AGENDA

• Introduction
• Preparation
• Scripting
  • What to tell - The pitch canvas
  • How to tell – Storytelling
  • What to show – Design your material
• The pitch itself
• Presenting
INTRODUCTION
How to Pitch your Startup in 3 Minutes

https://www.startuploans.co.uk › business-advice › how...

How to successfully pitch your business idea | Start Up Loans

If you want to raise money for a start-up business, you need to know how to pitch your business idea so you can attract investors into funding your company.

https://www.forbes.com › sites › 2018/03/02 › how-to...

How To Create A Pitch Deck - Forbes

02 Mar 2018 — The pitch deck is a presentation that entrepreneurs put together when seeking round of financing from investors. On average pitch decks ...

You visited this page on 3/7/21.

https://startit.be

Let's Get £

17 Mar 2020 — At Start it @KBC, we came across a tough set of days. Since our founders’ health is priority number one for us ...

10 Effective Tips to Pitch Your Business and

It doesn’t matter if you’re pitching journalists, bloggers, or investors. Show them why your business is unique and what makes it special.

https://www.youtube.com › watch

How to Pitch your Startup in 3 Minutes - YouTube

Do you want to learn the structure of a solid 3-minute pitch for your business? This video captures the essence of ...

14 Sep 2018 · Uploaded by SAIS Programme
A FAMOUS EXAMPLE

https://www.youtube.com/watch?v=kN0SVBCJqLs
Relationships are built on trust
Trust generates revenue
PREPARATION
NOT EVERY PITCH IS THE SAME
WHAT DO YOU WANT?

YOU PITCH FOR A REASON

• Invest €100,000 in my business
• Resell my products
• Promote my business
• Follow me on social media
• Give me feedback
• Open your network for me

• Buy my solution
• Win a competition
• Expertise
• Collaboration
• ...
INVESTOR

• Goal: invest money in your business

• Key focus:
  • Tell your story convincingly
  • Sell your team

CLIENT

• Goal: buy your product

• Key focus:
  • Solve their unmet need
  • Product & Service
• Get the most of the time you have, focus on the elements that are important for your audience within the timeframe

• Time of investors is precious, depending on the stage of negotiations they will give you different amounts of time to pitch

• Be ready to pitch at any time

• Have your 10s, 1min, 2min, 5 min, 10 min pitch ready

• Practice against the clock!
PREPARATION:

- Audience
- Timing
- Purpose
David Beckett’s Pitch Canvas

An entrepreneurial brainstorming tool that helps you structure and visualize your pitch on one page.

Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers.

**Pain (+ Gain)**
- What problem are you solving for your customers?
- What does the pain result in?
- What opportunities do you provide for people to be freed?
- How many people need this problem solved? - market size?
- Have you validated that people will pay to have it solved?

**Product**
- How simple is your product? what does your product do for customers?
- How does it work?
- How is it better than the competition?
- (Be sure not to let the product dominate the pitch)

**Product Demo**
- You think it’s always easy, but patented film is harder to break.
- A wonderful model of a working app convinced this is the real deal. Physical product sometimes you can see. Information are also OK, but you need to look at the model - how it looks like a mock-up moving product on screen is better.
- Can you plan a real customer using it?

**What’s Unique**
- Technology/Functional versus the market.
- How do you help your customers get value differently to your competition, competitors?
- Share you have researched the market and know what competition is out there.

**Customer Traction**
- Success so far?
- How customers, number brands?
- Proven in users or downloads?
- Customer references quotes or reviews?
- No change? Competition ahead?
- Use data and facts to strengthen your case.

**Business Model**
- How do you get paid?
- What’s the opportunity for growth?
- How can you scale beyond your current scope?
- New industries, territories, applications of partnerships of technology?

**Investment**
- How much money do you need?
- How much are you asking for now?
- How many, and what type of (s) are you looking for?
- What will you use the investment for?
- What steps will you use the investment for?

**Team**
- What recent experiences and skills do you have that support your story?
- How well do your people work together?
- What’s special about the members of your team that make you stand out and be memorable?

