

# Strategic Pitching

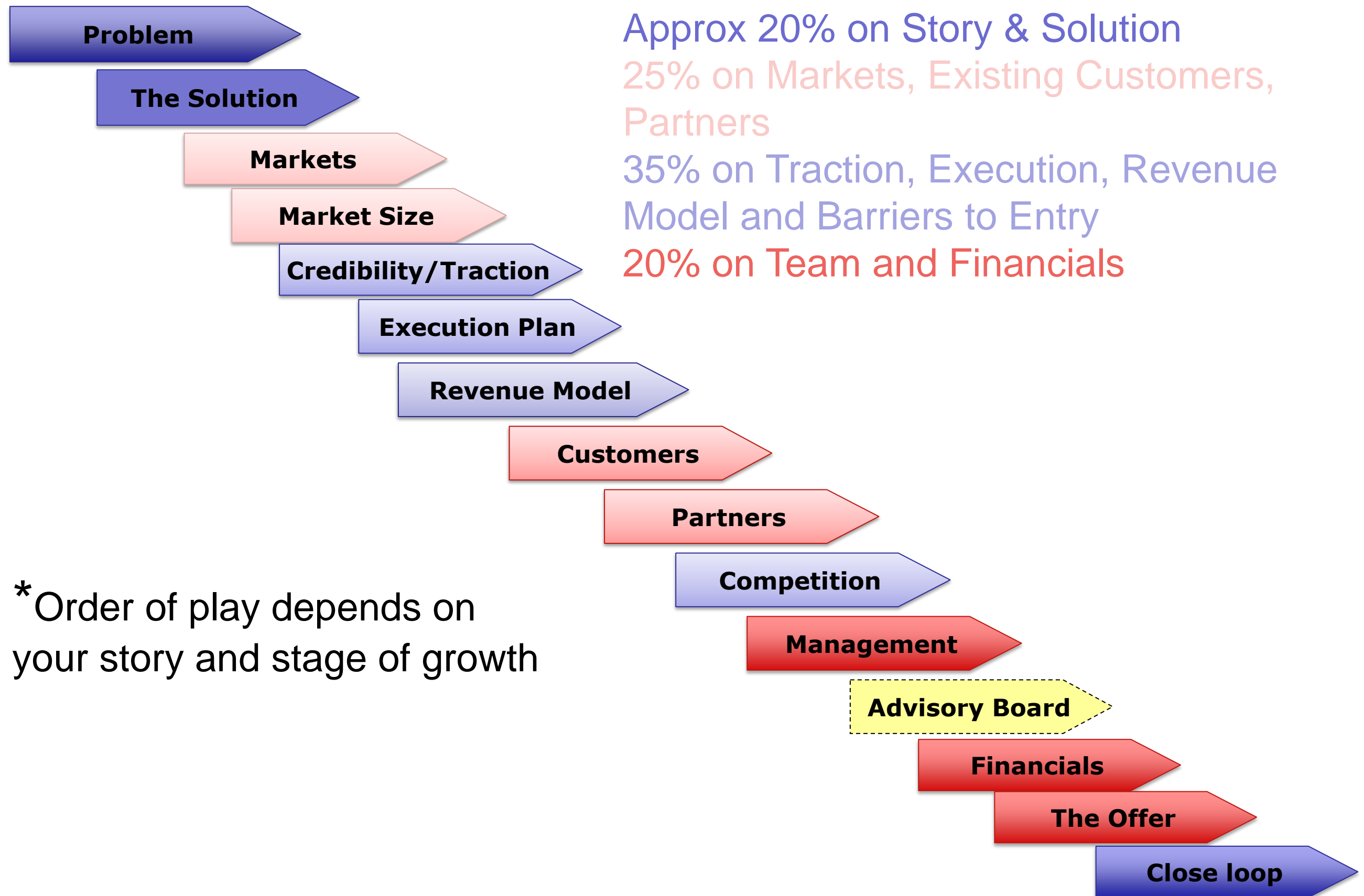
How to make good pitches great

Leila Henderson - Founder, CEO, NewsMaker®

# Workshop outline

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

# Pitch structure example



# Spoon-feed facts and figures?





Or use their  
imagination...

