

THE PITCH TOOLBOX



A set of tools designed to help growing technology businesses get the capital they need

July 2011

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INTRODUCTION

The Pitch TOOLBOX is a set of tools designed to help growing technology businesses get the capital they need. If one searches, one can find a variety of formats and other related tools on the topic of pitching for money. This TOOLBOX was assembled after a detailed review of various other format/tools, and discussions with angels, local venture capitalists, other sources of funds, and advisors. It has been shown to work well for clients of Communitech's Venture Services Group.

THE PITCH TOOLBOX CONTAINS THE FOLLOWING:

- Business Plan
- Elevator Pitch
- Pitch Deck Template
- Investment Summary
- Frequently Asked Questions
- Tough Questions
- Good Presentation
- Practice

BUSINESS PLAN

The pitch process relies on an understanding of the underlying business strategy and business plan. For some, this will be in their head and for other this will already be actually documented. Building the pitch often causes some evolution to the business strategy, and that is a recognized part of the process. In any case, if the pitch is successful and investors want to then undertake due diligence, the business plan will have to be in a documented, thorough form. The MaRS website (www.marsdd.com/) has helpful templates for the creation a business plan.

ELEVATOR PITCH

The elevator pitch is a TOOLBOX element which is used in a variety of scenarios. It can be used at networking, as a trade show floor intro, when pitching for talent, in sales situations, and certainly when pitching for money. Often it is a 15 second piece, but in certain scenarios the 15 second version can get expanded to a 1-2 minute version through the addition of a series of short sentences describing how the company does what it does or other notable highlights. The 15 second version is an integral part of the pitch deck template.

When building the 15 second elevator pitch, the following should be kept in mind:

KEY COMPONENTS

- Your name, title, and company
- The **problem** or the **opportunity** in the market
- What you do (**the product**)
- For whom do you do it (**the customer/market**)
- Why people care (**the benefit**)
- 1 – 3 sentences maximum

KEY CONSIDERATIONS

- Keep it concise (short sentences, short time)
- Be clear
- Use the key components
- Show energy and passion
- Tell a story
- Have a hook
- Target your audience
- Be goal oriented
- Have it ready and have it practiced

PITCH DECK TEMPLATE

This is the core element of the TOOLBOX. It describes a flow for a successful presentation with the required details for each slide. In this document, it is supported by a mock presentation to demonstrate a potential look for a pitch presentation. It is important to note neither the Pitch Deck instructions nor the mock presentation are meant to show exactly how a presentation should look. While they both help describe the required elements in a successful pitch, each company using this information should build on the format to creatively tell their story.

INVESTMENT SUMMARY

The investment summary is a format for the one page document to provide to investors. It allows for quick assessment of your company by providing a snapshot of your product, your plans, your financials, and your team. It helps show why someone should invest in your company.

It also avoids sending the investors the actual pitch deck (unless the investor absolutely insists, the pitch deck should only be delivered when the presenter is actually there to present it). The investment summary can be sent to a prospective investor to try to earn a meeting. It can also be provided as companion document when one is actually doing the pitch, or used as the “leave behind” after pitch is concluded.

FREQUENTLY ASKED QUESTIONS

These provide a variety of helpful perspectives on pitching in a question and answer format.

TOUGH QUESTIONS

This has a good base of the sort of tough questions one gets immediately following a pitch to investors. Answering the tough questions well is every bit as important as delivering the pitch well. This base is meant to be further developed with questions one might anticipate for the kind of opportunity they are pitching and for the audience to whom they are pitching. Reviewing the overall list of tough questions should also include creating and practicing the answers for each.

GOOD PRESENTATION

There is material included to help guide how to make your slides look impressive and impactful, and material to advise on good presentation techniques. The presentation should be a great voice track supported by effective slides. In any case, avoid reading word for word what is up on each slide (hopefully, the slides are very visual and graphical, and therefore need a good voice track to make them come alive).

PRACTICE

There is no actual material in the TOOLBOX regarding practice. This section is placed here to remind of the extreme importance of practicing both the pitch and the way tough questions are answered. Once the pitch elements and flow are established, the repetition and refinement which come from practice will position the presenter to meet their objective. Pitch practice breeds confidence, and confidence will attract investors.

PITCH DECK TEMPLATE

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PLANNING YOUR INVESTOR PRESENTATION

- Tell a story (with a strong beginning)
- Have command of the aspects of the business
- CEO should deliver pitch and handle questions
- Aim for 12 minutes and finish in 15
- Use all of the template
- OK to have >1 slide for key template components
- OK to re-arrange the order (somewhat)

CONTENT FOR PITCH DECK

Here are the key elements that need to be covered in your pitch deck. Following this list are further details for each of these elements and some examples of how to visualize the slide.

- | | |
|---|---|
| <input type="checkbox"/> Title | <input type="checkbox"/> Competition |
| <input type="checkbox"/> Pain & Opportunity | <input type="checkbox"/> Go to Market |
| <input type="checkbox"/> Company Overview | <input type="checkbox"/> Revenue Model |
| <input type="checkbox"/> Team | <input type="checkbox"/> Intellectual Property |
| <input type="checkbox"/> Problem | <input type="checkbox"/> Milestones & Use of Proceeds |
| <input type="checkbox"/> Solution | <input type="checkbox"/> Financials |
| <input type="checkbox"/> Value Proposition | <input type="checkbox"/> Deal & Exit |
| <input type="checkbox"/> Market Size | <input type="checkbox"/> Summary and Closing |

TITLE SLIDE

SLIDE SHOULD:

- Be used as one possible place to state the financial ask and the use of the funds
- Be static at the beginning of the pitch
- Be attractive
- Have a tagline
- Specify presenter, team, audience & date
- Mark the document as confidential



ELEVATOR PITCH

“SLIDE” SHOULD:

- Be spoken over the title page
- Articulate the company, the problem, the product and the market, and why people will buy it
- Be a new image or spoken using the title slide as the image
- Be very catchy and succinct

Dummie Software Corp

Small medium enterprises (SME) only retain 65% of their customers. Dummie Software’s software platform makes frequent and customized client interaction easy and affordable. SMEs will see improved client retention and increased profits.

PAIN & OPPORTUNITY

SLIDE SHOULD:

- State the case of what the customer pain is
- Show how people are doing it now and what they could be doing instead
- Be very high level and a good start to the story
- Provide some evidence of the pain
- Suggest the pain can be resolved



COMPANY OVERVIEW

SLIDE SHOULD:

- State what the company does
- Describe accomplishments to date:
 - Customer traction
 - Partnerships
 - Technology developed and patents or IP created
 - Key talent attracted
- Specify the financing ask:
 - Start with what is in to date (specify founders money already in)
 - What is being requested from audience

Company Overview

State of the art customer contact software for small - medium size enterprises

- Accomplishments to date:
 - 5 key customers secured
 - Partnership with leading Enterprise software vendor
 - Technology is developed and patent are filed
 - Core management team and advisors are in place
- Financing:
 - \$150K of friends and founder money is in
 - Seeking **\$400K** for marketing and sales rollout

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TEAM

SLIDE SHOULD:

- Highlight key team members and their credentials:
 - Current role
 - Previous business accomplishments & exits
 - Expertise
 - School
- Use pictures
- Show advisors (and their organizations) – no pictures required
- Speak to the role of the investor beyond the money – mentorship, “hands-on” connections, etc.
- Verbalize current board structure and suggest how it will evolve (if you can)

Team

Sue Long, CEO Nick Hamil, CMO Linda Peter, CTO

Advisors

- Harvey Scott, CEO Scott Industries
- Emily Longate, CFO Wainwright Foundations
- Timothy MacIntosh, CEO Helper Network

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CUSTOMER PROBLEM

SLIDE SHOULD:

- Provide further detail of customer issues:
 - Who has the problem?
 - What is the problem?
 - Why it is a problem?
 - Why do they need to solve it now?
- Create an emotion to feed the story
- Show evidence (with numbers)

80% feel alone

65% retention rate

2/3rds open to competitors

SOLUTION

SLIDE SHOULD:

- Describe how solution works (high level)
- Highlight “secret sauce”/“underlying magic”
- Use screen shots if needed – (with “call-outs”)
- Use graphics wherever possible
- Avoid jargon and acronyms

The image displays two overlapping screenshots of a web application interface. The interface is titled "Forecast" and includes a navigation menu with options like "Campaigns", "Leads", "Accounts", "Appointments", "Calendar", "Projects", "Engagement", and "Connections". The main content area contains a "Notes" section with instructions: "1. Select your currency from the dropdown menu or enter your own currency using the space provided" and "2. Click on 'update currency' to apply changes to all forecasts". Below this is a section for "Please select your currency from the list" with a dropdown menu set to "Australian Dollar (AUD)" and a button "all select your own...".