Call to Action and End Statement
- Forget the pain canvas with a clear impact for the audience to take action - what is the first new step?

Why You?
- Note: Why you can sell this the pain of the pitch.
- Why do you care about solving this problem for your customers? - how has your life been affected by this industry and business?
- Why should the audience have confidence that you will do what you say you are going to do?
Once upon a time...
WHY BUILD A STORY?

- Be memorable & evoke emotions
  - Investors hear more than 30 pitches/day, be sure to stand out
- Easy to follow
  - People get distracted when listening to a monologue
- Trust
  - A story increases your prospect’s trust in you, your brand, and the product or service you’re pitching.
- Set-up – struggle – solution – impact
  - A story can tell how you are removing pain-points of your customer with your solution
THE SECRET STRUCTURE OF GREAT TALKS

Ted Talk Nancy Duarte
https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks
Most pitches start with:
• What: what are you selling, doing, solving, ...
• How: your solution, your USP, pain relievers, ...

But you should start with:
• Why: why do you exist, what is your purpose, what do you you?
Outside in:
- What: we make great computers
- How: they are beautifully designed & user friendly. Want to buy one?

Inside out
- Why: in everything we do, we believe in challenging the status quo
- How: this we do by beautifully designed products
- What: for now, this happens to be computers

"ATTRACT PEOPLE WHO BELIEVE WHAT YOU BELIEVE "

Think different.
• Depending on your audience, timing and purpose you will have to focus on different elements within your pitch

• E.g. In this presentation we will focus on the different possible parts from which you build your story

• Don’t include every single tip in your presentation, but use what you like and aim to inspire your audience
Design phase
LESS IS MORE

- Be visual
  - Color increases brand recognition by 80%
  - Visuals get 94% more likes on social media than text-based posts
  - Involve visual designer or use existing templates
  - Learn powerpoint, you are using it wrong
  - No LaTeX
- Don’t let the audience read too much
  - Create focus on your story / what you are saying
  - Don’t be afraid of white space
  - Use the ‘b’ button
- Create structure, make it easy to follow the story (cfr templates)
Some people have a tendency to put every single word they are going to say on their slides to prevent the need to memorize their speech; while this may seem like a good way to get your point across it will only lead to crowded slides that will bore your audience to the point where they are no longer listening to you but in fact they are most likely just reading ahead and waiting for you to hurry up and read faster so they can be dismissed and get on with their daily lives that don’t involve the likes of you or your presentation
THINK OUTSIDE OF POWERPOINT
DESIGN YOUR MATERIAL

- Slides = Support tool
- Less words = More attention
- Keep it simple
- No typos
- Use ppt template!
THE PITCH ITSELF
HOW LONG DOES IT TAKE TO MAKE A FIRST IMPRESSION?
FIRST IMPRESSIONS

• Window of opportunity: Make every second count
• Be different: Make sure they remember you
• Grab their attention: Engage your audience
• Be professional: They need to have faith in your capabilities

You And Your Business Have 7 Seconds To Make A First Impression: Here's How To Succeed

Serenity Gibbons  Contributor  🌐 Entrepreneurs
I share insights gathered from purpose-driven entrepreneurs

Every entrepreneur knows that first impressions are important, but you may not know just how little time you have to actually make one. Within the first seven seconds of meeting, people will have a solid impression of who you are — and some research suggests a tenth of a second is all it takes to start determining traits like trustworthiness.
START WITH A BANG!

Don’t go for the boring introduction of yourself and your company

• Interesting fact: “Did you know most road accidents still happen under influence?”

• Eye-catching figure: “People spend 41% of their time in front of a screen. Let that sink in!”

• Catchy tagline: “We will make Deliveroo go out of business”

• Quote: “Education is the most powerful weapon to change the world.” - Nelson Mandel

• Future vision: “We want to make transportation affordable for everyone”
• Pain need as a starting point: Make your audience feel the pain that you are solving

• Put your audience within your story
  • Illustrate with a user story - Meet Mark
  • Make your audience relate (make them feel the pain!)
    • "Don’t you hate it when you are going through your inbox of 100+ unread e-mails"
    • “Who struggles to get their kids ready in time for school?”
    • “Who just loves waiting in the line in the supermarket?”
    • “Do you know that moment when you finally arrive at your destination, but you are not sure if you forgot to turn your oven off at home?”
• Take away their pain: Indicate how pain points in the user journey are resolved and focus on the happy path of the customer

• Uniqueness of your solution (USP)
  • Focus on what sets you apart from existing solutions
  • Which major benefits do you offer?

