

Strategic Pitching

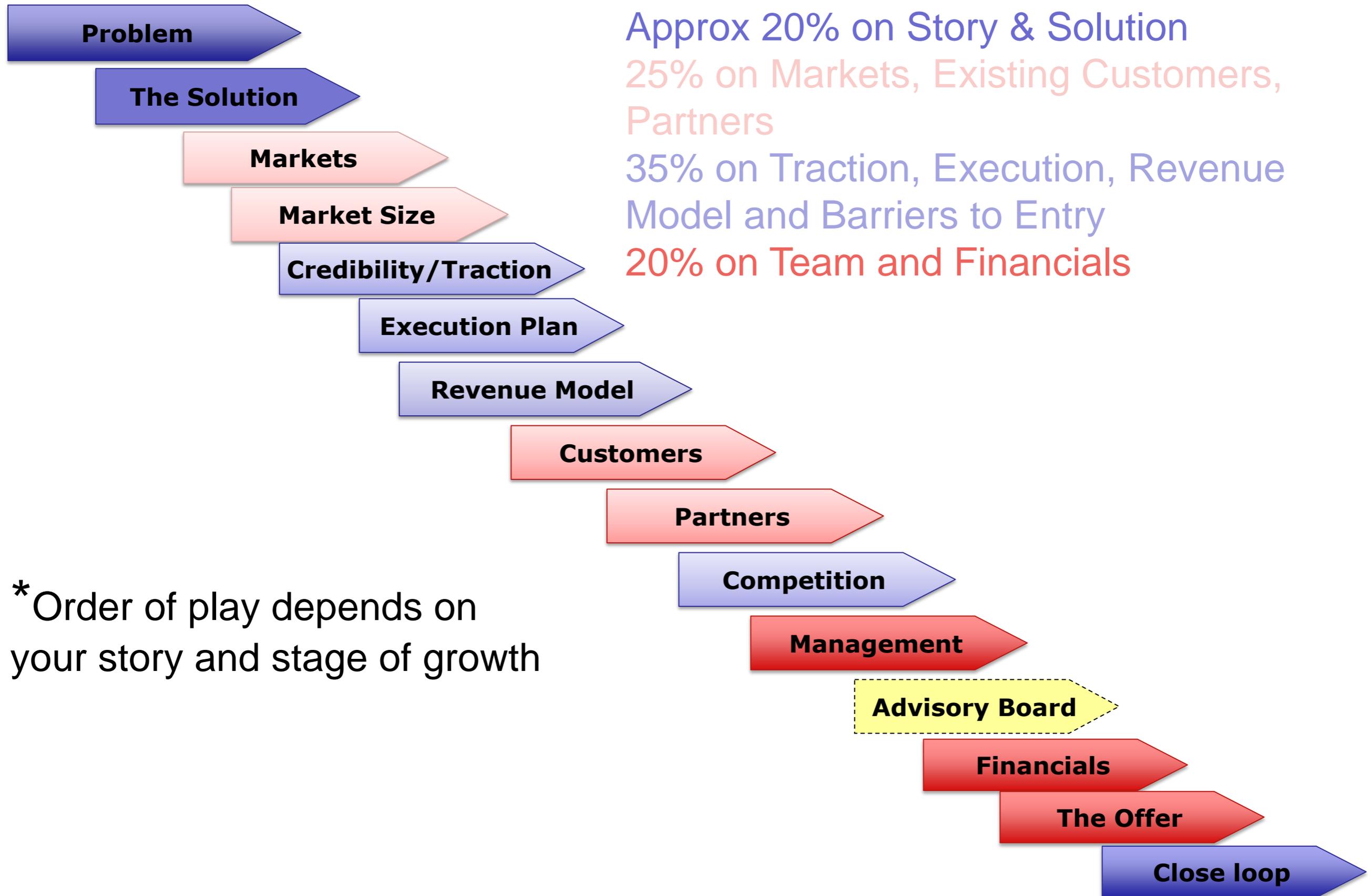
How to make good pitches great

Leila Henderson - Founder, CEO, NewsMaker®

Workshop outline

- Structuring your pitch
- Staging your pitch
- Dealing with nerves
- Being memorable
- Your pitch

Pitch structure example



*Order of play depends on your story and stage of growth

Spoon-feed facts and figures?