The "Forecast Details" table shows the following data:

Month	Rate	Rate %	Forecast Amount	Old Forecast	New Forecast
April \$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
May \$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
June \$0.00	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
Total			\$0.00	\$0.00	\$0.00

At the bottom, a summary table provides a high-level overview:

Month	Category	Forecasted Value	Old Forecast	Rate	Forecast Amount	Step	Old Forecast
2023-04	Pipeline	Market Research First Deal	\$12,345.67	78.7%	\$15,812.45	Forecast Step	\$12,345.67
2023-05	Pipeline	Market Research First Deal	\$12,345.67	78.7%	\$15,812.45	Forecast Step	\$12,345.67

Two call-out boxes are overlaid on the right screenshot: a purple one with the text "Cloud enabled" and a green one with the text "Easy to use".

VALUE PROPOSITION

SLIDE SHOULD:

- Describe benefits of solution to customers and demonstrate the unique selling proposition:
 - Faster
 - Cheaper
 - Better
 - Compatible (i.e. how it will fit with existing products and processes)

Value Proposition – Customer Benefit

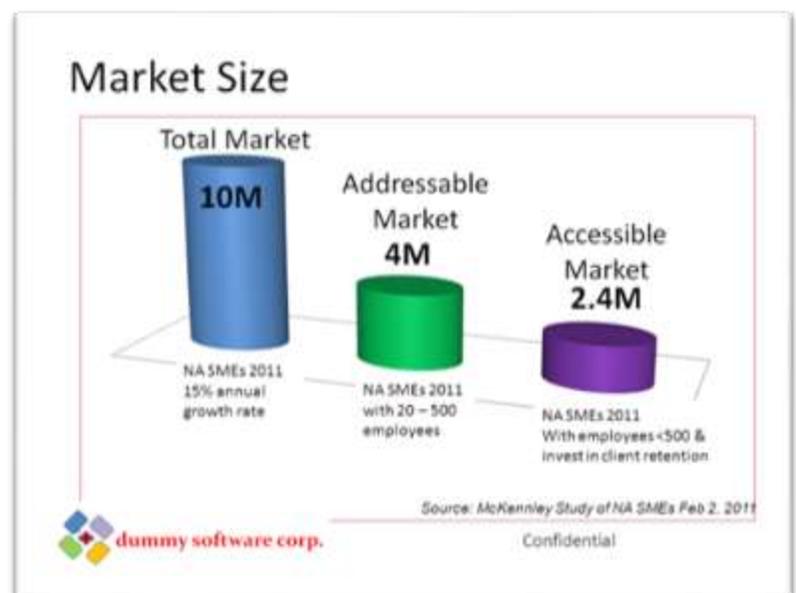
- Staying in touch with your customers:
 - Software so you never leave a customer feeling disconnected or open to competitive pressure
 - Easy to use
 - Web enabled, no software download
 - Responsive
 - Priced for SMBs

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MARKET SIZE

SLIDE SHOULD:

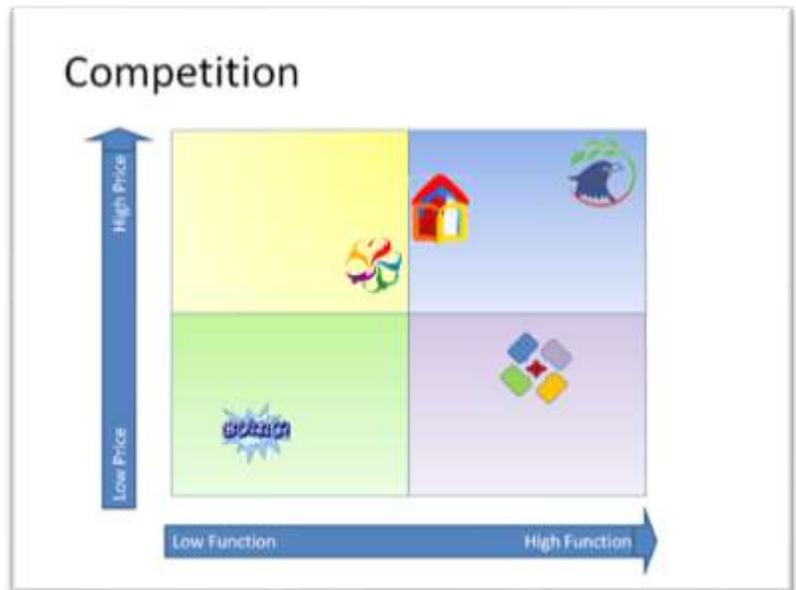
- Show total market (in the sector)
- Show total addressable market (in your target segment)
- Show immediately accessible part of your target market (i.e. who we are selling to first and how big)
- Provide logic for how much addressable market will be accessed in next 5 years
- Avoid “if we only get 1% of the total addressable market, we will have \$X market share”
- Show growth rates (CAGR of the total addressable market)
- Provide proof of the above



COMPETITION

SLIDE SHOULD:

- Show the key competitors and how they compare with our company on the key decision criteria
- Outline customer's key decision criteria
- Think of customer's mind – what are their hot buttons
- Be thorough regarding who actual and perceived competitors are (now & future) and look at categories of competitors
- Try to avoid crowded Feature/Benefit matrix
- Try 2x2 graph with logos differentiating you from the competition; or
- Try a statement (“our customers want...”) with a bunch of competitive logos (bigger competitors may have bigger logo)



GO TO MARKET

SLIDE SHOULD:

- Talk about your market engagement strategy (how are you going to find out what your potential clients want)
- Describe sales and marketing strategy:
 - Targeted segment
 - Channels
 - Partners
 - Key Tactics on how you plan to execute (trade shows, social media campaign, direct calls, journals, thought leaders, etc.)
- Provide an opportunity pipeline
- Show customer traction to date

The slide is titled "Go to Market". It contains a bulleted list under the heading "– Our sales and marketing strategy:". The list items are: "Targeted segment – 20-500 person SMEs in East Coast of US", "Leverage our Partnership with for building the channel", "Web with highly developed SEO", "Software Demo offers", "Quarterly dimensional mailers to prospects", and "Attend 6 key eastern NA Chamber of Commerce tradeshow". At the bottom left is the logo for "dummy software corp." and at the bottom right is the word "Confidential".

REVENUE MODEL

SLIDE SHOULD:

- Show how the company will get revenue and how it flows considering the following:
 - Is this a SaaS, or sales of software, services, widgets, products etc.?
 - If you have multiple revenue models, what are top 2?
 - If there are others they can be explored as company matures
 - What is high level pricing strategy for the model?
 - What are projected number of users, widgets sold etc.?
 - Is there recurring revenue, and what are upselling opportunities?

Revenue Model

- SAAS based
- \$35 per license monthly fee
- Volume discount for corporate purchase of over 40 licenses
- Additional Storage fee when accessing over 500mb of data



INTELLECTUAL PROPERTY

SLIDE SHOULD:

- Describe unique Intellectual Property (IP) and/or trade secrets, algorithms etc.
- List patent-related filing efforts
- Be used only if there is something noteworthy to say
- Comments about the IP or the search made could be mentioned on Solution slide

Intellectual Property

Only include this slide if there is IP something meaningful to say about you are doing about it

MILESTONES & USE OF PROCEEDS

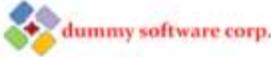
SLIDE SHOULD:

- Specify financing requested
- Money in (repetitive to earlier part of pitch)
- Specify the \$ ask (repetitive to earlier part of pitch)
- Show key upcoming steps for the business and where financing proceeds will be used
- Chart form (Gantt etc.) can be helpful
- Indicate if there are any funding tranches or logical cash injection points based on milestones

Milestones & Use of Proceeds

Seeking \$400K for marketing and sales rollout

	Q1	Q2	Q3	Q4
Hire VP Sales		X		
Engage Marketing Agency on SEO and Direct Marketing	X	X	X	
Build out sales team		X	X	X
TOTAL/quarter	\$100K	\$100K	\$100K	\$100K

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FINANCIALS

SLIDE SHOULD:

- Be straightforward and easy to read
- Be built as per attached example
- Include EBITDA and cash flow per period if underlying business plan has sufficient understanding of these numbers – otherwise use net profit as ending number
- Show revenue as net of channel relationships

Financials

	Actual (current year)	Projected Year 1	Projected Year 2	Projected Year 3
# of clients	5	2500	7000	15,000
Head count	4	10	25	100
Revenue	\$15,000	\$500,000	\$3M	\$10M
OPEX	\$15,000	\$400,000	\$2M	\$6M
EBITDA	0	\$100,000	\$1M	\$4M
Cash	\$5,000	-\$25,000	\$500,000	\$3M

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DEAL & EXIT

SLIDE SHOULD:

- Indicate type of deal being offered to investors
- Suggest how and when exit can be accomplished (use other deals done in the market as a proxy for how exit might happen)
- Indicate exit points with potential multipliers

Deal & Exit

	Bought		\$100 million June 2009
	Bought		\$75 million Oct 2010
	Bought		\$120 million March 2011

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SUMMARY

SLIDE SHOULD:

- Remind the audience of the highlights:
 - Problem, solution and value proposition
 - Market size and customer traction
 - Quality of team
 - Strength of strategy
 - Financial ask
- Return to investors & favourable risk profile



Summary

Dummy Software Corp. is poised for great success:

- Filling an immediate market need to help SMBs consolidate customer interactions
- Have secured a customer base and building
- Experienced, passionate team
- Seeking \$400k for marketing/sales rollout
- Plan to grow revenue to \$10M in 3 years

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CLOSING

SLIDE SHOULD:

- Be left up during questions from audience
- Could be title slide again or the summary slide
- Be effective as it will remain up during Q&A
- Avoid saying, “Questions?” or “Thank you” on the slide



Nov. 11, 2011



dummie software corp.