• Make it tangible: Let them hold your product, taste your recipe, illustrate your service, show a concept, clickable prototype, video

• Create a WOW-effect

• Depending on your audience you may want to go into more depth of your solution
• Business Model Canvas & Lean Canvas: Visualisation summary of your business model
• Demonstrate how you will earn money
• Pricing model
• How will investors reach a ROI
• Depending on your time you may not want to go into detail, but it has to be clear you have thought this out
SHOW THAT YOU KNOW YOUR CUSTOMER AND MARKET

- Market size: TAM, SAM, SOM
- Target audience / segmentation / personas Which type of customers will this attract
- Willingness to pay: incl. Research and validation on how much segments are willing to pay
- Competitors
  - Who are your direct competitors
  - Indirect competitors: never say you have no competition
• Depending on which stage you are currently in (e.g. no first sales, start-up, scale-up, etc.) you want to indicate the success of your solution

• What have we achieved so far:
  • credibility and proof
  • No sales: market research, testimonials, feedback, ...
  • Start-up: revenue, reviews, ...
  • Scale-up: venture capitalists, investment, IP, ...
TEAM

• Who do we HAVE?
  • Expertise they bring to the team
  • Responsibilities
• Who are we LACKING?
  • Who will we hire in the future

• Partners
• Investors
• Vision

• What will we do with the investment (or other call to action)

• Milestones or a roadmap for coming 3 years (e.g. based on our forecast we’re predicted to sell 300 units by 2020)
• What do you want from the audience
  • I want an investment of €50,000
  • I want you to be available for input 1 day per week
• What are you going to use it for
  • I am going to buy a machine to increase production
  • I want to get access your network of clients
• What’s in it for them
  • 10% equity in my firm and 1% royalties (think this through!)
  • Access to list of clients
CLOSING

- End memorable
- Thank your audience!
Q&A

- Be well prepared to answer questions
- Have the facts and figures ready when asked
- Don’t invent things on the spot
- Be honest
SO, HOW DOES OUR STORY LOOK LIKE?

Start with a bang

Unmet need

Solution

Aspects

Business Model

Market

Traction

Team

Future

Call to action
OTHER PITCH STRUCTURE TEMPLATES OR METHODS

• Stanford Research Institute NABC – 11 slides
  • Need
  • Approach
  • Benefit
  • Competition

• Guy Kawasaki’s 10 slides

• Try a Pecha Kucha format! 20 slides, 20 seconds each (auto transition), only visuals
PRESENTING
• Have an open posture
• Breathe
• No hands in pockets
• No fidgeting, no wobbling
• Use gestures to lay emphasis (don’t overdo it)
• Put a step forward when making a point
• Look at your audience instead of slides
• Show passion, smile
• Be confident and comfortable, find your own style, do not mimic Steve Jobs
• Powerful and direct language
• Don’t hesitate
• Speak loud and clear
• Don’t read or cite your slides, tell them
• Don’t speak too fast
• Use pauses, let it sink in
• Minimise accents
• Use humor, but test it first
• Don’t throw buzz words around, be clear
GENERAL TIPS AND TRICKS

• Logical progression
• Validators
• Don’t state uncertainties (hard for scientists)
• Don’t make them think
• No internal inconsistencies
• Avoid typos and errors

• Don’t be too ‘salesy’
• Talk slowly and clearly, do not drift off
• Stick to your timing!
Incubator for young entrepreneurs

http://startlab.brussels
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ACHIEVE SUSTAINABLE GROWTH WITHIN YOUR RESEARCH GROUP, DEPARTMENT OR UNIVERSITY

https://buda.vub.be
THANK YOU FOR YOUR ATTENTION!

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