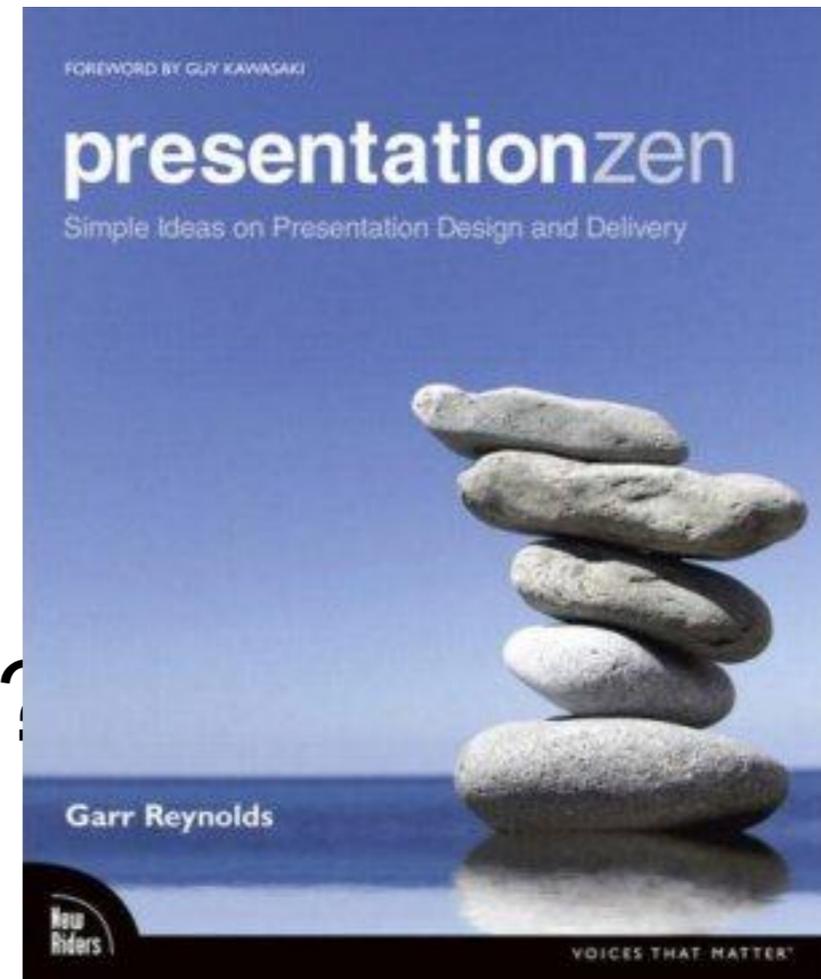
Or use their
imagination...

?



Before you begin

- What's your end game?
- How much do you want?
- Who will present?
- What process will you use?



Death by Powerpoint



It's all about them

WIIFM



“No one’s judging you.” Yeah, right.



- Visualise your ideal investor, customer, business partner...
- Give them... an occupation, an age, a location, a name....
- Make them the hero... to their family, their colleagues, the world...

The Setting

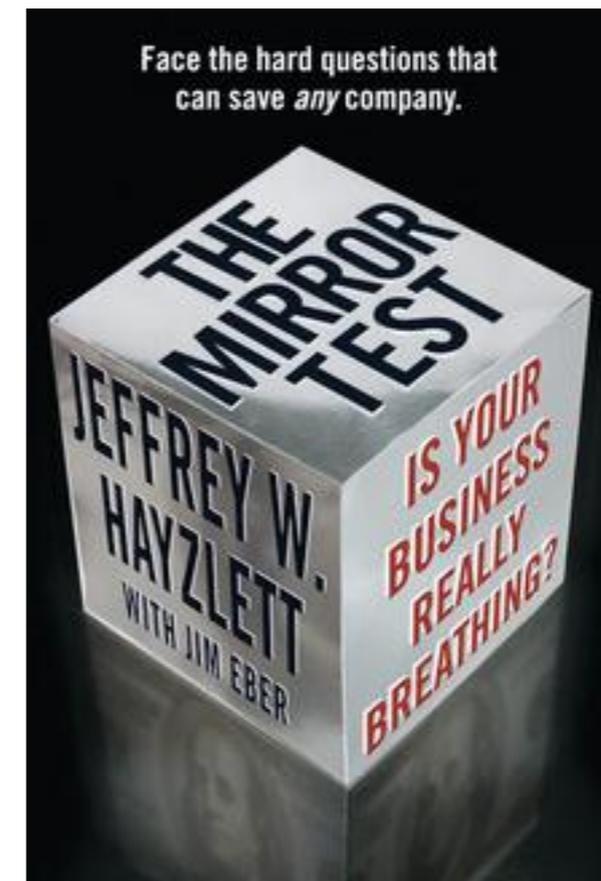
- What is the location?
- How many people will be in the room?
- Talk to those that matter, forget the rest
- How will you stage your presentation?
- If possible, rehearse in that room or a facsimile of that room

Get to the point

“Eight seconds is the average attention span of an American adult”

The Elevator Pitch:

- 8 seconds to hook
- 110 seconds to sell



Taglines

Use short sentences and avoid jargon:

