# Recommendations for Preparing and Presenting an Argument to Investors or Entering Incubator (« Pitch »)

Vole

Source: Philippe GEFFROY
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# Model of « Pitch »

- Role of the  « Pitch »
- Introduction
- What to present?
- How to present?
- Examples of pitches
- Investor catchphrase

# Role of the « Pitch »

- The pitch formalizes the presentation of an idea in the form of a business creation project respecting the rules of formalization

# Types of pitches

- **“Elevator pitch” –<u>2 minutes or less</u>**

Very simple, with a description of the problem and what will be the solution

  - Goal: **have a chance to make an "investor pitch"!**

- **“Investor pitch” – 10/15 mn.**

  Detailed and concise, the presentation covers all the basics about the entrepreneur and his solution.

  - Goal : **get an appointment** to go into more details in your development plan

# Rule 10-20-30 (Guy Kawasaki)

**There is no single model**

- PPT presentation = **10** slides
- No more than 20 minutes (2mn/slide)
- No font size smaller than **30 pt**

# The elements of a pitch / 1

1. **CATCHING ATTENTION**: Vision / Mission!
2. **TEAM**: Who? And how is everyone important?
3. **PROBLEM:** What critical problem is solved? For whom and what is the size of the addressed market?
4. **PRODUCT:** Present the product or service
5. **STRATEGY OF ACCESS TO THE MARKET:** How will you reach your customers?
6. **TECHNOLOGY:** What makes the project specific: a new technology? A new process? A technological leap?

# The elements of a pitch / 2

6. **COMPETITION: What is your competitive advantage? Why do not your competitors have it?**
7. **MARKET: What is the need to satisfy? For whom and what is the size of the corresponding market?**
8. **REVENUES: How do you make money (Business Model)**
9. **FINANCE: Present your assumptions and financial projections (Business Plan)**
10. **FINANCING NEED: How much do you need? To do what ? For how long ? (Exit strategy?)**
11. **ACKNOWLEDGMENTS & CONTACTS: Mail - Phone**

**...**

# Slide 1 : catching attention

**The first impression is very important**

| WRITTEN | ▪ Logo, Name, Title or "Mission Statement" condensed |
|---|---|
| ORAL | ✓ Draw attention !<br>✓ 10 seconds to fix the attention<br>✓ Ask a question ? Tell a short story, give a definition, show a video ...<br>✓ What is your vision?<br>✓ Develop a short and convincing introduction about the customer, the problem and your solution |

# Slide 2 – Team

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|---|---|
| **WRITTEN** | ▪ **Team: who is part of it and is each member important?**<br>▪ **Pictures, small descriptions** |
| **ORAL** | ▪ **What skills and qualities are investors looking for?**<br>✓ Credibility and integrity<br>✓ Passion<br>✓ Experience - Competency - Know/ Do they have enough relevant experience?<br>✓ Leadership: is the entrepreneur really a leader?<br>✓ Commitment: will the team cope with the difficulties?<br>✓ Vision: Is it convincing?<br>✓ Listening ability: Will they listen to me?<br>✓ Realistic: are they aware of the difficulties?<br>▪ **How to express these qualities to investors?** |

# Slide 3 – The problem

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| **WRITTEN** | ▪ **Identification of the critical problem to be solved (pain point).**<br>▪ **Quantify the problem, give figures, pictures**<br>▪ **Deduce "the opportunity"**<br>▪ **Formulate the value proposition** |
| **ORAL** | ▪ How to be sure that the problem that you solve by your product is that of the customer? |

# Slide 4 – product

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| **WRITTEN** | ▪ **Present your product: innovation, features, performance** |
| **ORAL** | ▪ Develop following a common thread<br>▪ Take 30“ to present the product, while letting investors wait a little bit longer |

# Slide 5 – the market access strategy

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| **WRITTEN** | ▪ **Detail of your access or distribution network, quantification and geography** |
| **ORAL** | ▪ Present your added value<br>▪ Is your "time to market" of the product realistic?<br>▪ Being first on the market is not always an advantage. Can you demonstrate how you intend to stay in the market, with which resources? |

# Slide 6 – Technology

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| **WRITTEN** | ▪ **What makes your technology special?**<br>▪ **How do you plan to protect this technology / process?**<br>▪ **Are there any royalties to pay back? Whose ? Which contracts?**<br>▪ **What conditions of access to technology have been negotiated? (process of Technology Transfer)** |
| **ORAL** | ▪ Investors will certainly develop this theme .... |

# Slide 7 – Competition

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| **WRITTEN** | ▪ **What is your competitive advantage?**<br>▪ **Who are your current competitors?**<br>▪ **Who are the potential competitors?**<br>▪ **Describe and compare competitive products** |
| **ORAL** | ▪ Why can not others be better? |

# Slide 8 – The progress of the project

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| **WRITTEN** | ▪ **Where are you ?**<br>▪ **Present your work as a roadmap** |
| **ORAL** | ▪ What are the obstacles ?<br>▪ What are the barriers at the entrance that you establish?<br>▪ What are the identified risks?<br>▪ How do you plan to overcome them? How soon?<br>BE HONEST ! |

# Slide 9 – The revenue model

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| **WRITTEN** | ▪ **Formulate value to the customer**<br>▪ **"Business model canvas": modeling costs and revenues**<br>▪ **Project income over the next 3 years** |
| **ORAL** | ▪ Do not read your slides, explain how the exchange of value is built<br>Consider that linear projections are not at all credible for investors! |

# Slide 10 – business plan

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| **WRITTEN** | ▪ **Present your hypotheses**<br>▪ **Present a synthetic table but have a more complete table to refine an answer**<br>▪ **Make it simple and clear** |
| **ORAL** | ▪ Present the expected results as the story of your start up (do not just read the table)<br>▪ Consider that investors reduce revenues by two and multiply expenses by 2 |

# Slide 11 – the financial need

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| **WRITTEN** | ▪ **How much money do you need?**<br>▪ **Why do you need this money? To do what?**<br>▪ **On what period will this money be consumed?** |
| **ORAL** | ▪ What should happen next? |

# Slide 12 – Thanks

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|---|---|
| **WRITTEN** | ▪ **Thanks and contact details: email, mobile, social networks, pseudo skype** |
| **ORAL** | ▪ Thanks<br>▪ Prepare your self to listen carefully |

# Pitching ! An art to act!

**Thank you for your attention**

Vole