Frequent and customized client interaction

Sue Long, CEO -
Presentation to Investor Company Inc.

INVESTMENT SUMMARY

The investment summary is a format for the one page document to provide to investors. It allows for quick assessment of your company by providing a snapshot of your product, your plans, your financials, and your team. It helps show why someone should invest in your company.

It also avoids sending the investors the actual pitch deck (unless the investor absolutely insists, the pitch deck should only be delivered when the presenter is actually there to present it). The investment summary can be sent to a prospective investor to try to earn a meeting. It can also be provided as companion document when one is actually doing the pitch, or used as the “leave behind” after pitch is concluded.

SAMPLE DEAL

sampledeal@samplegroup.angelfire.net

Business Summary: We buy, sell and produce goods and services that are bought, sold or produced. We sell all the goods and services that are bought or produced. We buy all the goods and services that are sold or produced, and we produce all the goods and services that can be bought or sold. We buy when prices are low, sell when prices are high and skim fees off the top of every transaction. This question allows up to 450 characters. I have used a total of 449.

Customer Problem: Consumers want or need to purchase goods and services that are produced. This requires a marketplace for vendors to provide these. This question has a limit of 210 characters. I have used a total of 203.

Product/Services: When someone wants to buy something, we provide them with the product and the vendor. When someone wants to sell something, we provide them with the consumer and the product. When a product is to exchange hands, we provide the consumer and the vendor. We buy when the prices are low, sell when our prices are high, and charge fees on each and every transaction that is made. This question allows up to 450 characters. I have used a total of 450.

Target Market: There are 6.1 billion consumers in the world. We create a potential marketplace for each and everyone one of them. Today we are reaching one hundred million people in the US, over one hundred fifty million people in Western Europe, and another 50 million people in Australia and New Zealand. We are confident that with your money we will be able to reach one billion people. This question allows up to 450 characters. I have used a total of 450.

Customers: Current customers are two hundred fifty million men, women, and children in the United States, Canada, and the European Union. This question has a limit of 210 characters. I have used a total of only 205.

Sales/Marketing Strategy: We advertise using extensive marketing campaigns on television, radio, billboards, magazines, the internet, and by word of mouth. Our advertising campaign includes a catchy tune and an easy to remember slogan, accompanied by a well recognized logo. We are looking to expand our market into Asia, Africa, South America, Antarctica, and Greenland by the end of this year. This question allows up to 450 characters. I have used a total of 445.

Business Model: We charge a fee of ten percent on every transaction made, at each level of production, distribution, wholesale, and retail sale. This question has a limit of 210 characters. I have used a total of only 208.

Competitors: Current competitors include but are not limited to shopping malls; retail, wholesale, and second hand stores; manufacturers, buyers, sellers, resellers, and advertisers; law firms, doctors offices, banks, and consulting firms; black markets, importers, exporters, and mom and pop shops; restaurants, hotels, salons and resorts; high tech, low tech, and no tech companies. This question allows up to 450 characters. I have used a total of only 449.

Competitive Advantage: The current way of partnering consumers with vendors for the purposes of buying, selling, and producing goods and service is the age old marketplace. We provide the only alternative to that marketplace with our completely innovative model. We have intellectual property of patents, copyrights, and trademarks. We have recently cornered 80% of the potential market. This question allows up to 450 characters. I have used a total of only 445.



Company Profile:
 URL: www.SampleDeal.com
 Industry: Electronic Instruments & Controls
 Employees: 12
 Founded: 01/2006

Contact:
 Horace B. Gillywater
 sampledeal@stakeemail.com
 w 111-222-3333
 e 202-333-4444
 f 333-444-5555

Financial Information:
 Funding Stage: Product in Development
 Capital Raised: \$250,000
 Monthly Burn Rate: \$45,000
 Pre-Money Valuation: \$5,000,000
 Capital Seeking: \$1,000,000

Management:
 Horace B. Gillywater, CEO
 Jimmy J. Waterwash, CFO

Advisors:
 Lawyer: Dewey and Howe

Investors:
 Friends
 Family

Referred By:

SAMPLE DEAL
 111 Elm Street
 Metropolis, AL 77777
 USA

Financials*	2005	2006	2007	2008	2009	2010	2011
Revenues	\$0	\$0	\$0	\$0	\$15,000	\$65,000	\$100,000
Expenditures	\$200	\$400	\$800	\$1,000	\$2,500	\$4,000	\$9,000
Net	(\$200)	(\$400)	(\$800)	(\$1,000)	\$12,500	\$61,000	\$91,000

FREQUENTLY ASKED QUESTIONS

These provide a variety of helpful perspectives on pitching in a question and answer format.

What is an investor presentation?

An outline of your venture that describes in just enough detail the key aspects of your business.

This document (generally written in PowerPoint™) provides an easier, systematic method of structuring your plan in a manner that is consistent with the way investors need to see information. For follow on meetings a consistent format allows you to show evolution in your plan.

Why is it useful?

In most cases if you are seeking financing for your venture you will be asked for a presentation by investors. They understandably need to see an overview of what you have achieved to date and what you plan to do with their investment.

Properly done, an investor presentation provides a helpful overview of the business plan in point form – investors are busy people. They love presentations because they can flip through them very fast and absorb a lot of key information that is hard to scan in a more heavy business plan document.

Building a presentation is perhaps the best way to start thinking about the important aspects of your business and to quickly identify any gaps you need to address. PowerPoint™ format also makes it easier to refine and adjust in order to adapt to new audiences.

When is it best used?

The investor presentation is usually the second piece of information an investor receives after an executive summary. It is designed to generate interest in seeing a more complete business plan document at a later stage.

Be careful to give prospective investors your executive summary and offer to walk them through the PowerPoint slides

in person or on the phone. Do not send over an unsolicited Investor Presentation as a means of making your first contact with an investor.

Ensure that any proprietary “trade secrets” or intellectual property you may have developed has been properly registered (copyrights/patents) before discussing with a prospective investor. Failure to follow proper procedures before talking with any outside parties could compromise your intellectual property rights your technology or proprietary processes, brand names etc.

Is my investor presentation proprietary?

You should always be strategic about what information you provide to investors and when you provide it. Especially in circumstances where there is no non-disclosure agreement signed. The vast majority of investors will disclose potential conflicts of interest (they may be invested in a competitor) but you should research investor prospects before any meeting.

Understand that many investors will not be in position to sign non-disclosure agreements prior to initial meetings when there is still a fair degree of uncertainty as to what you are presenting.

Sharing a detailed investor presentation requires a considerable degree of trust. Its contents should be marked as confidential and in general, some guarantees should be provided by the recipient that they will abide by the confidentiality terms laid out in any documents you provide.

Is there a set format suitable for all audiences?

In a word...no. While we have provided a sample template, let the specifics of your specific situation dictate the flow of your slides. Telling an exciting “story” may require a substantial re-ordering or consolidation of the slides to fit your audience and circumstances.

A key consideration in designing the content and flow of your slides is the requirement to translate your vision into an exciting story. While many entrepreneurs go to considerable lengths to explain their how their technology is differentiated, their presentations often fail to speak to critical elements that speak to market relevance. Leave room in your presentation for how the technology relates to critical elements such as customer needs.

You will most likely reorder some aspects of your presentation after you have received some feedback. Don't get fixated on using this or any other template as the “only way to present”. Such factors such as personal presentation style and also play a factor in how you choose to connect with your audience.

As we mentioned previously, it's important to do your homework on the investor you are meeting with. Only then will you have a better sense of what information is most relevant to them. After some practice you will get a better sense of the “predictable” questions and subtly change the sequence of your slides to get to your answers earlier in the presentation.

How technical should my presentation be?

Do not assume that your audience is technically literate or savvy. While investors may have domain expertise in the area you are developing your venture, investors predominantly come from a financial background.