Everything should be as simple as possible:
but

no simpler – *Albert Einstein*

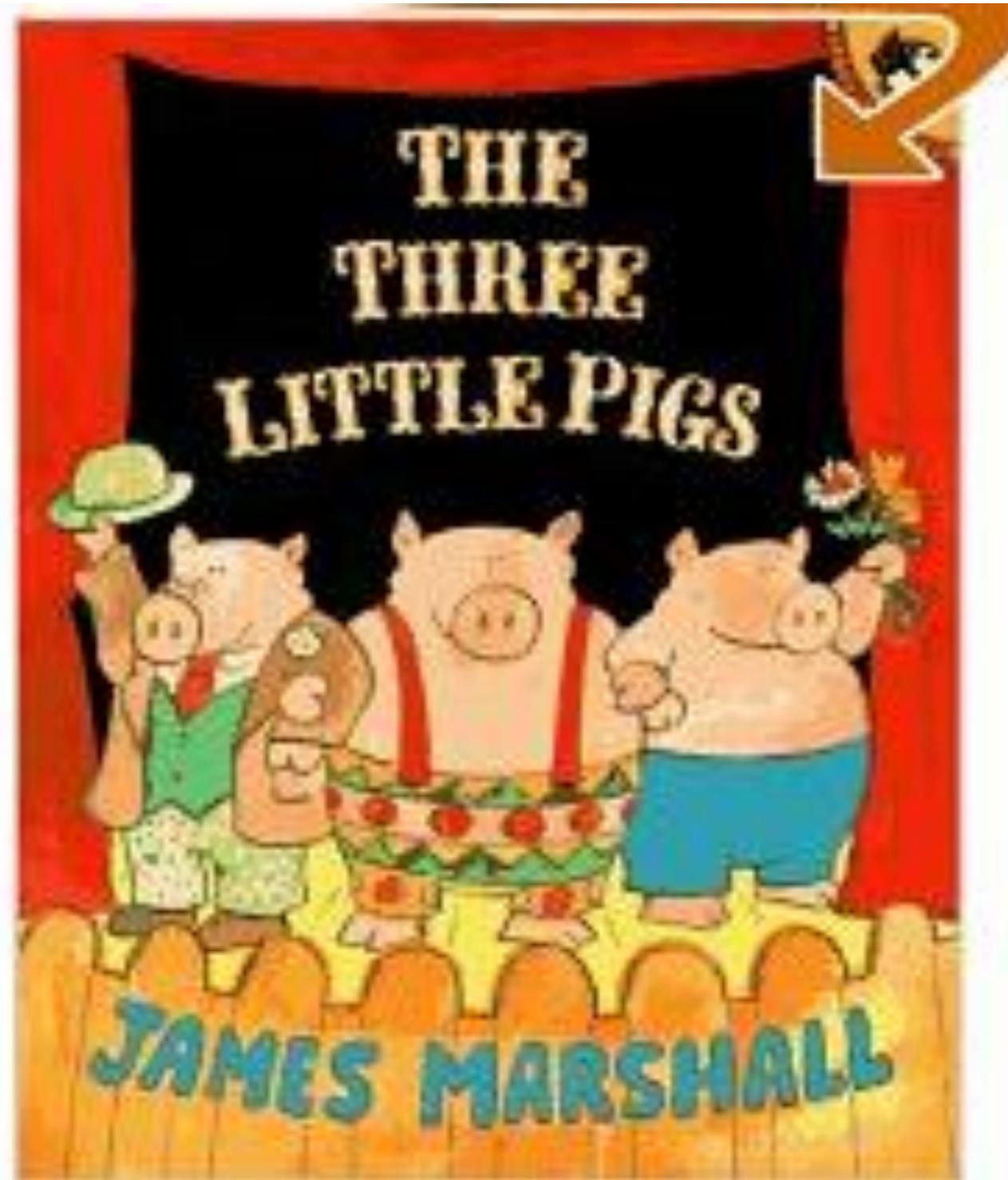
Less is more – *Miles Van Der Rohe*

Some people don't get it – *Australian
Financial Review*

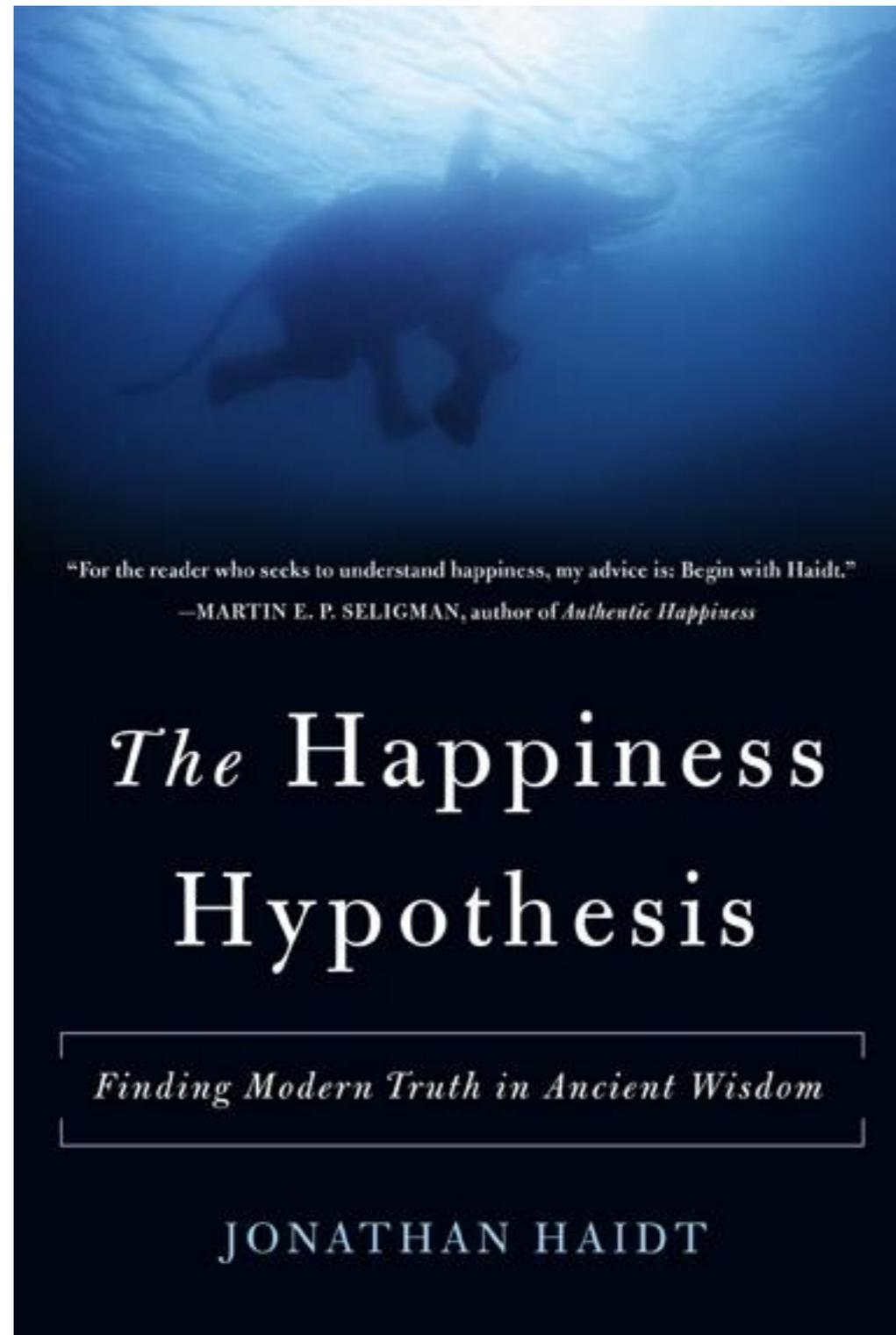
Vision trumps all other senses

- Use words that stimulate the visual imagination
- If using slides, use more pictures
- Use props if they fit the story

