


Catalyst

Fundamentals of a GREAT Pitch

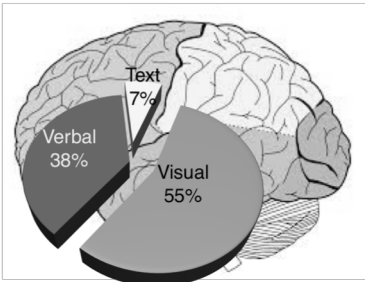


1st Understand, your Audience



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2nd Understand, your Anatomy



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3rd Build a Relationship

- Position & Body Language
- Talk one-to-one
- Bring a WOW factor
- Tone, Inflection, Silence
- Demonstrate
- Tell a Story



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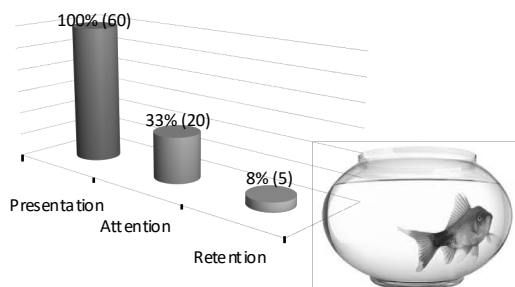
4th Room 101

- Text below 20 point
- Read from the screen or script
- Use acronyms
- Overcrowd your slides
- Over animate
- Detail the technology



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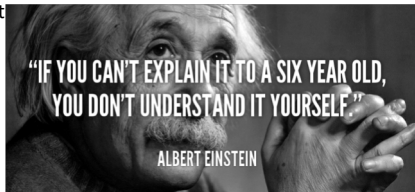
5th Consider the Retention Factor



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Basic Considerations

- Why are you here?
- Slides provide only an aide mémoire
- KISS: Keep it Structured, Succinct, Simple
- Create excitement
- Less is more



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Please don't do this...

BAD SLIDES

- Bad slides use text that is so small that no one in your audience can read it without squinting and getting a headache.
- Bad slides use fonts that are too thin or *too stretchy*, making the words difficult to discern.
- Bad slides use *color schemes that makes it hard to read the words*.
- Bad slides are over-crowded with text. An over-crowded slide will often include full paragraphs. This is bad because it makes the presenter more likely to read to rather than talk to the audience. This makes the speaker less likely to make eye contact or project his voice. Too much text forces you to use smaller fonts as you attempt to fit everything. Too much text also forces the audience to work too hard. They want to hear you, not read your slides. They want to feel like they are listening to someone who knows something and who isn't simply reading something that the audience could have looked up and read themselves. Save the slides for key words and phrases and appealing, relevant images.

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Or this...




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Your 10 - 15 minute pitch template

Before you start... Define your Core

- It's meaningful
- It's unique and important
- It's strength will grow



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Slide 1: Introduce, set the scene

- Name of Company
- Compelling tagline
- Who are you, why should we listen?
- Story a target customer's big problem
 - What's your core
 - What market are you in?
 - How is it "dislocating"?

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Slide 2: Why are you here?

- Who is your target customer (persona)?
- How many are there?
- What is their big pain – Why?
- How important is a resolution?
- Who are your first 10 customers



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Slide 3: What is compelling?

- What is your solution (How)?
 - And what does it do?
 - How is it different/disruptive?
 - KISS
- Quantify your value proposition
 - Persona matching benefits
 - Market fit
- What's your USP (Why you)?



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Slide 4: Frame your market

- Who will pay?
- Why now?
 - How quickly will they adopt?
- What is your business model?
 - How will you be positioned?
- How will you get to your customer and
 - create demand (Promotion)?
 - Fulfill demand (Sell)?
- What will it cost you acquire customers?
- What is lifetime value of your product?



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Slide 4.25: Go-to-Market Strategy

- **Price (value)**
 - What is your Pricing model?
- **Place (where and how will you make sales)**
 - Channel to market
- **Promotion (branding, lead generation)**
 - PR
 - SEO
 - Advertising
 - Media
- **How will you grow/scale the business?**

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Slide 4.5: Value Proposition

- What is your “unfair advantage”?
- What is your solution’s life cycle?
- Why should the customer pay for it
- What is your value proposition?
- Quantify the solution

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Slide 4.75: Competitive Market

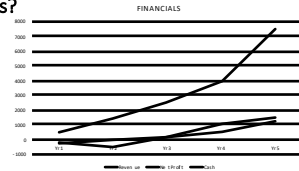
- What does the competition look like?
- Are there alternative solutions?
- Barriers to Entry
- Who are your target customers?
 - How do they buy?
- What’s holding you back?