Shouldn't I build a business plan first?

While it may seem counterintuitive, many experts advise to start building an investor presentation before the business plan. Many entrepreneurs get bogged down in developing a 40 page plan of creeping elegance. The trouble is that you often will not have all the information you need to build a full business plan.

What should I know about investors that I'm approaching?

The dynamics of presenting to investors is very much like any sales process. Your chances of increase dramatically if your audience is pre-disposed to investing in your "type of deal" (size, technology interests, consumer vs. B2B markets, business models etc.). Here are some key questions you should consider when assessing your audience and structuring your approach to get the initial meeting and subsequent presentation:

- What are their interests in terms of markets or technologies?
- Have they made investments in your market before? How did those investments do?
- What's their typical investment size? How many deals they do per year?
- Do you know people in common to validate you personally as a manager?

How do I get started?

Start moving your rough ideas into a PowerPoint™ deck and then socializing them with your team, other colleagues and trusted advisors – getting valuable feedback on various sections (Use the Notes section of each slide as the repository of comments and idea you gather).

Use the PowerPoint™ deck as holding area for all ideas and information that come to light – the format makes it easy to manipulate, organize and adapt. Then build your executive summary and your business plan based on this information.

Do not overload the documentation. Remember to use only the amount of information necessary to make your point. Try to get across a few key messages instead of telling the whole story. Your audience will only absorb the key messages. Use graphics and charts as much as possible.

Your presentation should demonstrate professionalism – grammar, spelling, diction, illustration, layout, etc. It is best to have others carefully proof the document to avoid any embarrassing errors/omissions.

If I make a solid presentation to an investor what happens next?

The goal at this stage is to entice investors to take a deeper look at your opportunity (i.e. Due Diligence). Securing follow-on interest from the investor is what you should be after at this point. Not a commitment to invest.

If there is sufficient interest, the investor will most likely wish to involve other industry or technology experts in evaluating the opportunity.

At this point, a more detailed slide deck and/or a concise business plan will be required to support the Due Diligence process the prospective investors will want to undertake.

How will I know I am ready to present to an investor?

Despite the temptation to test your plan with investors, you must ensure the vision you are communicating is grounded in reality.

Remember...investors are busy people. Maximizing your credibility and your time with them starts with practicing on many colleagues, friends and other industry/domain experts – before you get in front of an investor.

How long should the presentation be?

It will depend on what the audience requires but aiming to be done (using a good, understandable pace) in 15 minutes seems to be a standard length.

Can investor pitch decks be used in sales situations to describe my company?

As with any pitch, shaping the pitch in terms of content and length is the most important requirement.

Generally, an investor pitch deck will have more information than a sales presentation typically needs, but elements like the problem and the solution could be helpful to lift from the pitch deck and place into a sales presentation.

TOUGH QUESTIONS

This has a good base of the sort of tough questions one gets immediately following a pitch to investors. Answering the tough questions well is every bit as important as delivering the pitch well. This base is meant to be further developed with questions one might anticipate for the kind of opportunity they are pitching and for the audience to whom they are pitching. Reviewing the overall list of tough questions should also include creating and practicing the answers for each.

How does your company fit in the industry?

What are the major obstacles to your success?

How did you calculate the size of your market and its growth rate?

What makes your company different?

What value do you provide that is not already available to your customers?

What factors most affect your profitability?

What are the barriers to entry?

How will you establish brand-name recognition?

How will you keep someone with a lot of money from taking over your market?

How will you continue to protect your intellectual property?

What is the profile of your end user?

What motivates you?

What advantages do your competitors have?

What reaction do you anticipate from your competition?

How do you intend to acquire market share?

How important is advertising?

How do you plan to fill staffing requirements?

What makes you lose sleep?

What is the life cycle of the product?

What other products do you anticipate developing?

How do you compete in terms of price, performance and support?

Are there alternate suppliers?

What new capital expenditures will be required?

Will your present facilities accommodate expansion?

How much financing will you require beyond this round?

What is your exit strategy?

PRESENTATION STYLE IDEAS

There is material included to help guide how to make your slides look impressive and impactful, and material to advise on good presentation techniques. The presentation should be a great voice track supported by effective slides. In any case, avoid reading word for word what is up on each slide (hopefully, the slides are very visual and graphical, and therefore need a good voice track to make them come alive).

POLISH YOUR PITCH



**Polish
Your Pitch**

Presented by

IWCC
IMAGINE A WORLD WITH
CLEAR COMMUNICATIONS

Contact: Nancy Lefkeski
nancy.lefkeski@iwctraining.com
519-772-6750 ext. 302

Polish Your Pitch

- ▶ Open & close
- ▶ Verbal & non-verbal
- ▶ Nerves & confidence
- ▶ PowerPoint
- ▶ Audience Interaction
- ▶ Notes & Rehearsal

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Openings

Capture

- ▶ create credible first impression
- ▶ break the ice
- ▶ be distinctive



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Internal Sources of Credibility

Appearance

- ▶ Appropriate dress
- ▶ Grooming
- ▶ Posture
- ▶ Walking confidently
- ▶ Facial expressions

Behaviour

- ▶ On time
- ▶ Being prepared
- ▶ Courtesy
- ▶ Tone of voice
- ▶ Firm handshake

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Confirm: Powerful Closings

Summarize key points

Link back to objective (icebreaker)

Ask for commitment

Agree on follow-through

Do something memorable



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Credibility and Believability



- ▶ Words
- ▶ Voice & Tone
- ▶ Body Language

100%

If all three are not in alignment, your audience will put more weight in what your body language is saying than what your actual words are saying.

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Choosing & Using High Impact Words



- ▶ Use simple language
- ▶ Use labels and transitions
- ▶ Use I, we, you - human voice

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Helpful Nouns & Pronouns

Picture Nouns

- ▶ management
- ▶ department
- ▶ procedures
- ▶ I, we, you
- ▶ equipment
- ▶ policy
- ▶ money
- ▶ computer
- ▶ he, she, they
- ▶ software



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Less Helpful Nouns & Pronouns

Vague Nouns

- ▶ involvement
- ▶ visibility
- ▶ optimization
- ▶ development
- ▶ modification
- ▶ this, it
- ▶ aspect
- ▶ probability
- ▶ renewal
- ▶ illustration



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Example

Shattering or destruction of glass to be reserved for situations when the detection and identification of fire or fire-like events, including but not limited to smoke and heat, pose harm to personal safety should be accomplished by using the attached hammer or mallet.

Translation...

In case of fire, break glass!

Putting Muscle in Your Message



- ▶ Stories
- ▶ Examples & analogies
- ▶ Power of contrast

Putting Your Voice to Work



- ▶ Speak loudly enough
- ▶ Avoid "drop-off" & "up-talk"
- ▶ Speak at a comfortable pace
- ▶ Use inflection/pauses for interest
- ▶ Cut out "ums", "ers", "okays"
- ▶ Enunciate clearly

Butterflies

Stage fright is the sweat of perfection. The only difference between the pros and the novices is that the pros have taught their butterflies to fly in formation.



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Strategies for Stress

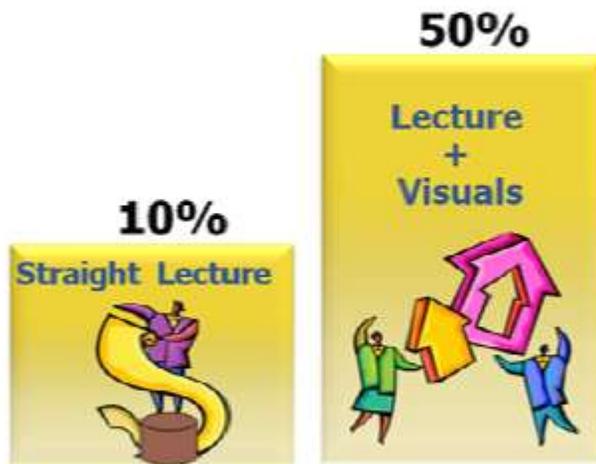


- ▶ Physical/physiological
- ▶ Mental/psychological
- ▶ Preparation & rehearsal

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How Much People Remember



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Some Tips for Designing Visuals

- ▶ Use 1-2 key concepts
- ▶ Don't overcrowd (6 x 6)
- ▶ Use descriptive headings
- ▶ Use pictures, numbers, call-outs & color
- ▶ Maintain consistency
- ▶ Use readable font



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Examples of Arial

20 point looks like this

28 point looks like this

32 point looks like this

36 point looks like this

60 point looks like this

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Vibration

Solutions

- Using correct flywheel will usually eliminate vibrations.
- For engines manufactured during 1990-1997 with casting # 892, 437-2 crankshafts can be externally balanced, meaning there is an offset weight on the flywheel. This is done on our cranks.
- For engines manufactured during 1997-2002 with casting # 671, 539-3 crankshafts can be internally balanced, meaning there is no offset weight on the flywheel. This is also done on our cranks.