The Rule of Three



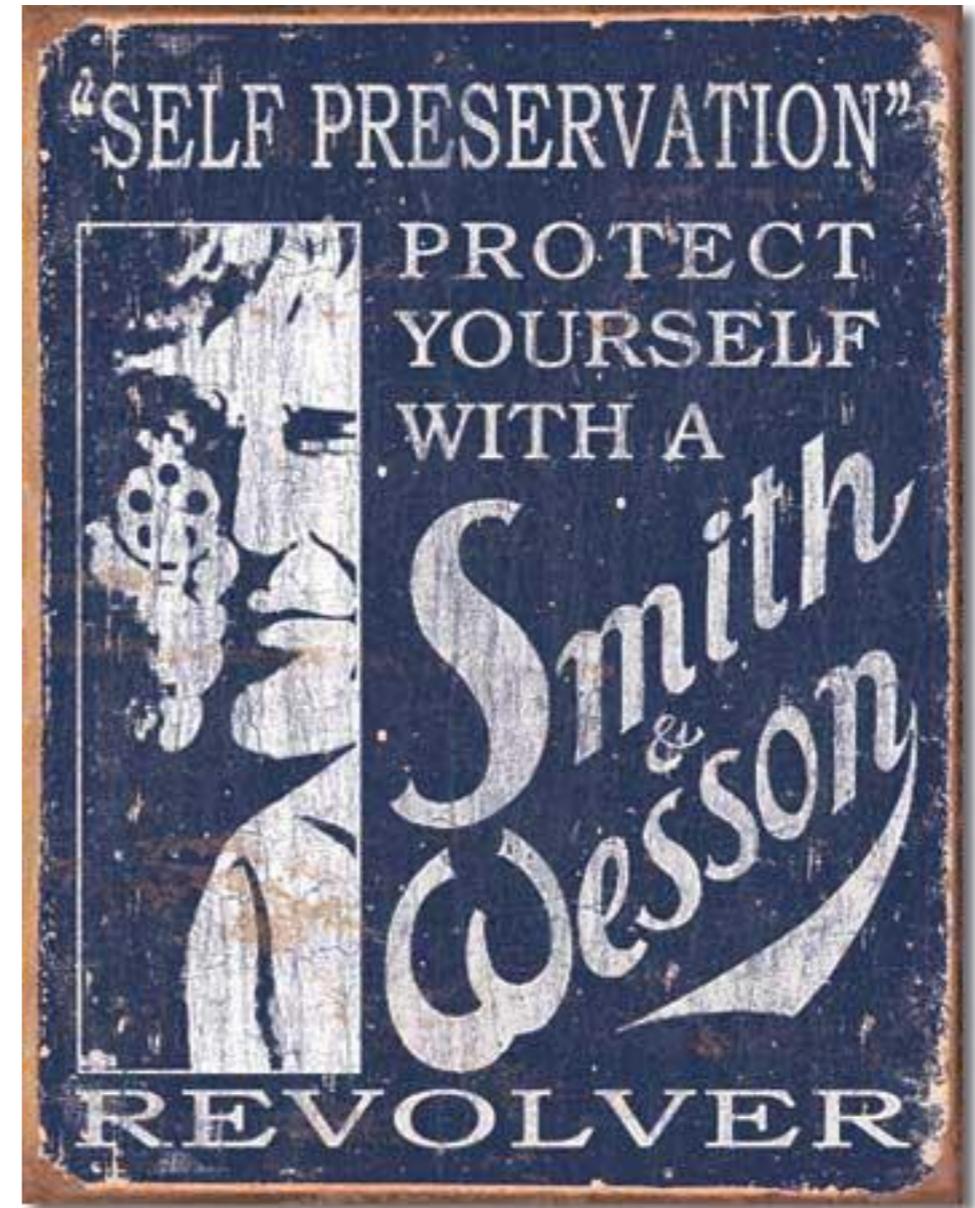
The Elephant & The Rider



Joe's Story

What drives us

Self preservation



What drives us

Financial gain



What drives us

Love



What drives us

Sexuality



What drives us

Desire for
power and
fame



What drives us

Fear



What drives us

Revenge



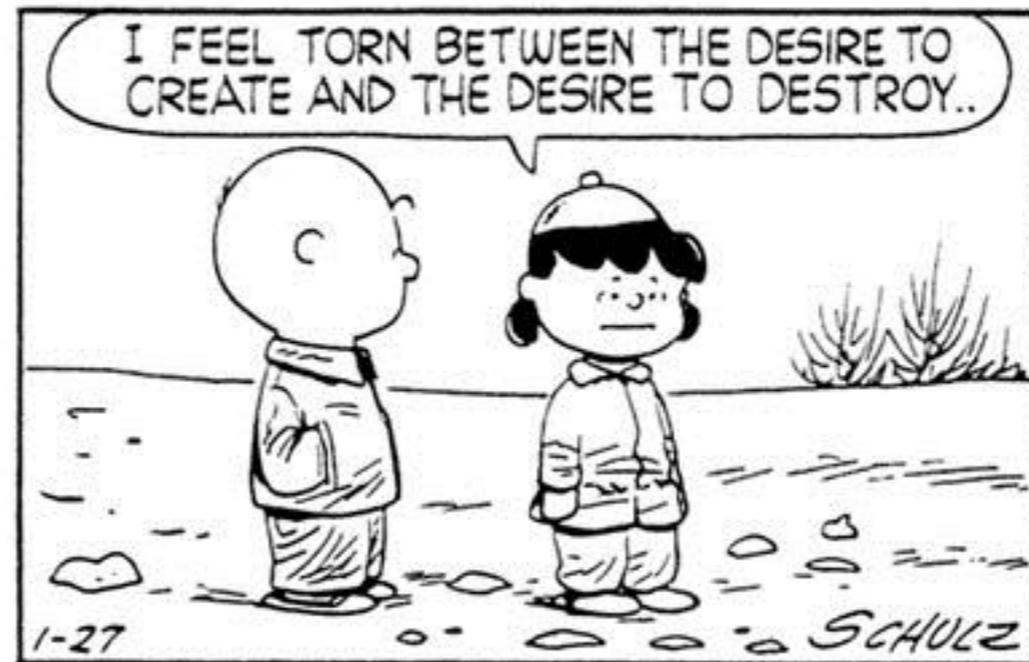
What drives us

Freedom of body
and soul



What drives us

Desire to create
and build in
materials and
thought



Story Telling Exercise

What buttons will you push?

- Self preservation
- Financial gain
- Love
- Sexuality
- Desire for power and fame
- Fear
- Revenge
- Freedom of body and soul
- Desire to create, build in material or thoughts

Reality check

- Great stories even if badly told will move your audience
- Great telling can improve an average story
- Rehearse till you can drop the script and let your true feelings shine through

Elevator Pitch

[Customers A] have [Needs / Pains B] that [My Product/Service C] can solve with [Product / Service D] that is better than [Existing Products / Services E] in terms of [Price / Functionalities F]. Our team comprises [Members G] have [Relevant Skills / IP H] that are difficult for [Potential / Actual Competitors I] to overcome. We are seeking [Investment J] that will enable us to capture [Market Segment K] and achieve [Revenue L] and [Profitability M] by [Year N] . Investors will [exit O] by.... The future holds...

