Pitch Perfect:
How to create a rock solid pitch

by
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The Problem

- What’s the problem?
- Why should I care?
- What is current technology being used?
- How do you solve it?
- WHAT IS IT?
Technology/Product

• Why is it better than the competition?

• What are the verticals?

• # of products can be created with the technology?

• Intellectual property

• Provisional, PCT, international
Market Size & Strategy

• Who is buying it?

• How big is the market in $$$?

• Go-to-market strategy

• How are you going to sell it?
Competition

• Why is your technology better?

• Who or what are your competitors?
Milestones & Funding

- Accomplishments to date
- Technical, alpha/beta, customers, staff
- Next steps
- Technical and business
  - Charts or graphs
Business Model Commercialization Strategy

• Steps to commercialization
  • Plans to make the product
  • The cost for development
• How are you going to make money
• Sales strategy
Team

• Top level team members
  ✓ Give relevant experience

• Board of directors

• Advisors

• Employees?
Financials

• 5 year Pro Forma
  • Basic revenue, expenses
  • Historical

• Funding to date

• Financial Needs
The Story is Critical

• One most important thing they need to know

• One minute to capture their attention

  ✓ Personal story
  ✓ Did you know?
  ✓ Imagine……
  ✓ How many of you?

• Weave the story into the slides

• The Ask
The Deck – order depends on the story

• Opening slide

• Product or technology picture

• Background of problem

• Market size

• Competition

• Milestone chart and financials

• Team

• Summary
Slide Rules

• Use Pictures, charts, & graphs.

• No more than 6 words per idea.

• Font type and size consistent.

• No less than 22 font size.

• Logos or website on each slide.

• No margin to margin text slides.

• Check the background and font colors.
The Presentation

• Remember your story

• The opening sentence is key

• The order of slides depends on the story

• Less text more visuals

• No reading

• Practice, practice, practice

• Don’t pace, minimize hand gestures
Summary

What is your ask?

It’s all about the story.

Keep your slides simple.
Thank you!

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