Eliminating Engine Vibration

- ◆ Use correct flywheel
- ◆ 1990-1997 crankshafts can be externally balanced.
- ◆ 1997-2002 crankshafts can be internally balanced.



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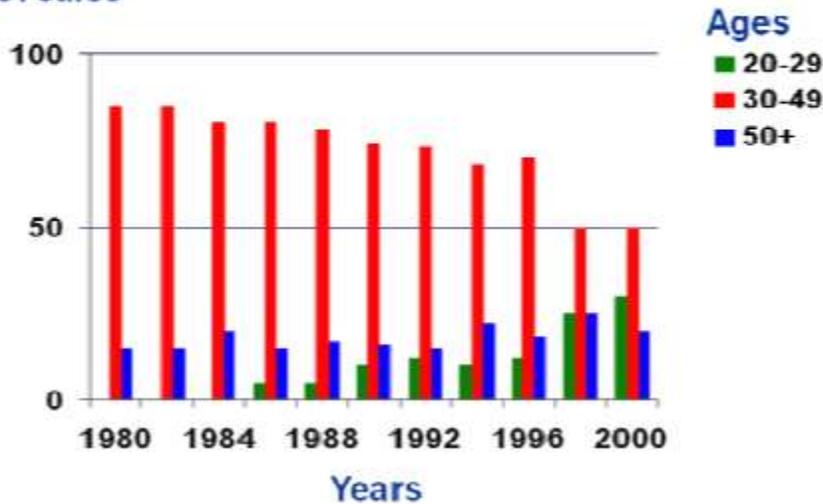
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Cellular Phone Sales

- Steady decrease in percentage sales for 30-49
 - 1998 - increase in percentage sales for 20-29
- | . 20-29 YEARS | . 30-49 YEARS | . 50+ YEARS |
|---------------|---------------|-------------|
| - 1980 = 0 | - 1980 = 85 | - 1980 = 15 |
| - 1982 = 0 | - 1982 = 85 | - 1982 = 15 |
| - 1984 = 0 | - 1984 = 80 | - 1984 = 20 |
| - 1986 = 5 | - 1986 = 80 | - 1986 = 15 |
| - 1988 = 5 | - 1988 = 78 | - 1988 = 17 |
| - 1990 = 10 | - 1990 = 74 | - 1990 = 16 |
| - 1992 = 12 | - 1992 = 73 | - 1992 = 15 |
| - 1994 = 10 | - 1994 = 68 | - 1994 = 22 |
| - 1996 = 12 | - 1996 = 70 | - 1996 = 18 |
| - 1998 = 25 | - 1998 = 50 | - 1998 = 25 |
| - 2000 = 30 | - 2000 = 50 | - 2000 = 20 |

Cellular Phone Sales by Age Group

% of sales



Tips for Using Visuals



Face the audience

Maintain eye contact

Rehearse with equipment

Introduce with label

Show – pause – then talk

The ART of PowerPoint



- ▶ Announce
- ▶ Reveal & remain silent
- ▶ Talk about

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And some Best Practices...

Open without slide

Plan slide holidays

Use "B" key

Use your screen

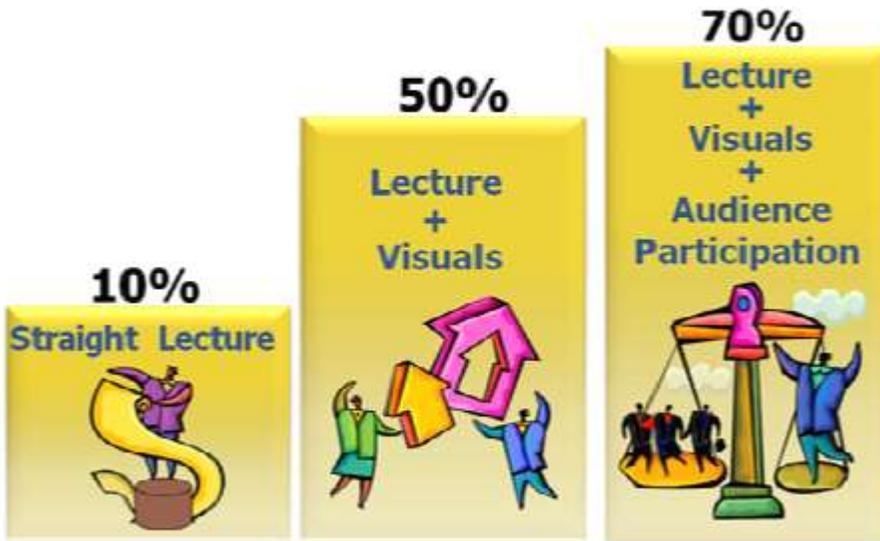
Explain slide ... don't read it



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How Much People Remember



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Interacting with Your Audience

3 Key Skills

Use questions

Respond appropriately

Give your attention – 100%

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Responding to Audience Questions

- ▶ Acknowledge
- ▶ Paraphrase
- ▶ Pause
- ▶ Answer
- ▶ Defer
- ▶ Be honest



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Giving Your Audience 100%

- ▶ Face audience
- ▶ Move towards them
- ▶ Reference their contributions
- ▶ Observe what's going on
- ▶ Listen actively
- ▶ Keep a constructive tone



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Your Notes

Big!

Key words only

Use #s & prompts

Use color or highlights

Use concise speaker notes



Speaker Notes

(3 per page – Handouts option in print menu)

Speaker Notes

(1 per page)

Organizing Your Message
Labels & Key Points

The diagram illustrates a message structure. At the top is a yellow box labeled 'Objective'. Below it are four blue boxes labeled 'LQ'. Under each 'LQ' box is a white box labeled 'Label'. Below each 'Label' box is a small orange box labeled 'Key Point'. A yellow bracket groups the first two 'LQ' boxes, and another yellow bracket groups the last two 'LQ' boxes.

- insert your text
- insert your text
- insert your text

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Polish Your Pitch

- ▶ Open & close
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- ▶ Nerves & confidence
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Polish Your Pitch

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Contact: Nancy Lefneski
nancy.lefneski@iwcctraining.com
519-772-0750 ext. 202





TELL A STORY
everyone loves a story

Tell a story

Researchers findings

- Human brain has a natural affinity for stories
- .We remember facts when part of a story
- Stories connect with us on a deeper level





Tap into the collective unconscious

- Named by Psychologist Carl Jung
- The existence of stories in our psyche which seem to be present always and everywhere.
- Archetypes; mythology motifs
- Primordial - ingrained in our understanding before we are born; from our ancestors
- Universal – globally found, throughout history



			
The Explorer	The Creator	The Jester	The Lover
			
The Outlaw	The Ruler	The Sage	The Magician
			
The Care Giver	The Hero	The Regular Joe	The Innocent

			
The Explorer	The Creator	The Jester	The Lover
			
The Outlaw	The Ruler	The Sage	The Magician
			
The Care Giver	The Hero	The Regular Joe	The Innocent

To find your story

- What industry will you serve – what stories, ideals exist in that sector?
- What is your competition expressing – what story are they telling?
- What archetype are you aligned with – how will it drive your companies culture?



Magician

Hero



I help others
transform their
thinking



I am ready for
any challenge
or task



LESS IS MORE

don't distract from you

Less is more

- More content on slide more distraction from you the presenter
- In a pitch, the audience is buying YOU
- Presentations are Speaker Support only
- Use images to help tell your story but keep them simple and clean
- Utilize tools within the software