Size of market

- How big & where?
- Do you have market research to prove your figures?
- Will your product scale?

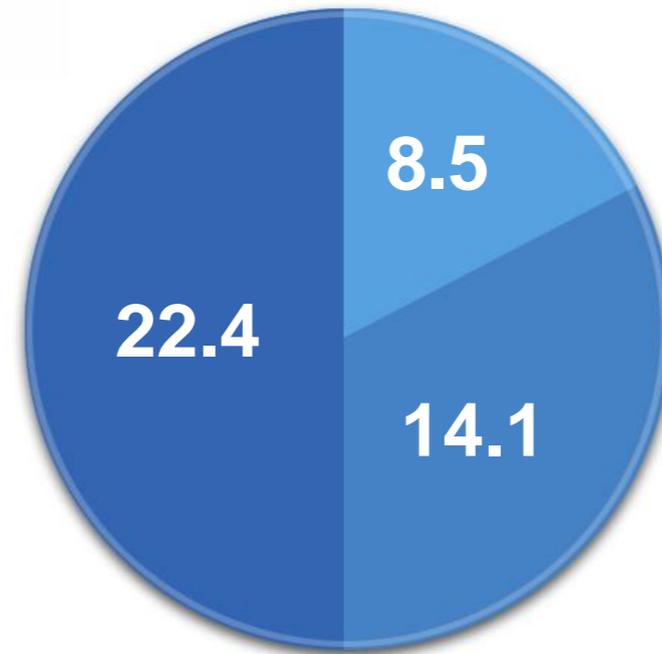


Market Size Example

Total Addressable Market: US Smartphone users

Ages 12 to 34 who actively consume mobile internet video

2012
14M



2015
45M

18-28yrs



12-17y



29-34y



Establish your credibility

- Grants & Awards
- Track record of delivery
- Expertise, qualifications, successful exits
- Received ABC certification
- Provisional Patent filed

Note: credibility factors can be dispersed across Execution, Customers, Management

Competitors

Who are your direct and indirect competitors?

What is your differentiation and why is it important?

Use a features table or chart to highlight barriers to entry



Partners



- Revenue share
- Content provider
- Distribution partner/broker

Targeted Partners



Customers

– 83 companies including:



Business Model

- What's your go-to-market strategy?
- How will you protect your IP?
- Do you have the right team behind you or know where and how to enlist that team?
- Do you have the resources or know where to find them?



How do you sell?