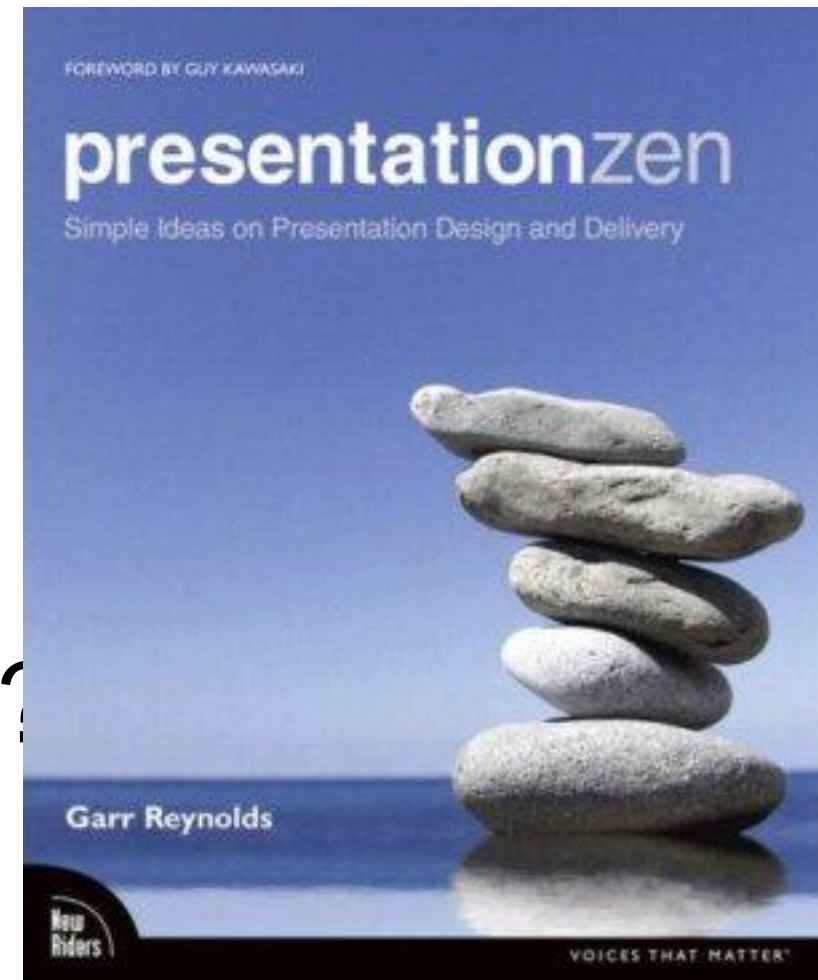
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# Before you begin

- 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

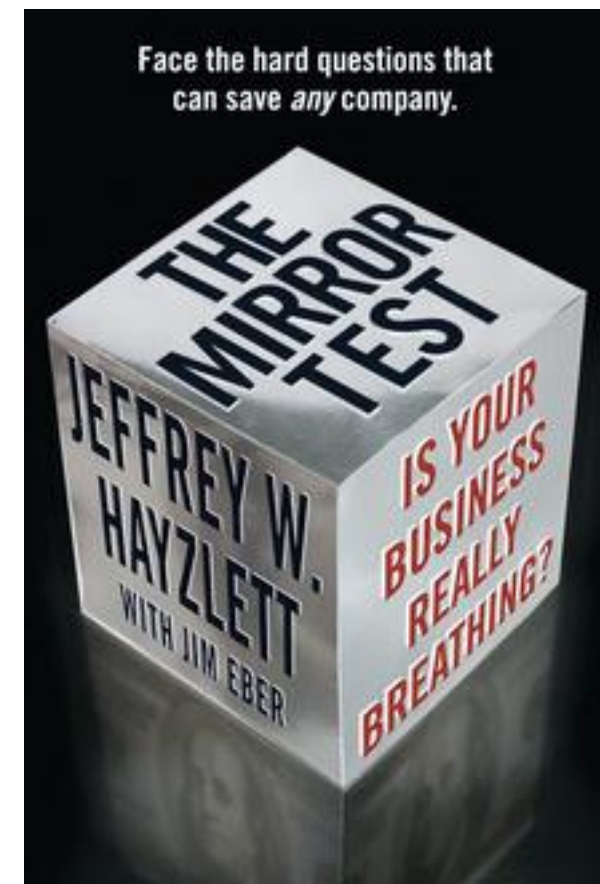
- What is the location?
- How many people will be in the room?
- Talk to those that matter, forget the rest
- How will you stage your presentation?
- If possible, rehearse in that room or a facsimile of that room