Apple Keynote

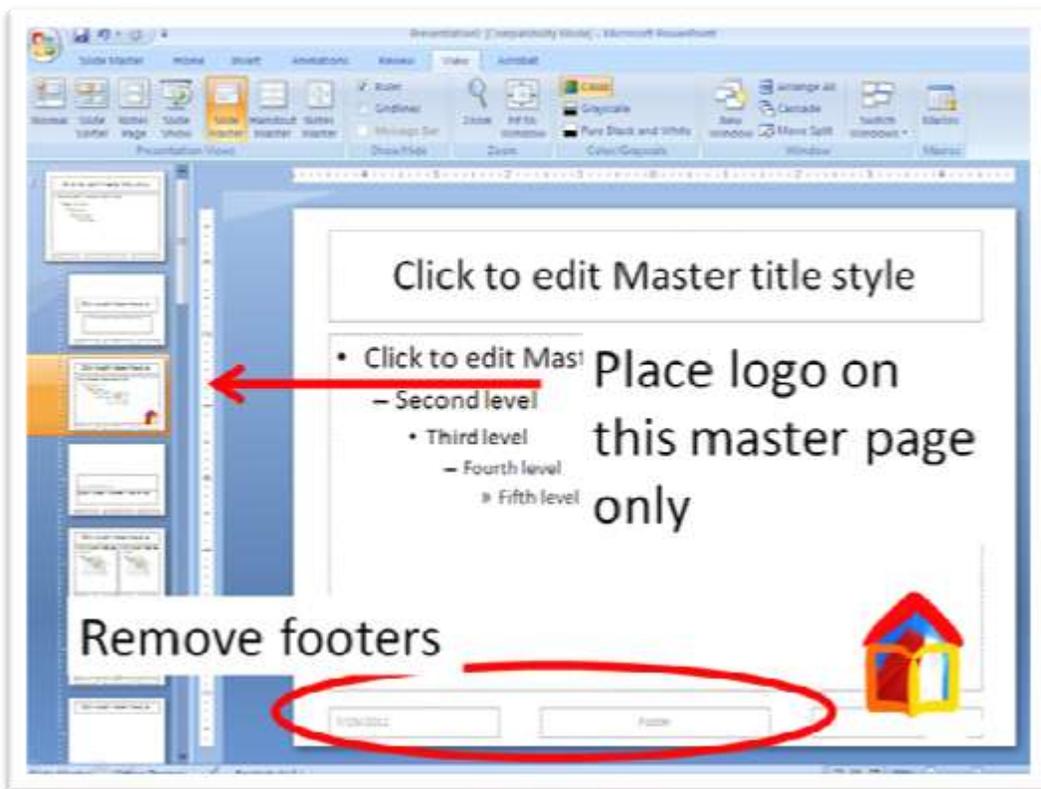
VS

Microsoft PowerPoint

Adobe Suite

You have options for creating

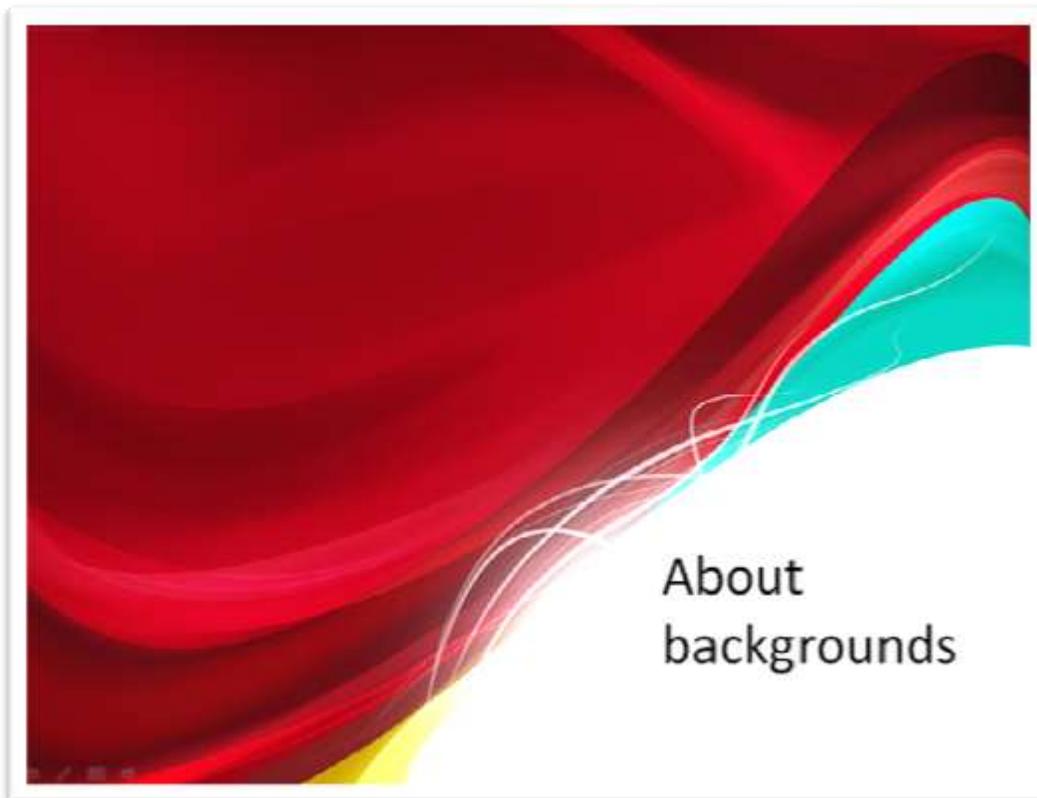
To begin, you need a structure, ordering thoughts to demonstrate organized thinking and planning. PowerPoint can help with that!



Logo or image placement

- Utilize Slide Master to set logo placement
- Don't over create your design
- Keep space around your logo or images
- Don't be afraid of white space





About slide backgrounds

- Elaborate stylize backgrounds are done!
- Don't try to WOW with a background
- Choose a colour scheme and stick with it
- Utilize your logo colours to add energy
- Use Shapes to create your own framing
- Don't be afraid of white space



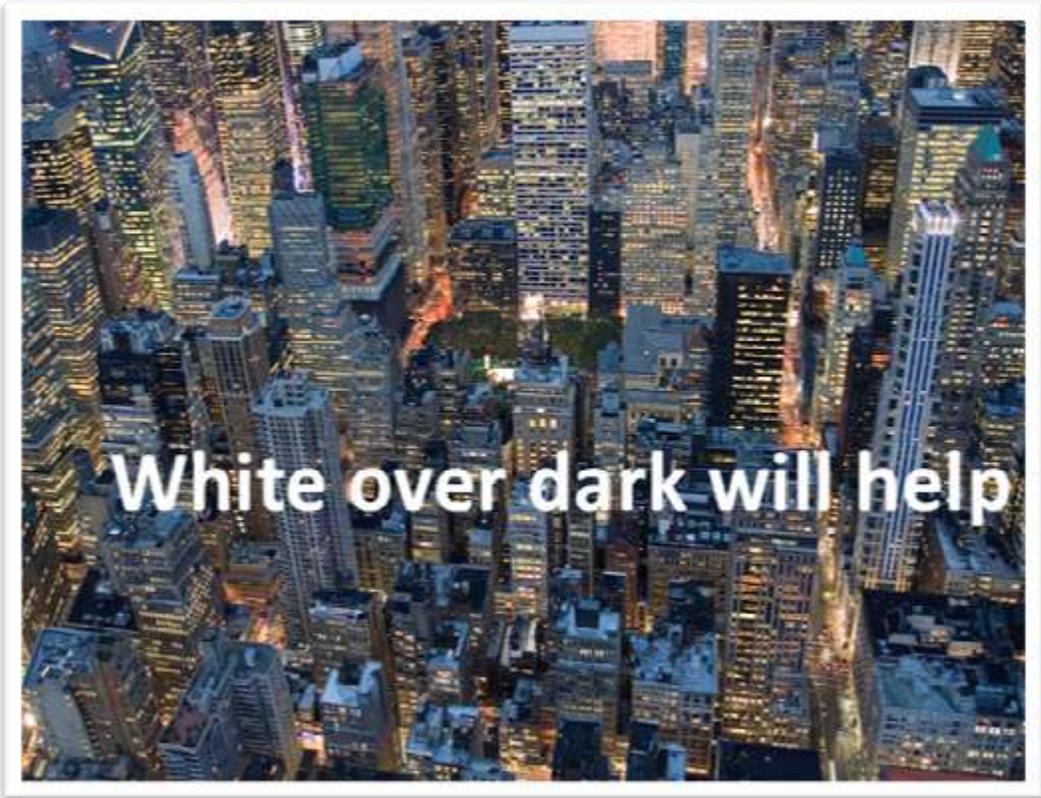
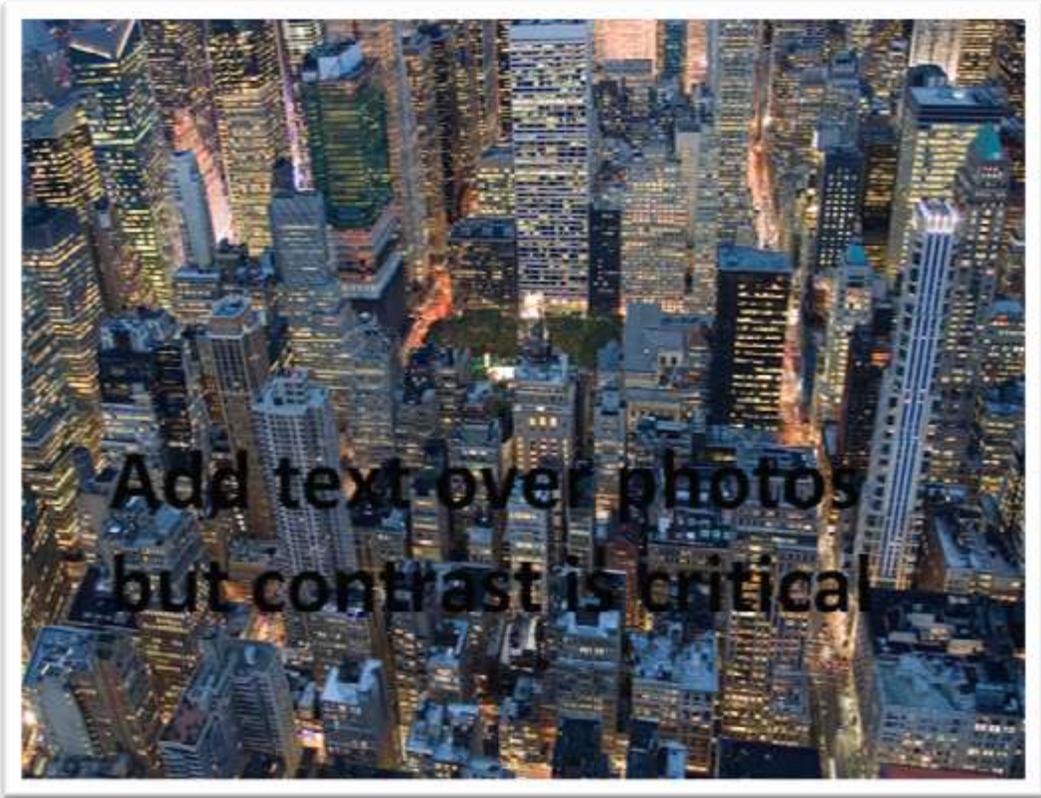
Paragraphs....blah