- Direct and/or Channel Sales

If Direct,

- How many sales people will you need and when?
- How long does it take to close a deal?
- Who is the key decision maker to whom you need to sell? (Especially if that differs from the key user)

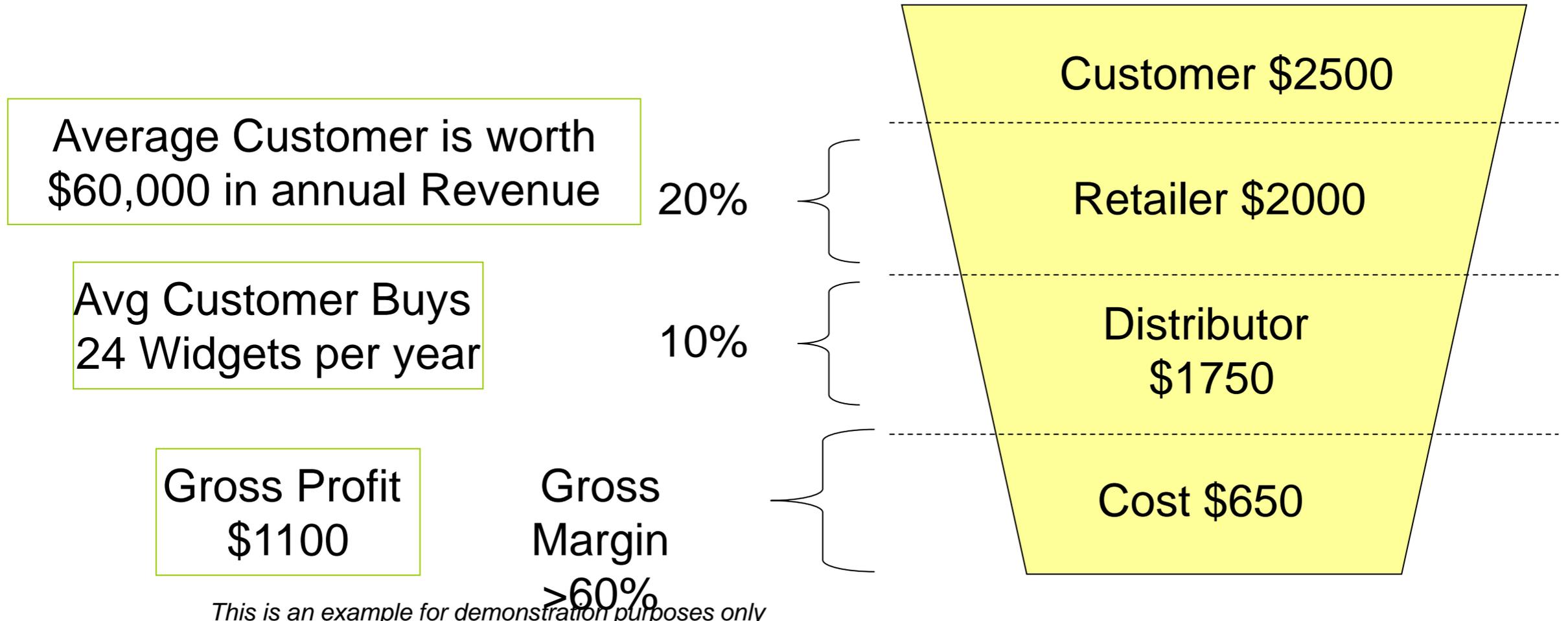
If Channel,

- Who are the partners?
- How many are required?
- How are the territories divided?

How will you make money?

Revenue Model

- Licensed Software
- Hosted Solution, Monthly Fee + 2% of all transactions booked through our system
- We Sell Widgets; Direct and Through a Channel
- Time and Materials



Management Team

- **Name, Position**
 - Prior Company, Position (VP or above), Years
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- **Open positions**
 - VP Sales
 - Head of QA

