

Speed<sup>2</sup>Seed

# Pitch Perfect!

*How can you tell when an entrepreneur is pitching? Her lips are moving.*

*A pitch is an act of persuasion. There are many types of people you might be pitching to—customers, potential team members, and investors. There are many types of pitches—elevator pitches, teaser pitches, investment pitches, customer pitches etc. The key is to know whom you are pitching to, and what they are interested in knowing about your startup.*

*Remember: don't read what is on your slides. Show/share emotions, pictures, graphs. Talk about them with your words. Listeners need to feel most confident in your leadership. So be confident, and calmly pace your presentation (this means "less is more;" have less to say and say it clearly with confidence).*

## **Keep it simple!**


*"How does your solution tap into the emotional, powerful, evolutionary needs that we as humans have?" asks McClure. With that in mind, all good pitches should outline how it makes customers happy, how it's better and different to existing products/services out there. And if it isn't different, then change the context so that it is different to everything else. "Maybe you're not the best snorkel solution to ALL customers", says McClure. "But maybe you are the best for left-handed grandmothers. If your product/service isn't the best in your field, you need to change the frame of reference enough so that you become the best in your niche".*

— Dave McClure's Top 10 Tips for the Perfect Investment Pitch

# A Tale of Four Pitches



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## Elevator Pitch (el-uh-vey-ter pi-CH)

noun. informal -- 1. A pitch given verbally without slides in the time it takes to ride a couple of floors in a fast elevator (less than 60 seconds) with the goal of explaining the business, sparking interest and starting a conversation before disembarking.

## Teaser Pitch (tee-zur pi-CH)

noun. informal -- 1. A 3-7 minute persuasive presentation intended to jumpstart conversations and investment interest, that covers key aspects of a startup, including problem, solution, market opportunity, team, competition, etc.

Some entrepreneurs like to send the teaser deck as a way to introduce themselves to an investor. Some demo days follow this structure while some may choose a format similar to an investor pitch.

## Investor Pitch (in-VES-tor pi-CH)

noun. formal -- 1. A 20-30 minute, carefully crafted presentation to be used in a meeting with an investor to convince them that a startup should be seriously considered for funding and to catalyze serious investment conversations.

The investor pitch effectively covers the problem, value proposition, product, market opportunity, business model, team, traction, financial projections, use of funds, etc. (not necessarily in that order).

## Business Plan Deck (biz-nis plan dek)

noun. formal -- 1. A 20-30 slide, information-rich powerpoint deck that effectively communicates a startup's business plan. While the prior decks are intended for presentations, this deck is intended to be read by the investor potentially after a first or second meeting, often used to present company for final consideration to the investment partnership.

A common mistake is for entrepreneurs to try to interactively present this deck to investors.

This deck is where a startup can provide extensive details on product, strategy, go-to-market plans, customer profiles, traction details, competition, etc. It typically has way too much text on each slide to be useable in an in-person presentation.