# 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*

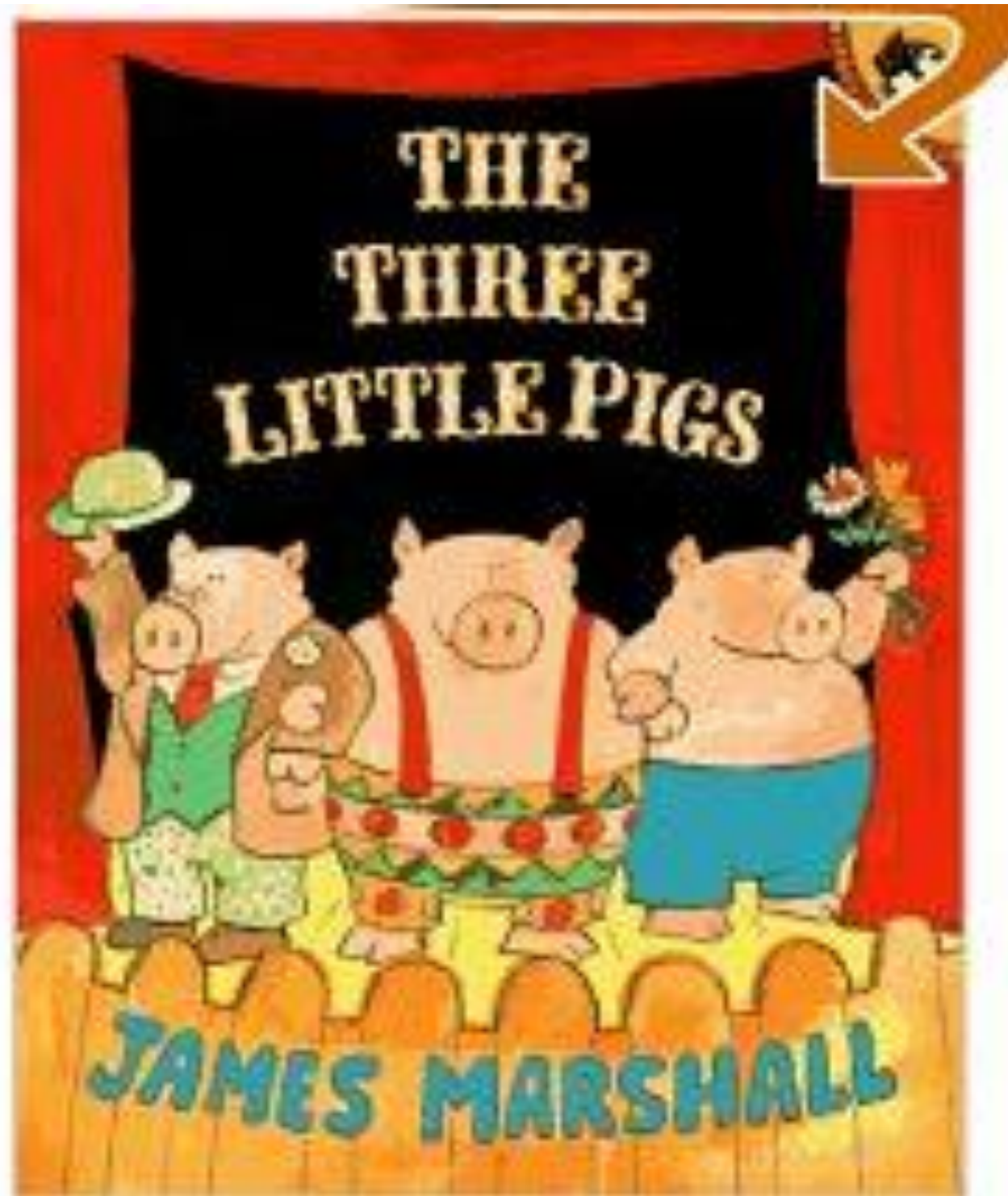
Some people don't get it – *Australian  
Financial Review*

# Vision trumps all other senses

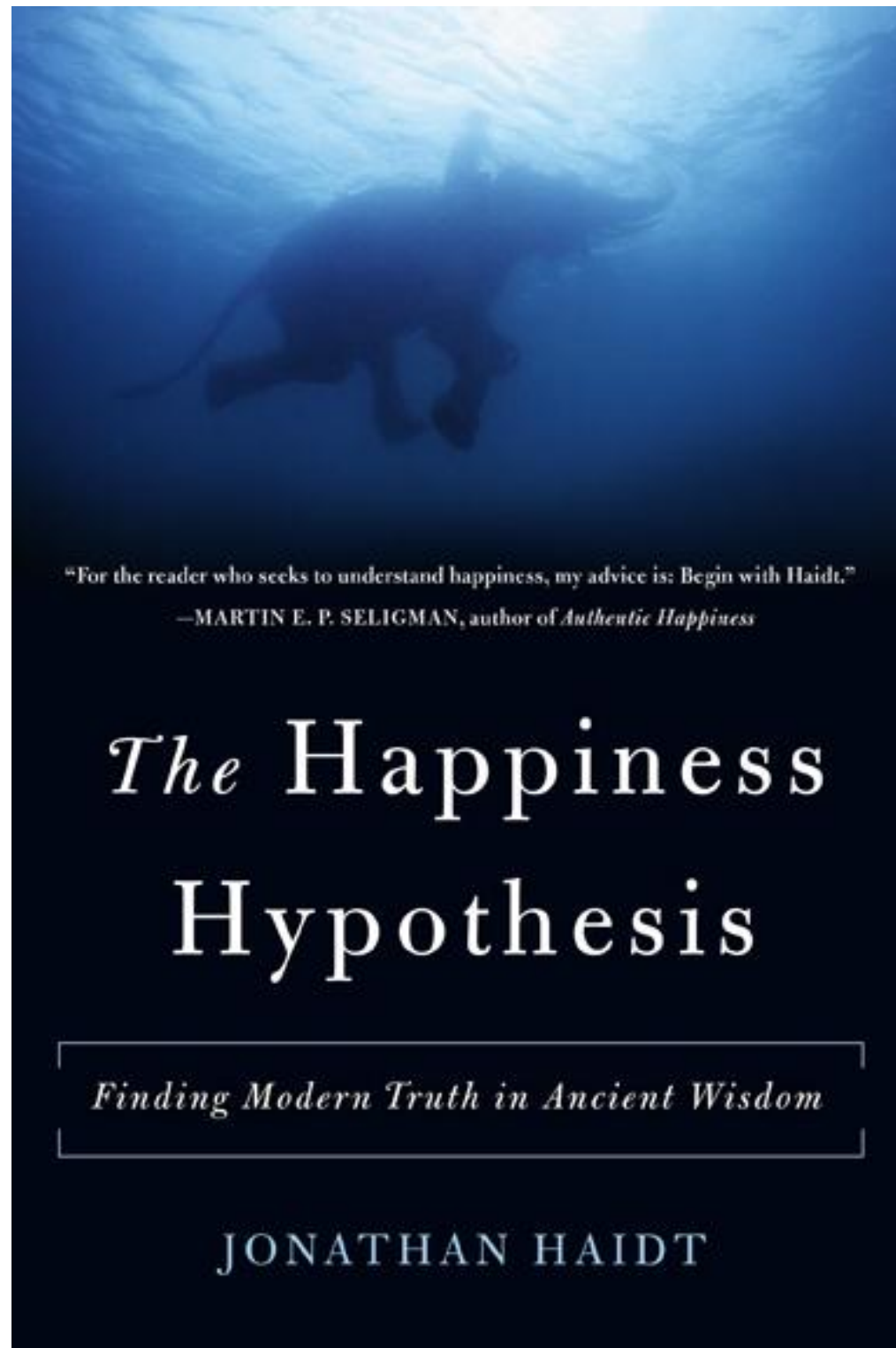
- Use words that stimulate the visual imagination
- If using slides, use more pictures
- Use props if they fit the story



