

Workshop # 5

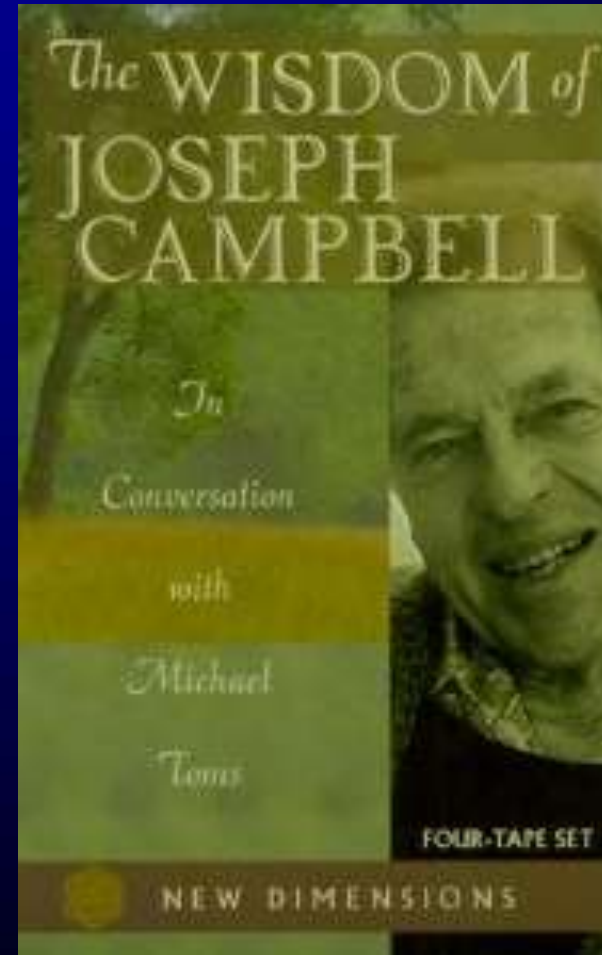
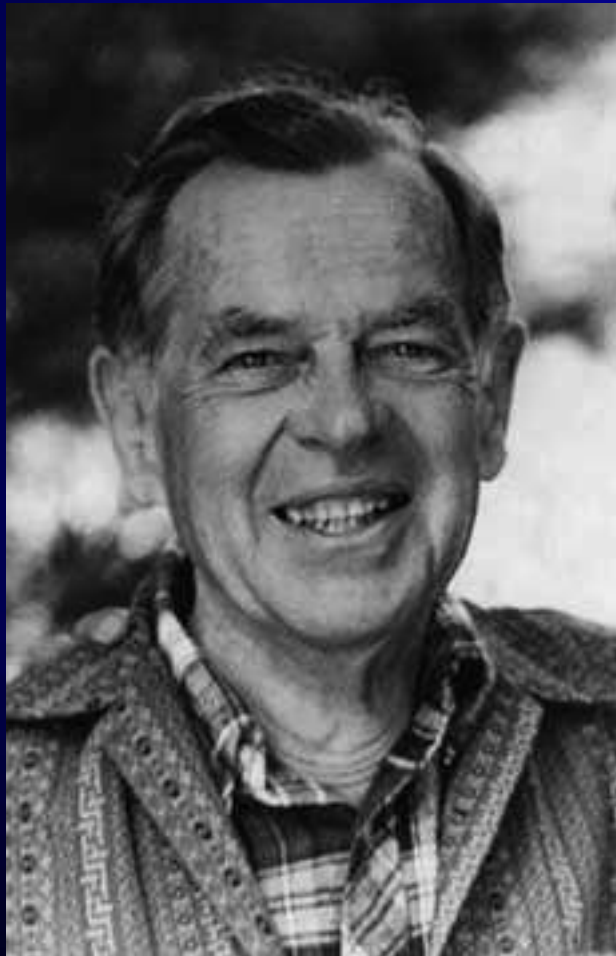