# The TEASER PITCH



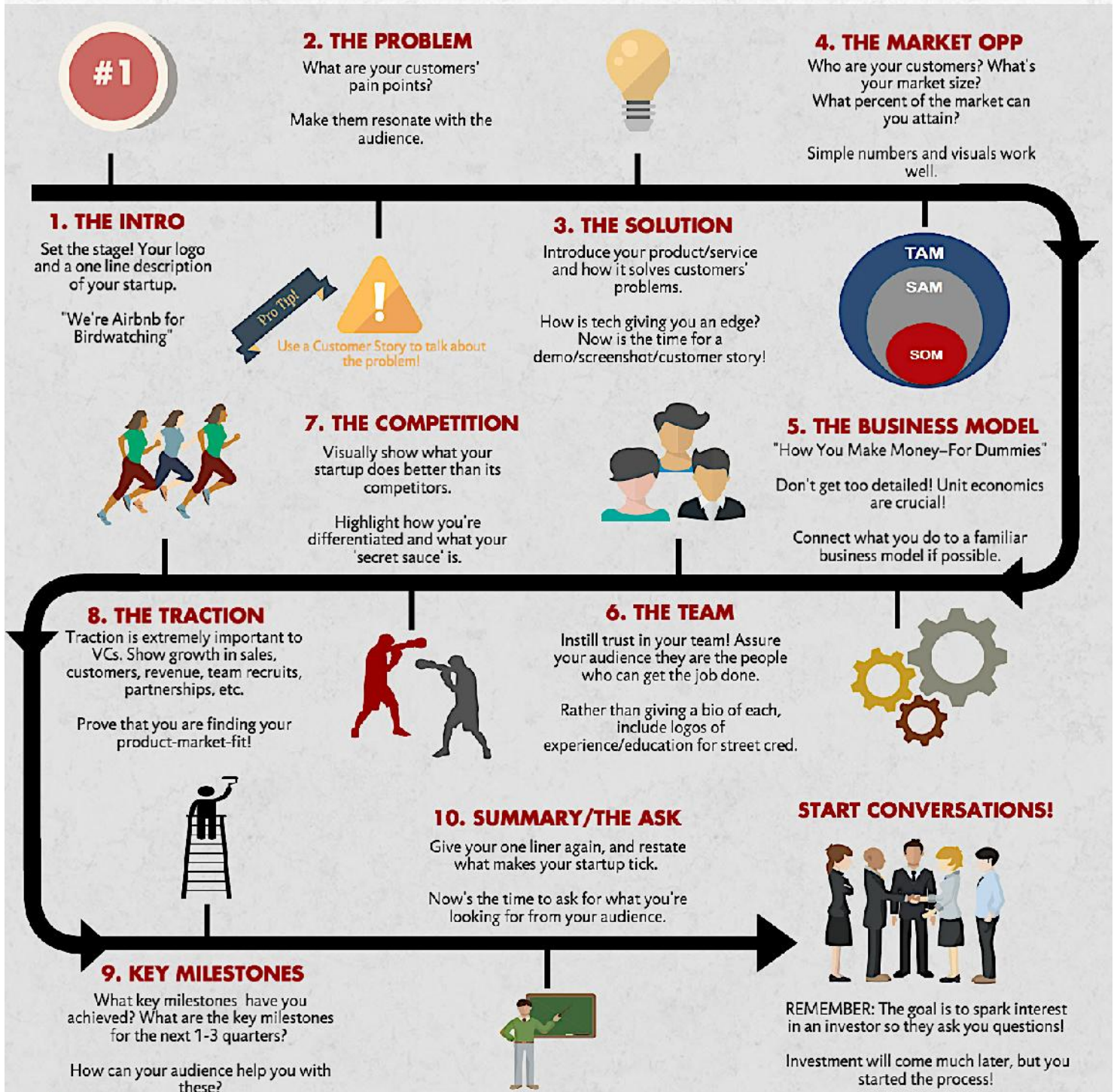
## Your Goal: Intrigue an Investor

Pitching is an art of persuasion. A good pitch creates interest and curiosity. A teaser pitch is the type of pitch that you would use at a demo day and is intended to be a 5-10 minute presentation. It is NOT the time to go into depth about your startup. You don't have enough time, and you don't want to lose your audience in the details. You have 5-10 minutes—go all in.

In order to intrigue an investor you must:

1. **Spark their interest** in the 1st minute
2. Have a **specific problem you are solving**
3. **Prove it can work** (traction, market opportunity)
4. Showcase a **strong team** that can get the job done

Stick to simple slides with FEW words and MORE visual cues. Font size should be between 28-32 pt. What you have on a pitch deck should complement the narrative of your deck.



# The Investor Pitch



## YOUR GOAL: SELL YOU AND YOUR STARTUP!

An investor has gotten back to you and asked for more information about your startup. Congratulations! You've already outpaced 90% of other startups in the world. Now's your chance. But out of the hundreds of pitches investors see every year, why should an investor bet on you?

Every investor has opinions on what makes a good pitch. Do your homework and check if your investor has a template available. Also look at other companies they have funded – find out what's important to them. See if one of their pitches is posted on Youtube or slideshare.

Below is a streamlined structure for a 20 minute pitch (less is better!)—there is room for flexibility in order to make your pitch more compelling. You'll want to maintain a balance between simplicity and digging into the specifics of your startup. It's vital that you cover all the topics, so you have to be disciplined to not go into too much detail. Keep your slides visually compelling and text-light. Provide additional notes to accompany slides if you cannot present in person!

### 1. COVER SLIDE

Set the stage!  
Your logo and a one line description of your startup

**ByrdWatch**  
The Social App for Birdwatchers

(include your name and email)  
If it's confidential, make it so!

### 2. OPPORTUNITY

One slide that conveys the fundamentals of the investment opportunity.



Covers in 5 bullet points:  
Problem, Size of Market, Business Model, Why You, Traction, The Ask

(This is your elevator pitch)

### 3. TEAM



Instill trust in your team!  
Assure them that you can get the job done.  
Rather than giving a bio of full-timers, include logos of experience/education for credibility

### 4. PROBLEM



What are your customers' pain points?  
Make them resonate with the audience.

**Pro Tip!**  
Use a Customer Story to talk about the problem!

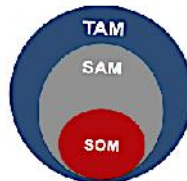
### 8. BUSINESS MODEL



"How You Make Money - For Dummies"

Unit economics are crucial!  
Connect what you do to a familiar business model if possible.

### 7. MARKET OPP



Who are your customers?  
What's your market size? What percent of the market can you attain?

Simple numbers and visuals work well.

### 6. SOLUTION OPTIONAL: DEMO



Introduce your product/service and how it solves customers' problems.  
How is tech giving you an edge?

Now is the time for a demo/screenshot/customer story!

### 5. WHY NOW



Timing can make or break a startup: how do technological, societal and financial trends support your timing in the market?

### 9. COMPETITION



You will always have competition.

Tell us who they are--direct or indirect. A 2x2 matrix is often effective.