# The Rule of Three



# The Elephant & The Rider

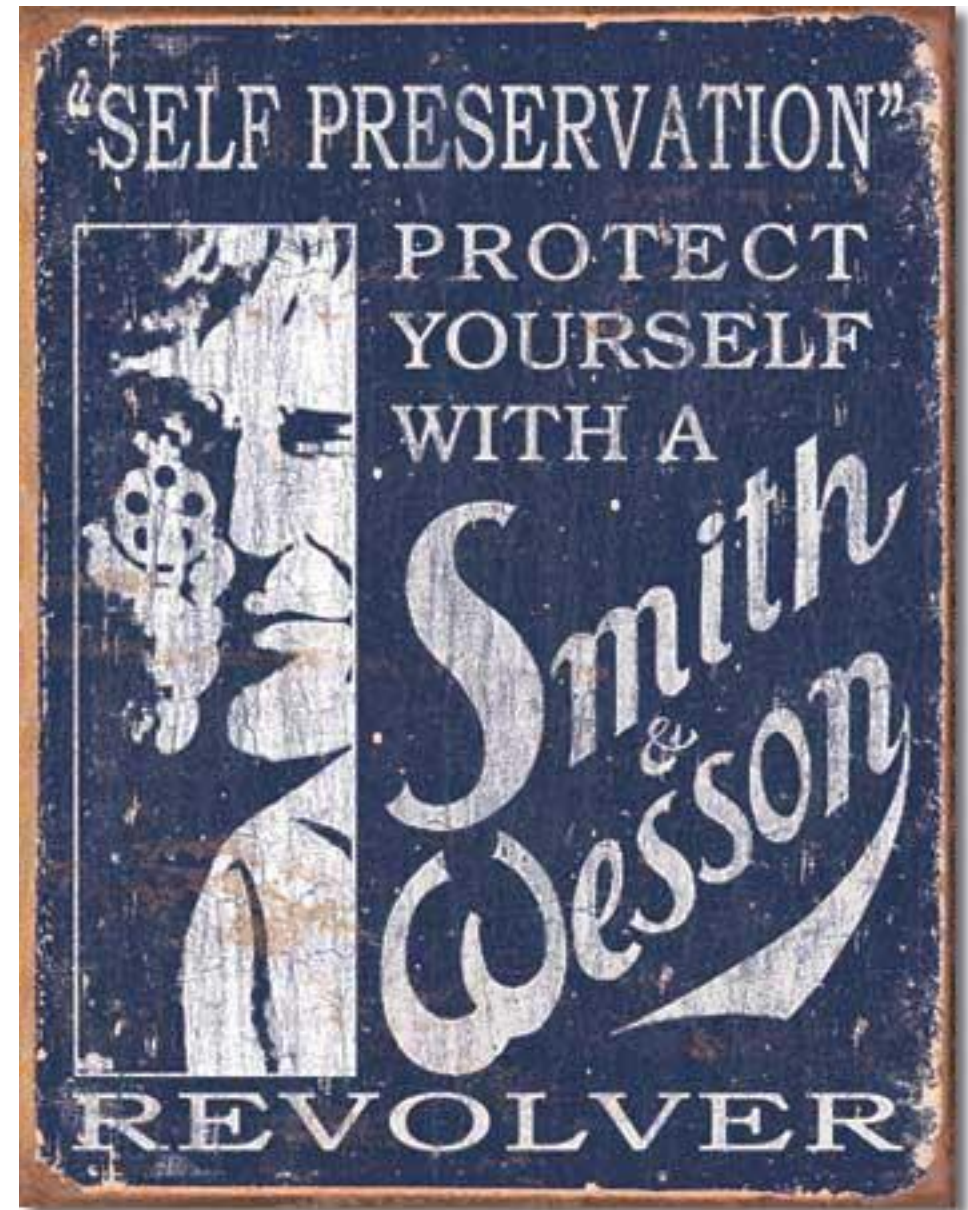


# Joe's Story



# 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



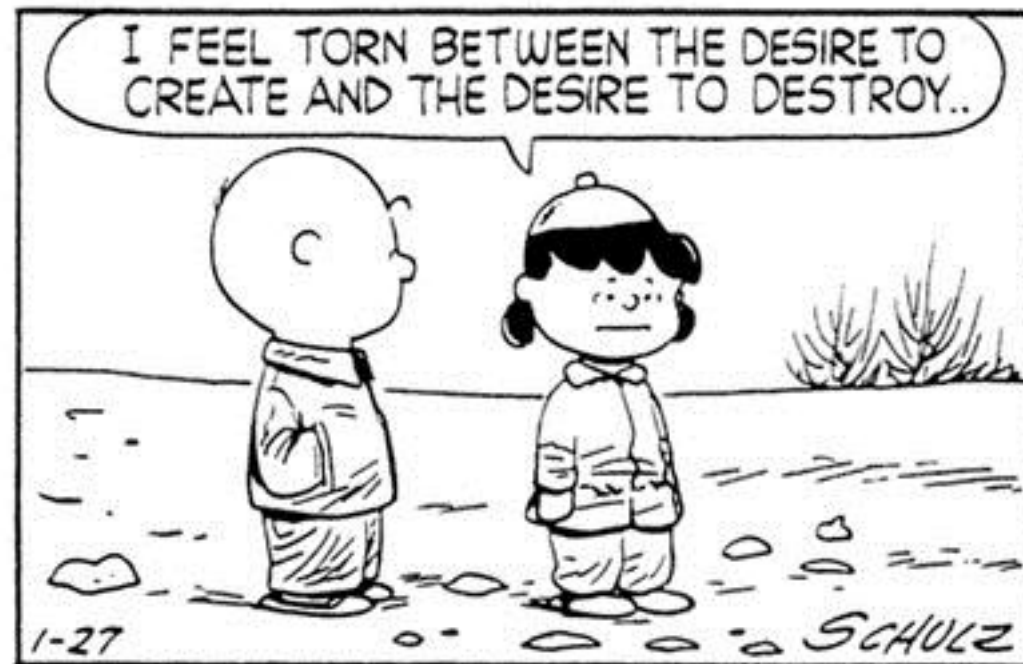