The Pitch

You Need To Tell A Story



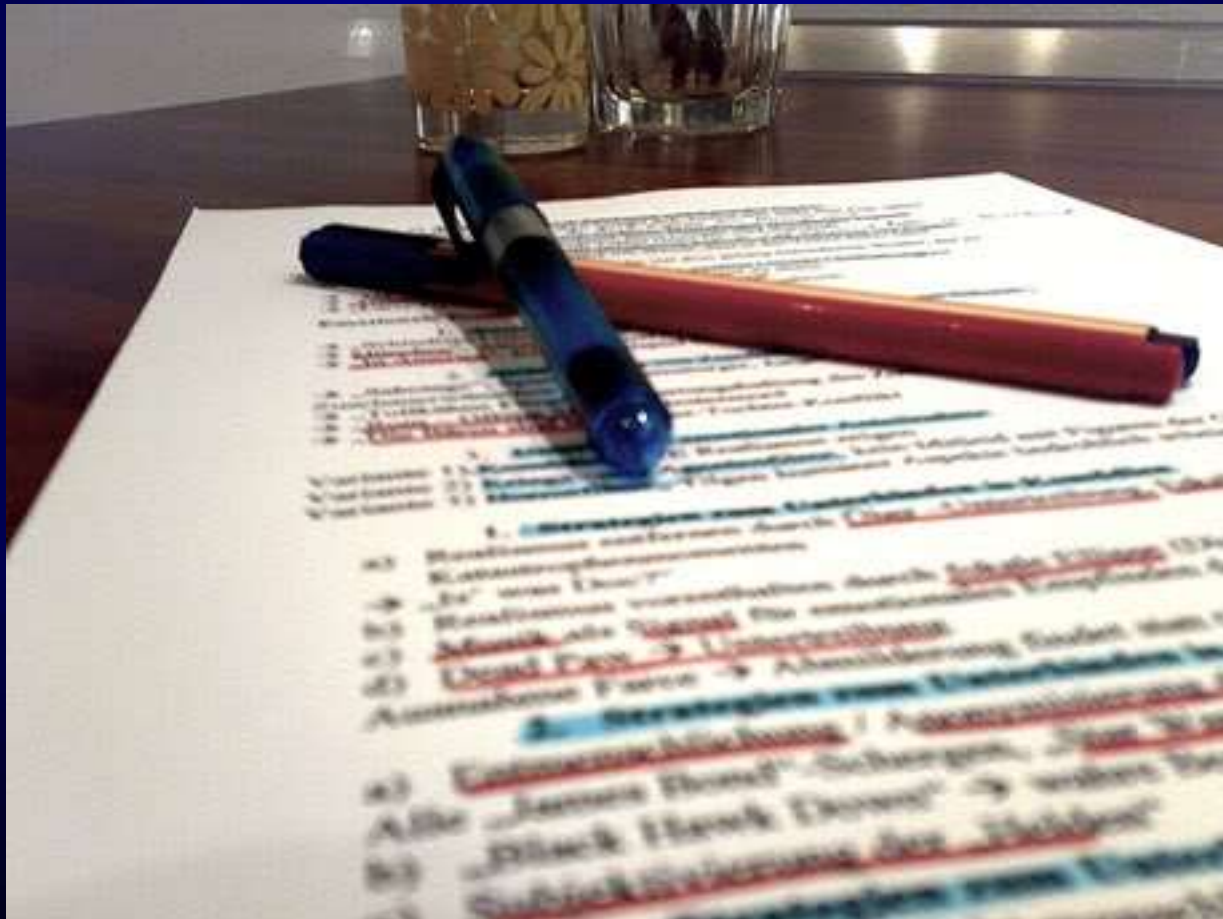
Who Is Joseph Campbell?



Why Was George Lucas So Close To Joseph Campbell?

