

BOOTCAMP #2: PITCH DECK MAGIC!

Susan R. Cornelius

Accelerate2Solutions

Principal and Chief Instigator

scornelius@ssolutions.cc



- ▶ What is a Pitch Deck? The goal is to stimulate interest in partnering or investment. 10-20-30 Rule!
- ▶ What do you use it for?
- ▶ To raise money to accelerate your plan.
- ▶ To gain the interest and commitment of a sponsor, partners, channels, team members!

PITCH DECK: 12 MINUTES

- ▶ On a single piece of paper, draw a circle in the middle.
- ▶ Explain, as if you were talking to friends, what it is you are doing, or thinking of doing!

TAKE ONE MINUTE TO WRITE DOWN YOUR
START-UP, YOUR NON-PROFIT, YOUR
BUSINESS DOES!

- ▶ Organization name
- ▶ Your name and title
- ▶ Address
- ▶ Email
- ▶ Cell Phone Number

TITLE SLIDE

- ▶ Describe the pain you are alleviating.
- ▶ Get everyone to buy into the utility of what you are creating.
- ▶ Paint a picture of the new world you are offering.
- ▶ Use a story board.

PROBLEM AND OPPORTUNITY

- ▶ Ensure audience understands what you sell & the meaning you make.
- ▶ No in-depth tech explanation.
- ▶ For instance: “We are a discount travel website. We have written software that searches all other travel sites and collates their price quotes into one report.”

VALUE PROPOSITION: WHAT DOES YOUR COMPANY DO?

- ▶ Describe the technology, secret sauce, or magic behind your product.
- ▶ For instance, “Our proprietary technology, learns and understands the sky and cloud cover over your solar field, & sends you data in as little as ten minutes so you can buy power, switch to another part of the grid, or rely on more traditional sources such as gas, battery...”

UNDERLYING MAGIC

Prototype,
working
demo? Time
to
demonstrate
it!

- ▶ Explain how you make money!
- ▶ **Again, explain how you make money!**
- ▶ This is the time to drop the names/logos of organizations who are already using your product.

BUSINESS MODEL

- ▶ Explain how you are going to reach your customer and summarize your marketing leverage points.
- ▶ Convince the audience that you have an effective go-to-market plan that will not break the bank.

GO-TO-MARKET PLAN

- ▶ Research, research, research.
- ▶ **Never dismiss your competition.**
- ▶ Everyone – customers, investors, and partners – wants to hear why you're good, not why the competition is bad.

COMPETITIVE ANALYSIS

- ▶ It's okay if you have a less than perfect team.
- ▶ Show that your education and work experience are relevant to the market you are going after.
- ▶ If you have holes, show you have holes! For instance, "We are seeking an investor who has had success in our market and will be an active member of our team."

MANAGEMENT TEAM

- ▶ Provide a three to five-year forecast.
- ▶ Dollars
- ▶ Number of customers
- ▶ Conversion rate. For instance, “Because we are using various social media platforms, 50 out of every 300” contacts in our market will result in committed customers.”

FINANCIAL PROJECTIONS AND KEY METRICS

- ▶ Key Activities completed.
- ▶ Key Activities to be completed.
- ▶ Timeline, or Phases.
- ▶ What you will use the money to accomplish!

CURRENT STATUS, ACCOMPLISHMENTS
TO DATE, TIMELINE, AND USE OF FUNDS

Product status
Customer Interviews
Patents
Prototypes
Corporate structure
People
Money
Brick and Mortar
Equipment
Manufacturing
Channels
Distribution
Partners

- ▶ 30 point font.
- ▶ Pretend someone offered to pay you \$100 for each word you deleted from your pitch. What would your pitch look like?
- ▶ Never read your slides.
- ▶ Use a dark background.
- ▶ Add your logo to the Title Page.
- ▶ Use common fonts.

OTHER STUFF

- ▶ Animate your body not your slides.
- ▶ Use bullets.
- ▶ Use diagrams, drawings, story boards.
- ▶ Let one person do the talking.
- ▶ Get to the one thousand feet level and stay there.
- ▶ Pitch constantly. You will get better.

OTHER STUFF PLUS VIDEO TAPE
YOURSELF!!!