# What drives us

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?



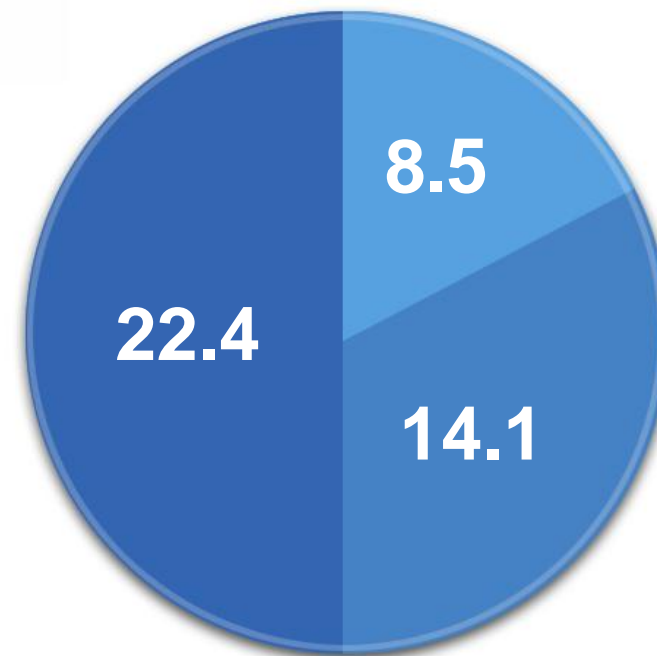
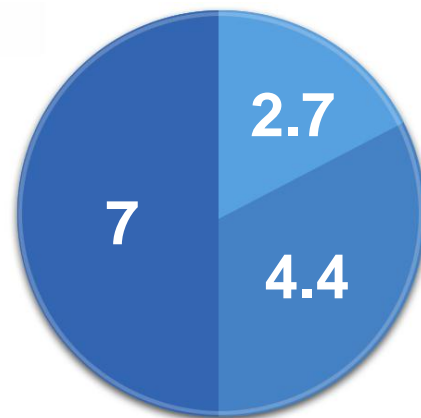