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Slide 5: Show us the money

- Show us your financials
 - Graph them and keep it simple
- What are your key milestones?
- How will your company grow
- What value will it be in 7 years?



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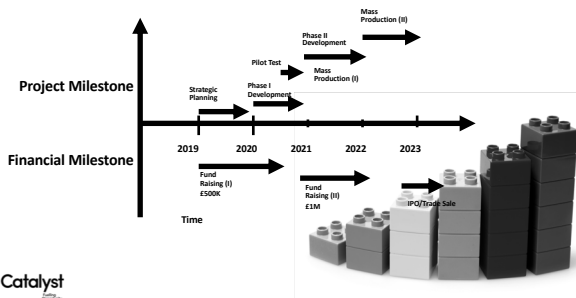
Slide 5.35: Show us more money

- Financial Plan (overview)
 - Sales Forecast, Gross Margin, Net Margin, Cash Flow
 - Detailed P&L (in appendix)
 - Detailed Cash Flow (in appendix)
- 5 Year forecast
- Highlight critical assumptions/milestones
 - Highlight risk mitigation
- Don't provide minute details
 - But be prepared to discuss

	Y1	Y2	Y3	Y4	Y5
Revenue	1000	1200	1500	1800	2200
Cost of Goods Sold	400	480	600	720	880
Gross Profit	600	720	900	1080	1320
Operating Expenses	200	250	300	350	400
Operating Income	400	470	600	730	920
Net Income	300	350	450	550	700
Depreciation	50	50	50	50	50
Amortization	20	20	20	20	20
Interest Expense	10	10	10	10	10
Income Tax	10	10	10	10	10
Net Income After Tax	250	300	380	460	580

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Slide 5.65: Chronology



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Slide 6: Give us confidence

- Who is in your team today?
- What are their roles and qualifications?
- What will your team look like next year?
- How will your team deliver?



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Creating Opportunity

Slide 7... Wow your audience

- So in summary...
- What's your Ask?
- What will the return be?
- How will your team deliver?
- Leave us with a WOW!



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Creating Opportunity

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Creating Opportunity

Your 3 minute pitch template

Slide 1: Introduce, set the scene

30 Seconds

- Who are you, why should we listen?
- What market are you in?
- What do you do?
- What have you achieved to date?

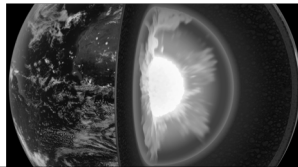


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Slide 2: Why are you here?

45 Seconds

- Who is your target customer (persona)?
- How many are there?
- What is their big pain?
- How important is finding a resolution?
 - Pain Killer or vitamin supplement?
- Quantify the problem!
 - How much is solving it worth?

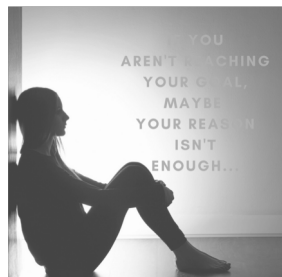


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Slide 3: What is compelling?

45 Seconds

- How is your solution...
 - different/disruptive?
- What is your product?
 - what are the features and benefits?
 - what does it do?
- KISS



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Slide 4: Frame your market

45 Seconds

- Who will pay?
- Why now?
 - How quickly will they adopt?
- What is your business model?
- How will you get to your customer and
 - create demand (Promotion)?
 - Fulfill demand (Sell)?



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Slide 5: Summarise

15 Seconds

- Give an overview of the opportunity
- Tell us what you want/need next?
- Leave us with a WOW!



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You've got 1 minute!

PAST	PRESENT	FUTURE
WHY	HOW	WHAT
Problem	Solution	Ambition
Credibility	Traction	Execution
STORY	BHAG	WOW!

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Make it personal | create an image

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Elevator pitch?

Thank you for sharing your boring story with me



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Questions?

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