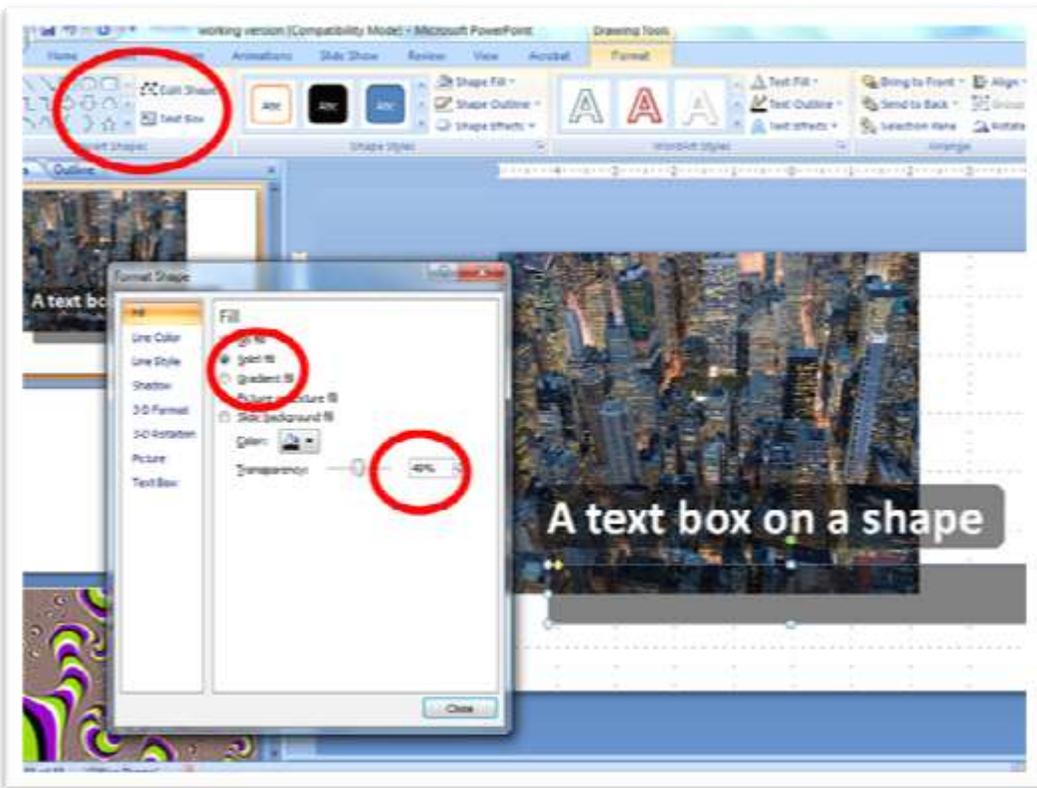
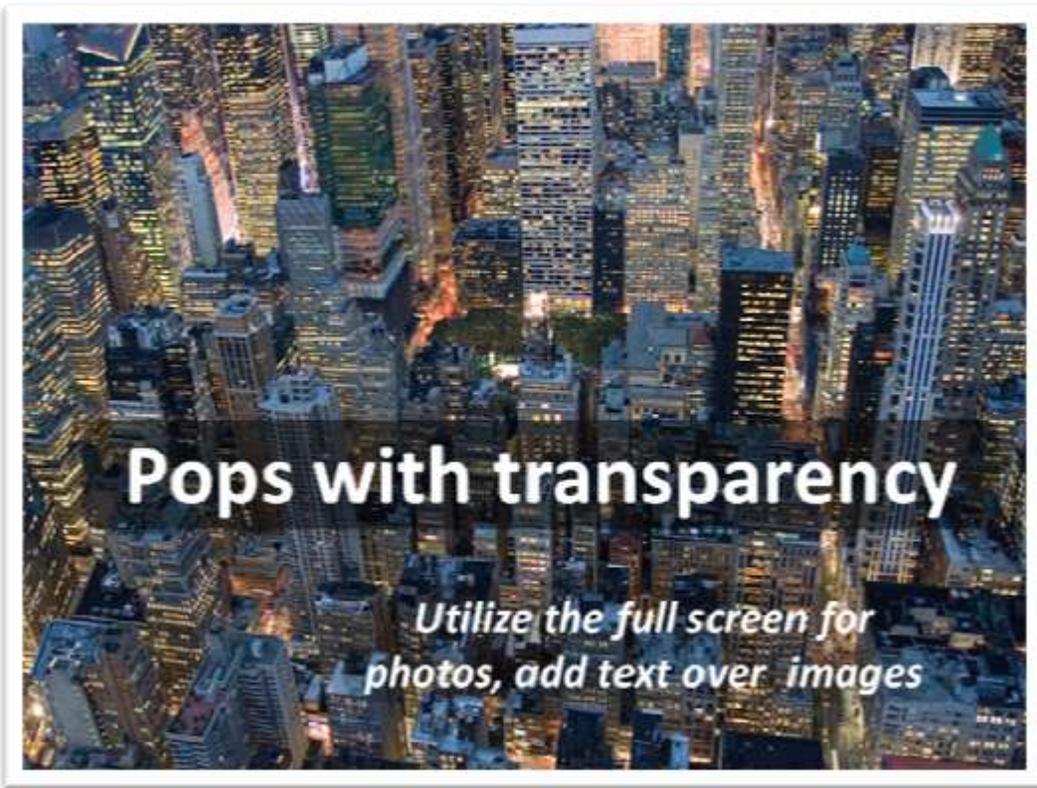
Don't Make Me Think! That refrain asks you not to make your audience work to understand your ideas. The same refrain applies to the work your audience must do to absorb your graphics. Therefore, design all your slides to minimize the eye sweeps of your audience.