# Market Size Example

*Total Addressable Market: US Smartphone users*

*Ages 12 to 34 who actively consume mobile internet video*

2012  
14M

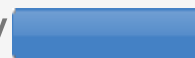


2015  
45M

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

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## 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)

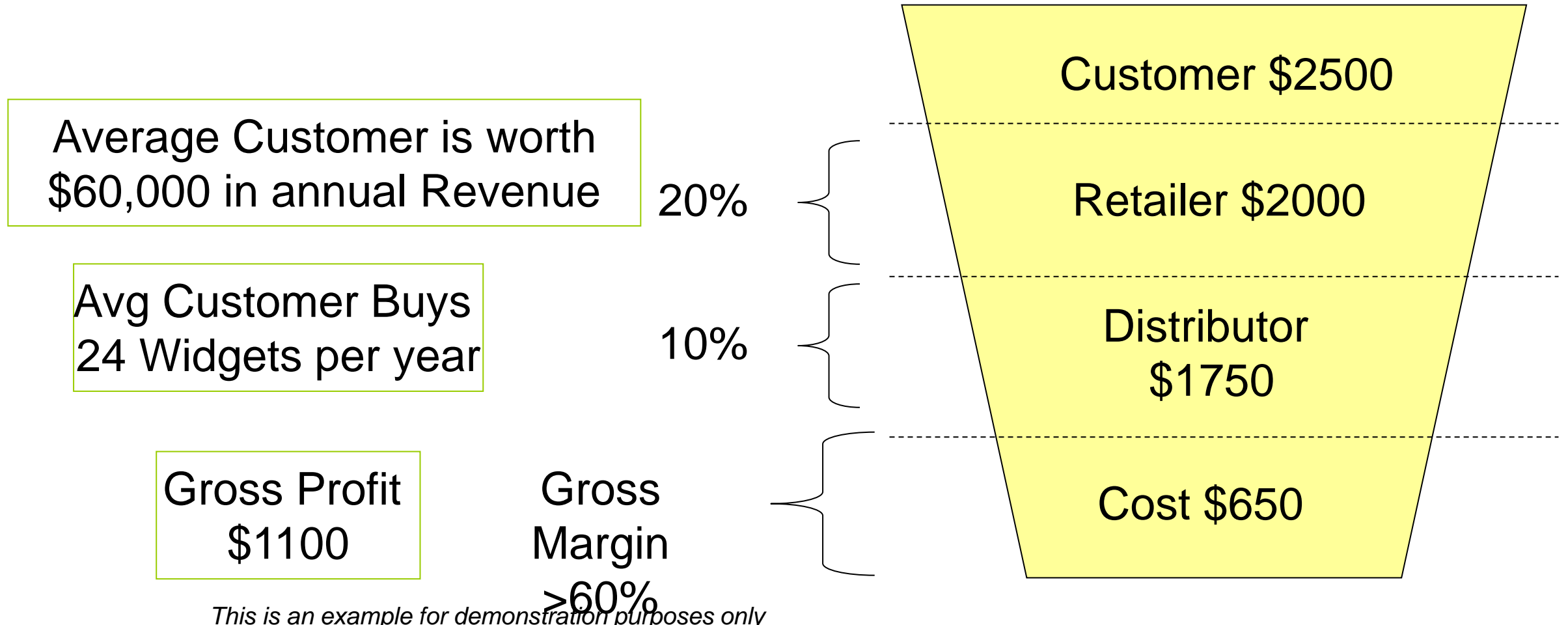
If Channel,

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

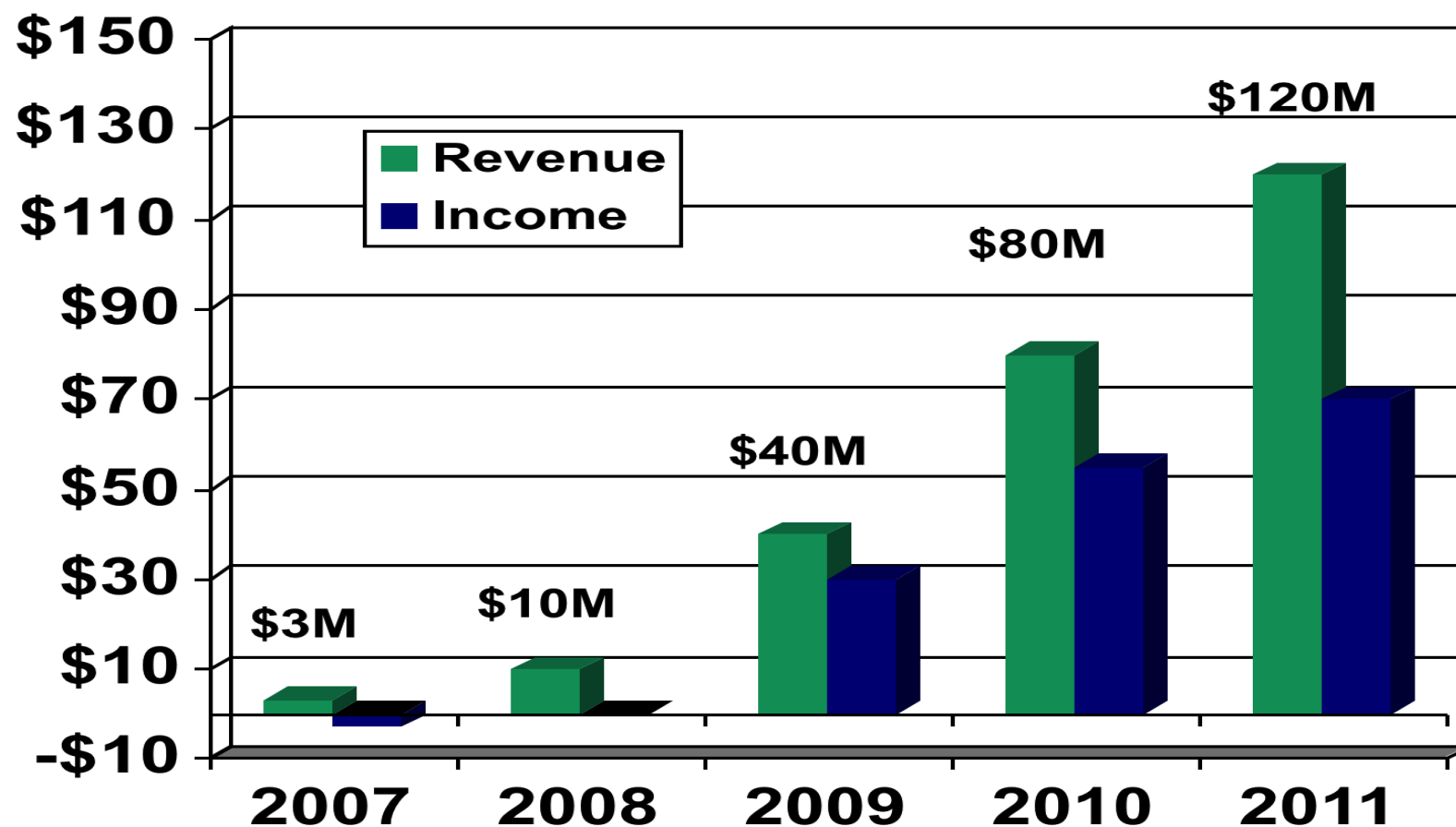
# Advisory Board

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