Highlight how you're differentiated and what your 'secret sauce' is.

### 10. TRACTION



Traction is evidence that you are finding your product-market-fit.

Investors are interested in:  
customers acquired  
revenue, usage, traffic,  
partnerships,  
team members added, etc

### 11. MILESTONES/NEXT STEPS



What key milestones have you achieved? What are your key learnings?  
What are the key milestones from here until your next financing round?  
Which hypotheses are you testing next? How will funding play into this?

### 12. FINANCIALS / ASK



How much money have you put in, or raised and from which sources?  
How much are you planning on raising now and what is your rationale for that number?

## APPENDIX SLIDES YOU CAN INCLUDE IF NEEDED:

Details on competition, details on use of funds, customer profiles, testimonials, data on usage or pilots. Excel sheet of financials and detailed unit economics. This is the time to put things that help to strengthen your position as a great startup to invest in!

## Resources

We've compiled a list of resources we really like—from pitch tips, pitch deck examples, video examples, free stock photos, etc. These are for you to use as you prepare to pitch to investors.

### Pitching Tips:

\*\*Pitching to VCs by David Rose

[http://www.ted.com/talks/david\\_s\\_rose\\_on\\_pitching\\_to\\_vc.html](http://www.ted.com/talks/david_s_rose_on_pitching_to_vc.html)

- *Great idea: have startups distribute additional notes to a VC to accompany a pitch deck versus cramming everything into a pitch deck*

\*\*10 Tips for the Perfect Investment Pitch

<http://thenextweb.com/entrepreneur/2011/10/29/dave-mcclures-10-tips-for-the-perfect-investment-pitch/>

How to Present to Investors by Paul Graham

<http://paulgraham.com/investors.html>

Your Solution is Not My Problem by Dave McClure

<http://500hats.typepad.com/500blogs/2009/08/your-solution-is-not-my-problem.html>

- *A major problem we see in startups: focusing on the solution rather than the problem they are solving!*

Pitch Yourself, Not Your Idea

<http://cdixon.org/2009/11/14/pitch-yourself-not-your-idea/>

Startup “Viagra” by Dave McClure

[http://www.youtube.com/watch?feature=player\\_embedded&v=IsGcymH3rYQ](http://www.youtube.com/watch?feature=player_embedded&v=IsGcymH3rYQ)

How to Perfect the One Sentence Pitch

<http://techcrunch.com/2010/11/03/madlibs-pitch-adeo-ressi-founder-institute/>

- *Note: it would be better to state the problem first! My Company “x” is (solving/changing/revamping etc.) “y” by doing “z”*

### Visually appealing pitch decks:

10 Beautiful Pitch Decks from 500 Startups Demo Day

<http://blog.slidebean.com/blog/2015/2/3/10-beautiful-pitch-decks-from-500-startups-demo-day>

Airbnb First Ever Pitch Deck

<http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9?op=1>

### **Great Pitch Videos:**

Twoodo, Startupbootcamp 2013

<https://www.youtube.com/watch?v=XSk3xO2-3rE>

Crowdery, Y Combinator

[https://www.youtube.com/watch?v=1DC7m85wAdw&index=4&list=PL3Lgxy0B2RrGk\\_WITPXiCkacCCMn3N7rW](https://www.youtube.com/watch?v=1DC7m85wAdw&index=4&list=PL3Lgxy0B2RrGk_WITPXiCkacCCMn3N7rW)

Asseta, Y Combinator

[https://www.youtube.com/watch?v=Eoq3mlUSZaU&list=PL3Lgxy0B2RrGk\\_WITPXiCkacCCMn3N7rW&index=2](https://www.youtube.com/watch?v=Eoq3mlUSZaU&list=PL3Lgxy0B2RrGk_WITPXiCkacCCMn3N7rW&index=2)

GiveMeTap, Y Combinator

<https://www.youtube.com/watch?v=N8IqncdXM78>

Google Demo Day

<https://youtu.be/QxptCWOqIRM?t=35m25s>

### **Additional Resources:**

Pitch Deck Tools:

<http://www.discoverbusiness.us/pitch-deck/>

6 Resources That Make Startups Shine:

<http://tech.co/pitch-deck-101-6-resources-make-startup-shine-2014-07>

The Next Step: A Guide to Pitching Your Idea by Michael “Luni” Libes

[http://www.amazon.in/Next-Step-guide-pitching-your-ebook/dp/B00KRO70F2/ref=sr\\_1\\_4?ie=UTF8&qid=1444214334&sr=8-4&keywords=luni+libes](http://www.amazon.in/Next-Step-guide-pitching-your-ebook/dp/B00KRO70F2/ref=sr_1_4?ie=UTF8&qid=1444214334&sr=8-4&keywords=luni+libes)

Here Are The Best Startup Pitches We’ve Ever Seen via Business Insider

<http://www.businessinsider.com.au/the-best-startup-pitches-of-all-time-2012-11?op=1-thats-suspicious-behavior-launch-festival-2012-1>