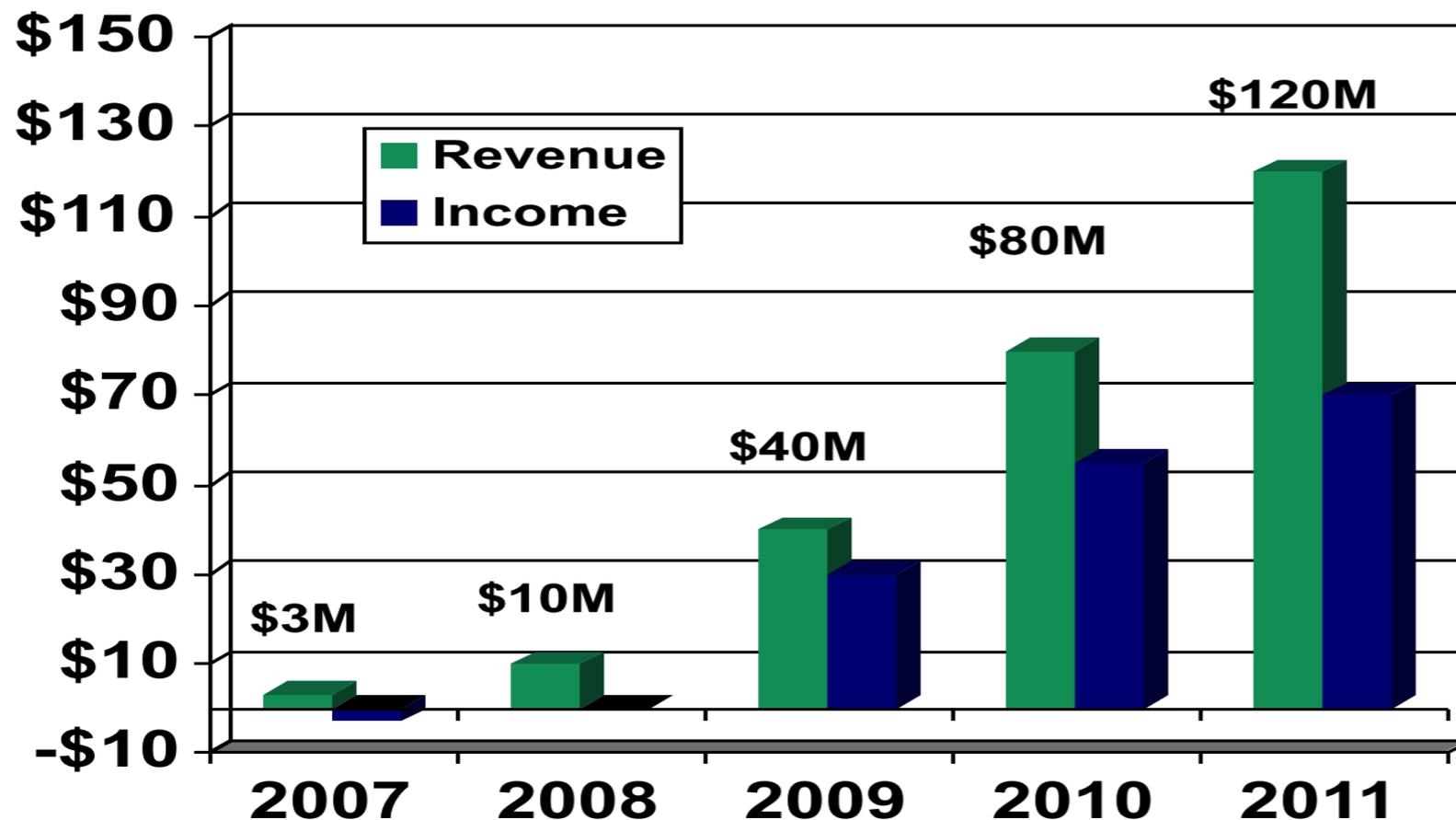
Advisory Board

- **Name, Area of Expertise**
 - Company, Position (VP or above), Years
 - Prior Company, Position (VP or above), Years
- **Name, Area of Expertise**
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Forecast Revenue



Five Year Projections (Millions, US)



Assumptions:

- In 2013, \$__ per sale
- In 2013, __ customers
- 2013 market share: __%
- In 2013, __% from new sales; __% from recurring
- AU market only
- Does not include future product extensions

This is an example for demonstration purposes only

Funding requirements

Prior Funding:

- \$ from founders, \$ from outside investors, \$ grants

Current Round:

- Seeking \$1 million (\$500,000 raised)
- Pre-money valuation: \$2 million

Use of Funds:

- Finish v 2.0 Prototype
- Launch in xxx market
- File patents

Future rounds:

- Series B of \$X million expected in early 2014

Exit Strategy:

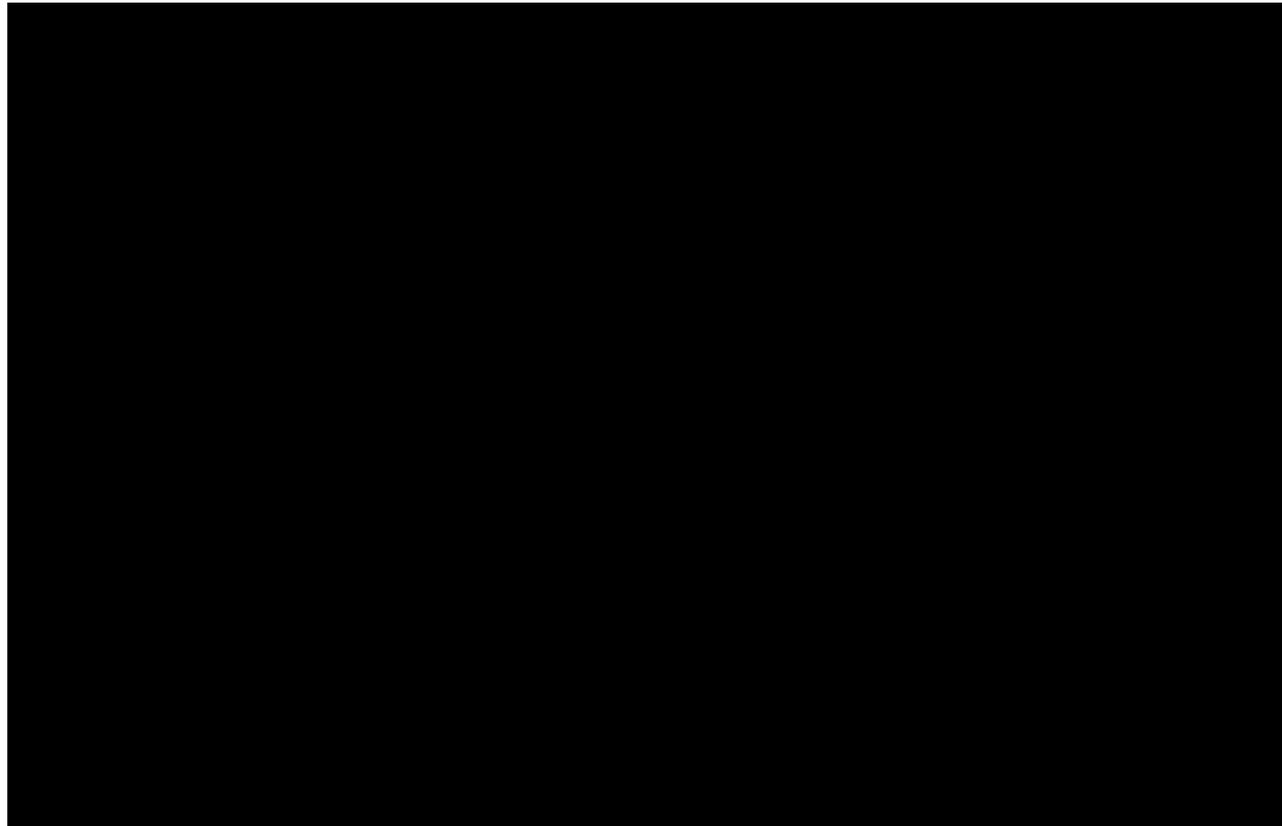
- Acquisition - name possible acquirers
- When will investors make money?

