUPID)
4. Practice, Practice, Practice

PRACTICE MAKES PERFECT
### 5. Use Images & Clear Information

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Production Growth

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76% of workers prefer to work at home one day a week.
BAD

Problems

- Downtown is busy
- Not enough parking spots
- People hate parking tickets
- People spend too much time looking for spot
- Walking from spot on hot/cold day
- Car could get stolen, wrecked, scratched, breathed-on wrong, or a pigeon could shit on it
Problem

People spend too much time looking for parking
6. Clear Solution
ONE PROBLEM
ONE SOLUTION
ONE PERSON
7. Watch the Clock
The University of Edinburgh’s commercialisation service
9. Concise Answers

40 Seconds

Point made  Rambling
10. Make backup slides
11. Be Honest