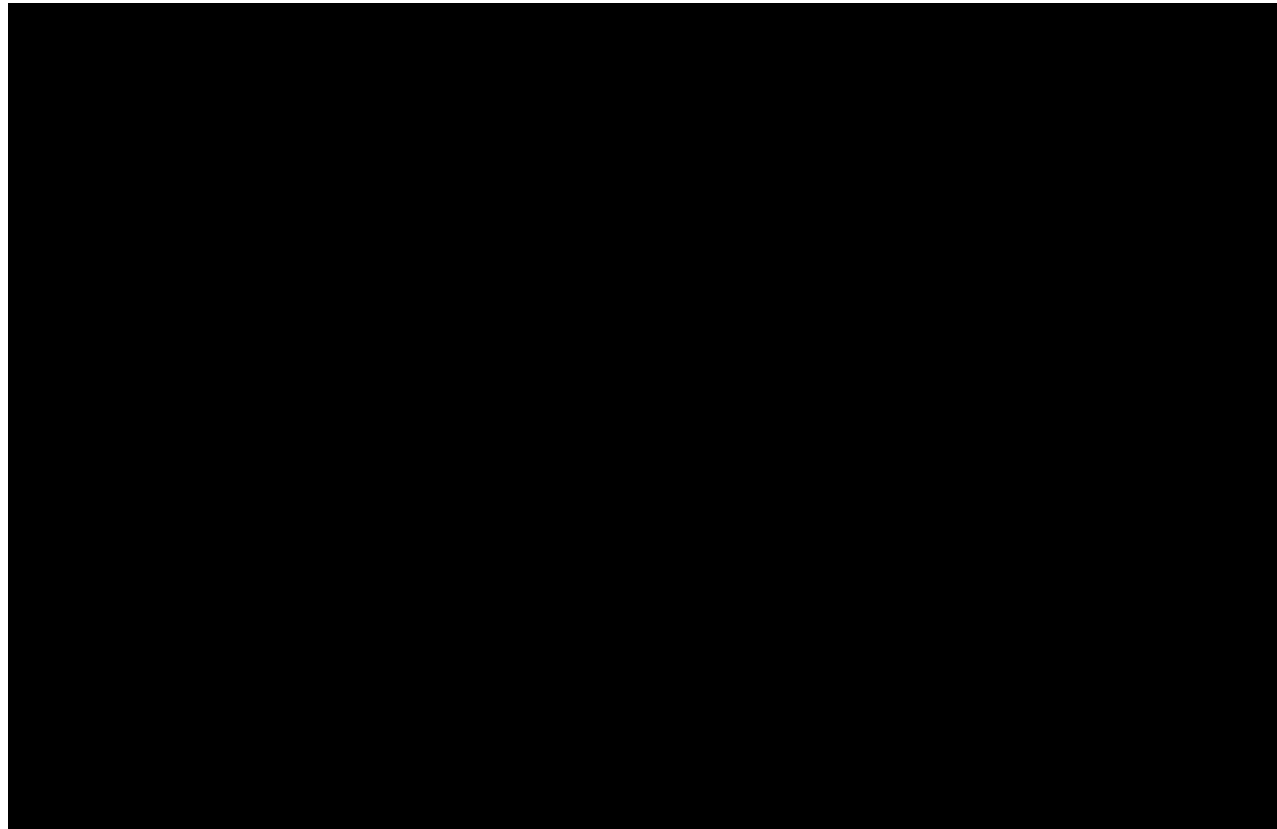


# Summary: What investors need to know

- 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



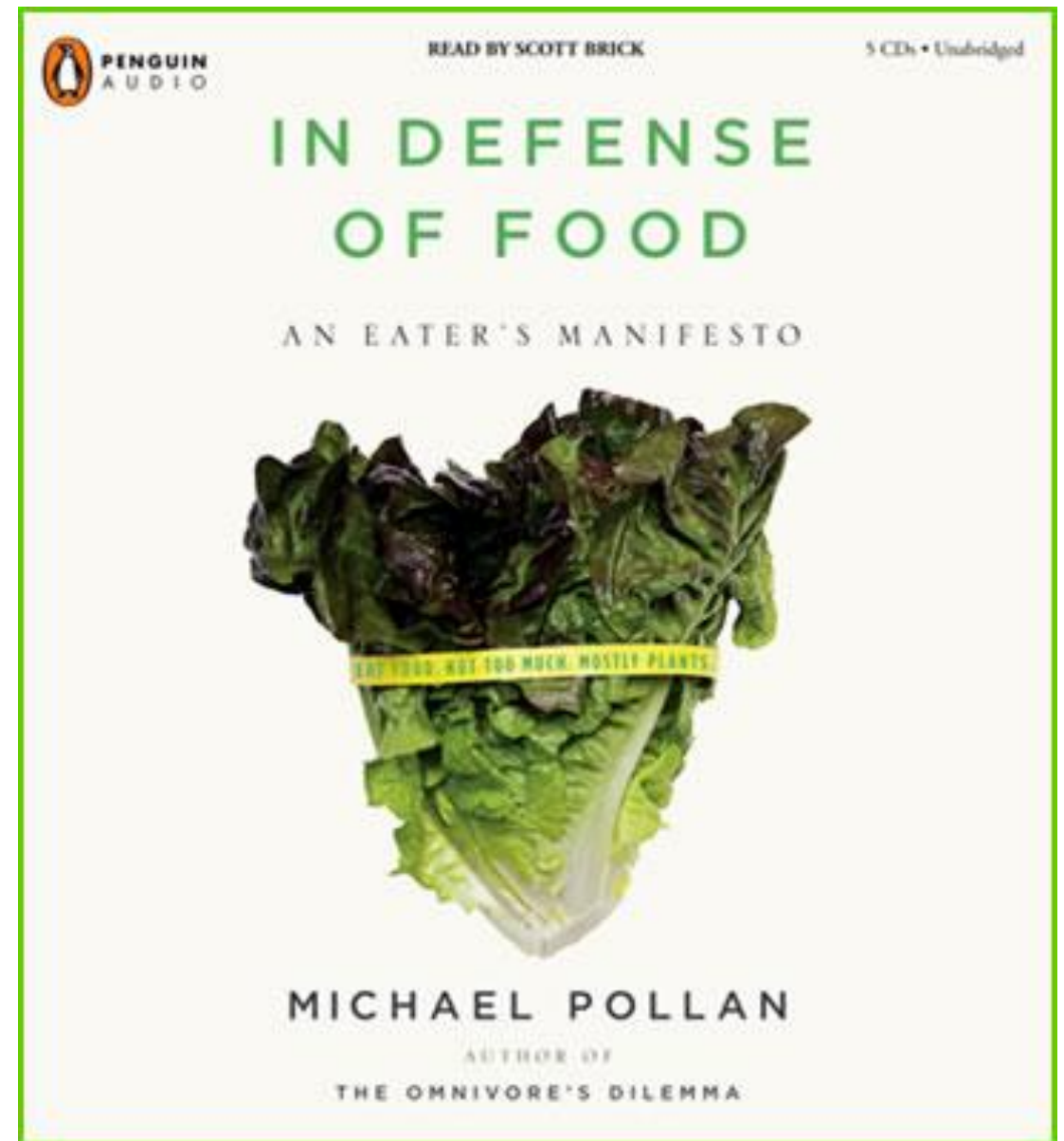
# How simple can you get?

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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