Summary: What investors need to know

- What's your idea/innovation?
- What problem are you solving?
- How big is the problem?
- 'Why you?' Your track record, your team, your ability to inspire...
- How will you protect your IP?
- How will you make money?
- When and how can we make money/exit?

Pitch practice

Worst mistake



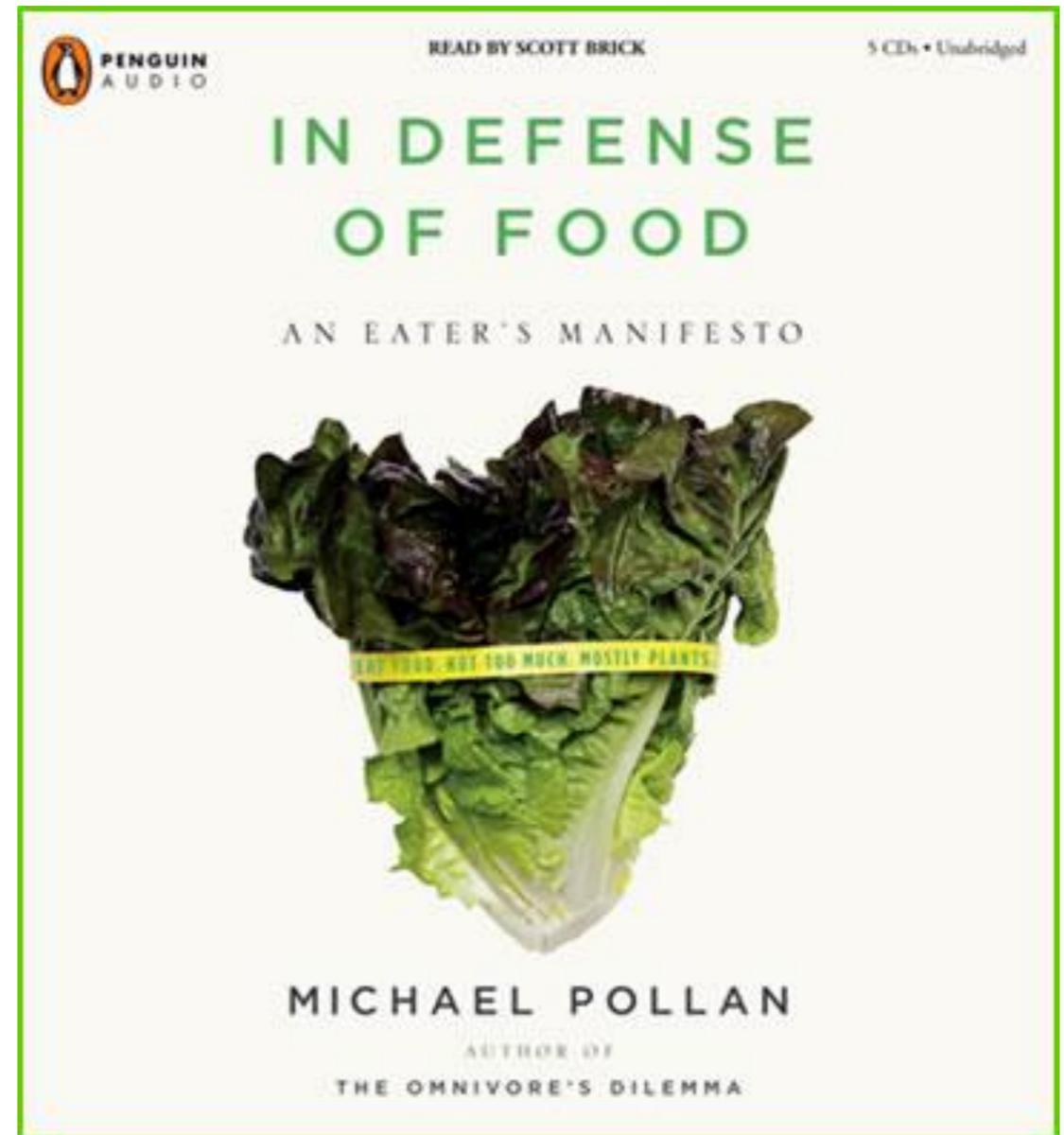
How simple can you get?

75% of people eat too much

75% do not have enough greens in their diet

Processed foods are 80% more risky to health

Selecting natural foods and eating in moderation are what makes people healthy and keeps them that way.



Haiku 'In Defense of Food'

Eat food

Not too much

Mostly plants

“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

-- Maya Angelou, poet, author, actress

Questions

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<http://www.swayve.com>