Bullet Points

- Much better choice







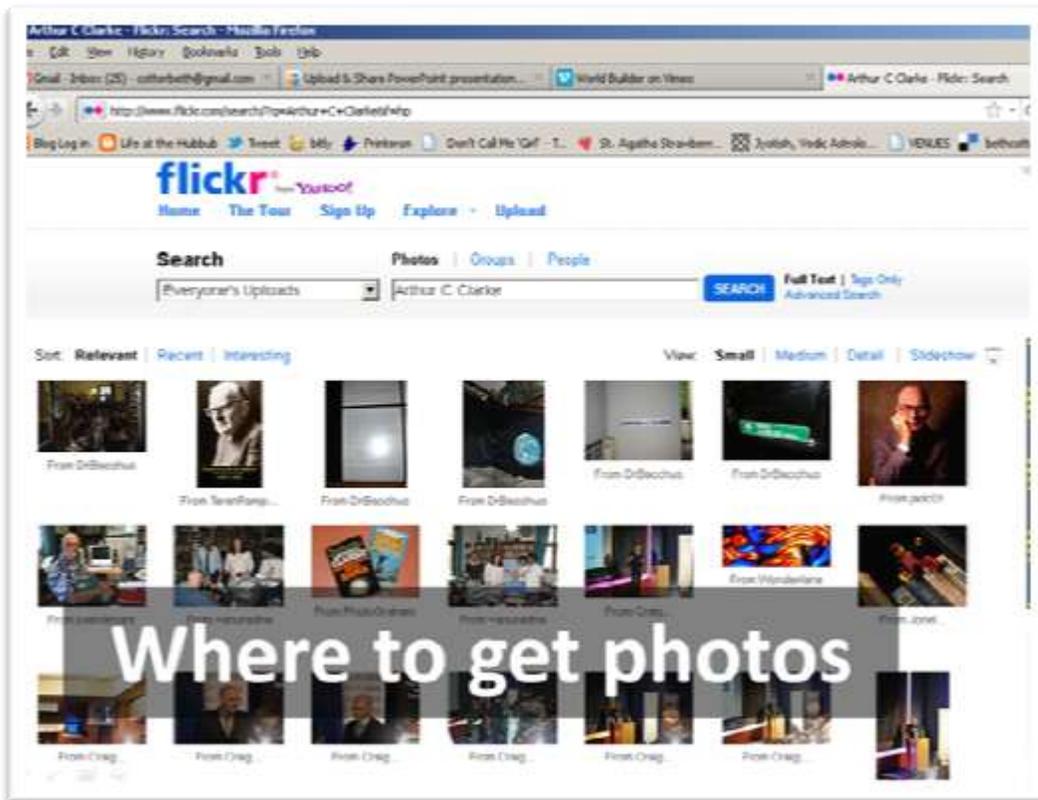


BE PASSIONATE
people like that

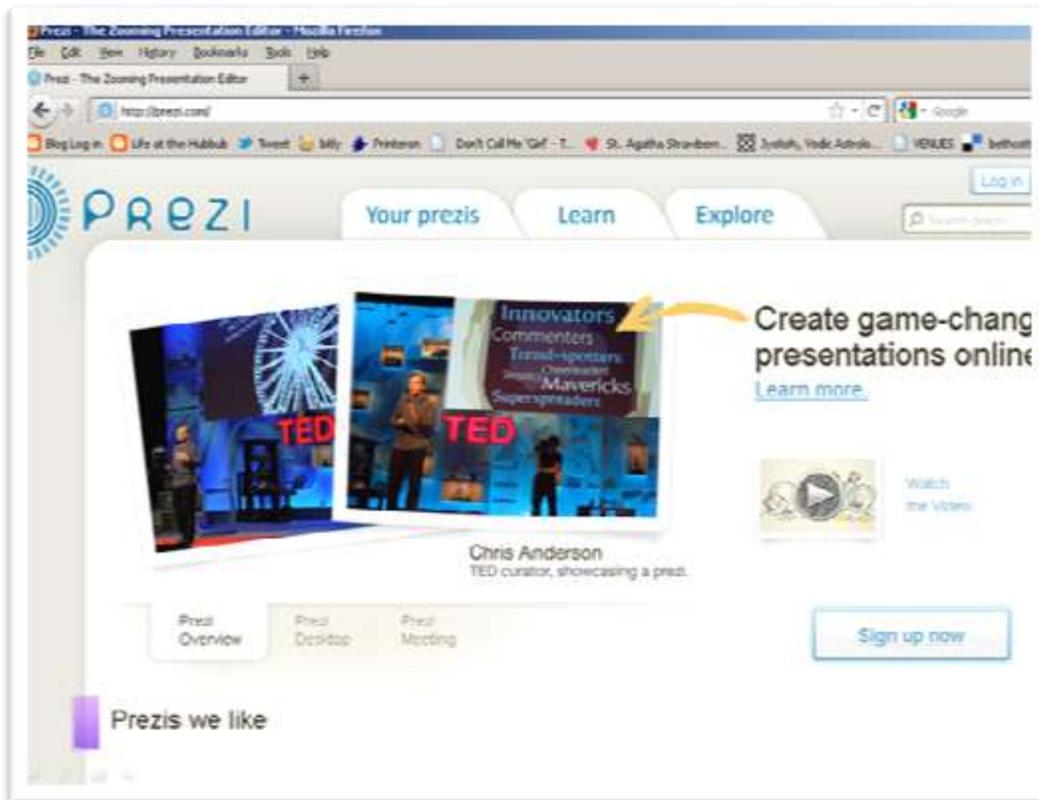
Be passionate

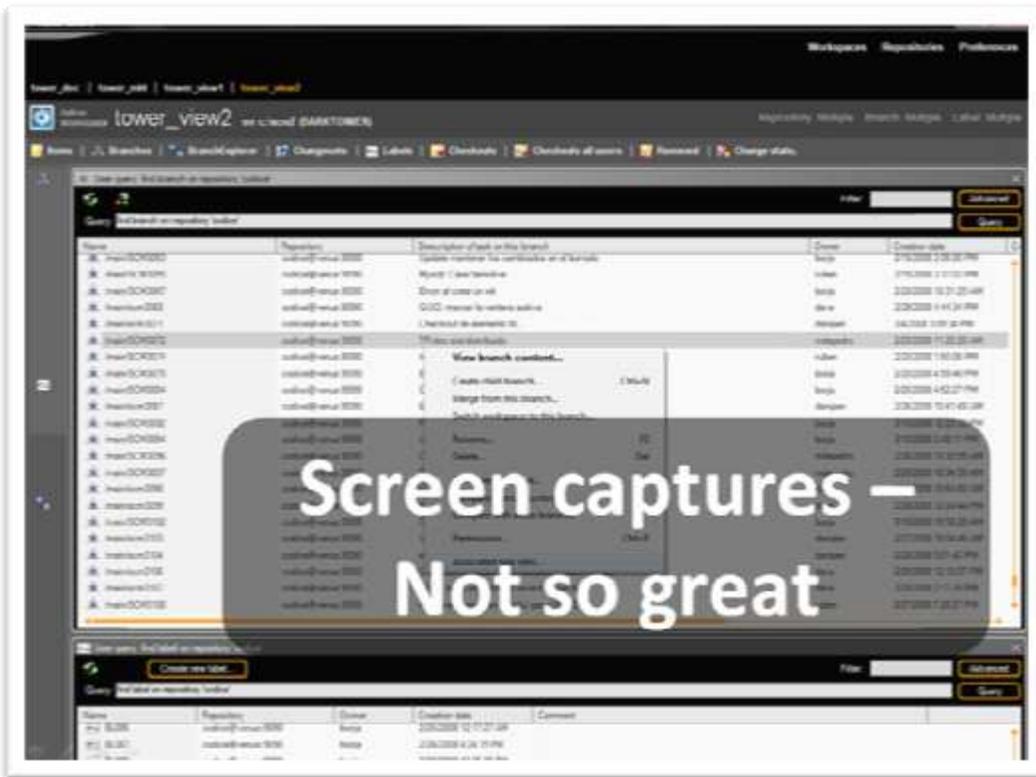
- Photos and video can be very powerful
- Don't be afraid to create emotion, inspire
- Use images to their best impact
- Create charts that have a punch



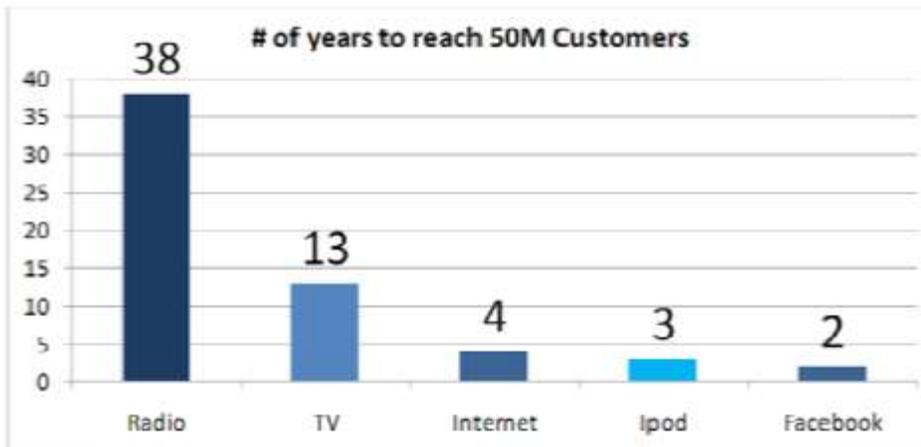








When sharing data



Use Insert Chart but keep it simple, or...

**IN 2 YEARS
FACEBOOK
GAINS 500
MILLION USERS**

The image shows a screenshot of the Facebook website interface. Overlaid on the page is large, bold, white text that reads: "IN 2 YEARS FACEBOOK GAINS 500 MILLION USERS". The background shows the typical Facebook layout with a search bar, navigation links, and various content elements.

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[wemarketer.com/Products/Products.aspx?utm_source=promo&mail=032411&utm_medium=text-link&utm_campaign=TargetTotalAccess&Asp...](#)


eMarketer.
 TOTAL ACCESS

Research resource for data

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Say it with style

Brought to you by **Beth Cotter**

Contact: cotterbeth@gmail.com
 519-591-8165