ID8 Lite Session #3
Putting it all together
Network: RAIN
PW: ThunderStorm
The Pitch!
If the following information seems similar to what we have been working on over the last few weeks...
That is because it is the same material.
A good pitch is you successfully communicating a good idea.
Raising money is not success!
Winning competitions is not success!
A good pitch is you successfully communicating a good idea.
What are you trying to communicate?
A good idea.
A good idea.
A validated market opportunity.
A good idea.
A validated market opportunity.
A clear plan to execute.
If you have these things, you can raise money.
If you have these things, you are on the path to a successful company.
If you are on the path to a successful company, you can raise money.
Focus on building a successful company,
Focus on building a successful company, not on raising money.
Even if you are NOT raising money
Going through this exercise will help you identify all the gaps...
And once you fill the gaps, you can use all of this info to create a solid business plan.
15 Slide Deck

Don't reinvent the wheel.
Why this slide?

I like what you are saying. How do I get in contact with you?
Company Name here

Description of company that says what you are, what market you are in, and stage of development (e.g. We are a concept stage SAAS company developing tools for people who build interstellar spaceships)
Why this slide?

If no one knows what you are doing, they will spend the next several slides trying to figure that out. Make it easy for them. Tell them what you are doing first so they can listen to what is coming next.
The Problem

● describe the need (quantified if possible)
● describe who has the problem
● customer (who pays)
● user (if not customer)
Why this slide?

You need to describe the problem that you are trying to solve. A solution to a problem needs a problem to make sense. Don’t be a solution looking for a problem.
The Solution

● overview of solution
● how does solution address problem
● why is it a ‘must have’
Why this slide?

You identified a problem. Not you state the solution. It really is that simple. MANY people get this wrong.
The Market

- who is your customer?
- market size (in $)
- Segmentation (initial focus)
- follow on opportunities
Why this slide?

Why should I care? As a business opportunity, it needs to be large enough of a problem for me to care.
The Business Model

- How do you plan to make money?
- focus on the opportunity, not the $ gap you are closing. If you save $, tell what that saving enables.
Why this slide?

How are you going to accomplish this? You need to show that you understand the mechanics of how you will make money.
Go to market plan

- how will you generate awareness
- how will you sell
- length of sales cycle
- customer acquisition cost
Why this slide?

What activities do you need to undertake to make this idea a reality? Are you aware of what actually needs to be done? Don’t be one of the underpants gnomes.
Competition

<competition matrix graphic here>
Why this slide?

Benchmarks. I need SOME way to look at the opportunity. I need something - anything, to compare it to.
Where product is now

- where we are now
- what are the next things you have to do?
Why this slide?

Where you are at? What has been done, and what is next to do? Show that you know what needs to be done to execute on this opportunity.
Accomplishments

● key accomplishments to date
● talk about key metrics
● talk about recent progress
● show traction in whatever way you can
Why this slide?

What have you done already? We need to know what sort of actions have already been taken to make this a reality. Ideas are cheap. Action speaks louder than words.
Forecast

<hockey stick graphic goes here>
Why this slide?

Do you have a sense of how this will make money? How long will it take to get to a point where the business is self sustaining?
Why You?

- Patents/Trade Secrets
- Key Partnerships
- Team strength/expertise
- Key customer relationships
Management team

- background and qualifications
- advisors
Why these last two slides?

Why are you and your team the right people to make this happen?
Funding to date

• put any funding here
• include founder contribution of time/energy/money
• describe what the funding enabled
Why this slide?

How much money has been spent so far and what has it been used for?
The Ask

- What are you looking for?
- What will you do with it? (be specific)
Why this slide?

What do you need to move forward? Is it money? Mentorship? Are you clear on the gaps you have to fill?
All of these things need to be addressed. Without addressing all of them, your work is incomplete.
All questions addressed?
Now condense.
10 Slide Deck
Company Name

tag line

presenter’s name

phone #

e-mail
Company Name
tag line

presenter’s name
phone #
email
Elevator Pitch

Description of company that says what you are, what market you are in, and stage of development. (e.g. We are a concept stage SAAS company developing tools for people who build interstellar spaceships).
Problem & value proposition

- Why do the customers care?
- If the company sells to consumers, provide data on market demand (primary or secondary research)
- If the company sells to businesses, how much does the problem cost?
- How much benefit will the product or service create?
- How quickly will the benefit be delivered?
Sales & marketing

● How does the company segment the market?
● Which segments (customers) will be targeted first?
● How will the company reach its target segments?
Pricing & economic model

● What does the company charge its customers?
● Will they be repeat buyers?
● What will make the company profitable long-term?

show us the "engine" that drives the company
Technology, Product or Service

- What are the technical details of the solution (explain simply)?
- How or why does it work? (don’t go into the weeds)
- Why is it robust and scalable? – Why is it difficult to duplicate?
- Is there any intellectual property protection?

_in IT, trade secrets are better than patents
_in life sciences, patents are still valuable (for now)_
Competition & advantage

● Which companies compete directly?
● What substitutes are available?
● What gives the company an advantage?
● What will make the business sustainable?

never tell an investor that you have no competition
Team and Traction

- Who is managing the company?
- Why is the team appropriate?
- Specific, measurable accomplishments are impressive
- Advisory boards and outside directors are important
Funding sought

● How much money is the company seeking?
● How much has been raised so far, from what sources?
● How will the money be spent?
● What key milestones will be achieved with this investment, and over what time frame?
You are not done.
Now, add your story.
Make me care.
Weave your story into the presentation and make it all flow and make sense.
This is very hard.
It is a process.
Questions?