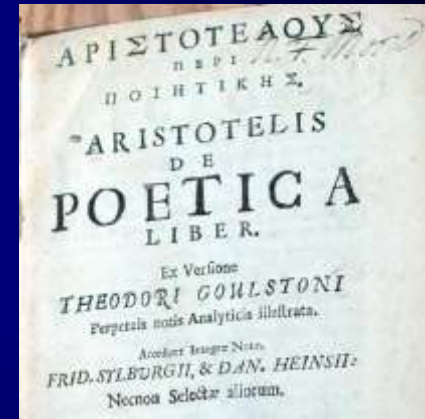


Most Movie Screenplays Are Usually Three Acts



Three Act Structure

- Dates Back To Aristotole's Poetics

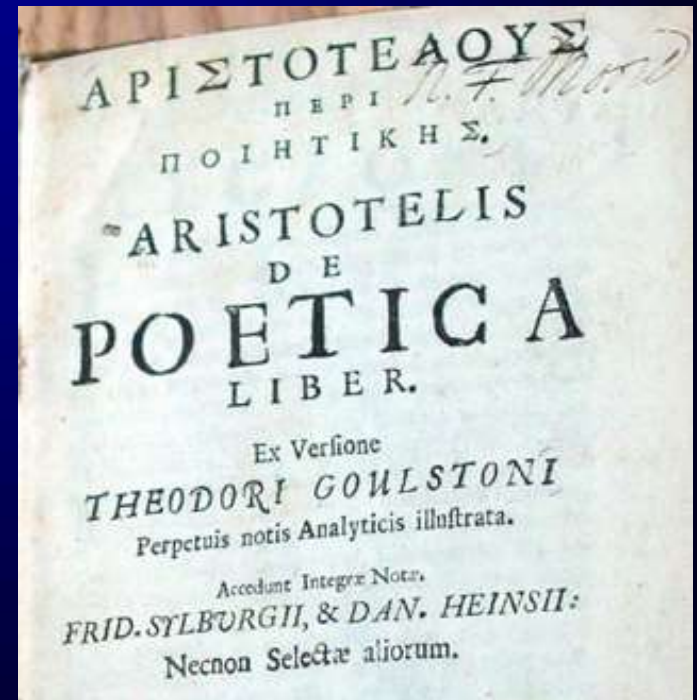


| Beginning | Middle | End |
|---|---|--|
| Act 1 | Act 2 | Act 3 |
| Setup Character Setting | Conflict Move towards goal | Resolution Final Push |
| Plot Point Motivation Goal | Low Point | Final Fight Low Point |



Artistotle's Three Act Structure

1. Protasis
 - Characters introduced
 - Subject Proposed
2. Epitasis
 - Main Action Developed
3. Catastasis
 - Climax



A Hero's Journey Structure

- Call To Adventure.
- Road of Trials.
- Achieving the Goal.
- A return to the Ordinary World.
- Application of the Goal.



What Was *Iron Man's* Structure?



What Was *Social Network*'s Structure?



Gustav Freytag's Analysis

5-Part Dramatic Arc Structure

- Exposition
- Rising Action
- Climax
- Falling Action
- Revelation or Catastrophe



Driving Miss Daisy
2012 Broadway
Production

How Would We Set The Stage For An Idea Pitch? Who Has An Idea?



What Is The Dramatic Conflict For Your Idea?



How Would We Reach A Resolution For Your Idea?



Weave In *The Story* Into Your Idea



Questions You Need To Answer

- What Is Your Problem/Solution Set?
- Who Is Your Target Customer?
- How Big Is Your Market?
- Who Is The Competition?
- What Is Your Business Model?
- How Will You Deliver It?
- How Will You Make Money?



10 Slides In 10 Minutes

1. Title
2. Problem
3. Solution
4. Business Model
5. Underlying Magic



6. Marketing and Sales
7. Competition
8. Team
9. Projections
10. Status
11. Timeline

10-20-30 Rule

10

SLIDES

Cover your big ideas - not 100 mediocre ones.

20

MINUTES

Audiences have short attention spans so avoid lengthy presentations & save time for Q&A.

30

FONT

Larger fonts & fewer words can make your point easier to understand.

1

COMPANY PURPOSE

30 – 60 seconds.
"We are the X for Y."

2

PROBLEM/ PAIN

Obvious and huge.
How many people have it?

3

SOLUTION

What the world looks like when you've solved it.

DEMO

Hit the high notes. Don't get lost in features.

4

MARKET SIZE

Top down – provided by someone else.
Bottoms up – calculate users x usage = revenue.

5

BUSINESS MODELS

How are you going to make money?
Simple revenue models win.

6

UNFAIR ADVANTAGE

Investors get REALLY excited by an unfair advantage.

7

COMPETITION

Don't say you don't have any. Who they are, why they suck and how you're better.

8

MARKETING PLAN

Customer acquisition plan. Volume, cost and conversion.

9

TEAM

It can't just be you. Show us just how awesome they are.

10

TRACTION AND MILESTONES

What have you done to date? What's coming?

CONTACT SLIDE

Make sure they know how to get in touch.

1. Choose the right investor Find a match for your business and the level of investment you need.

Venture capital

Investors are looking for:
High growth through a sale or a float on the stock market



Business angels

Investors are looking for:
A share in the business and a good amount of growth



Crowd funding

Investors are looking for:
Rewards, products or equity



2. Do your research

Make sure you know everything about your business and your investor. Above all...**BE REALISTIC**



Know your investor

Find out about them, their colleagues and their firm

+6152
4798
37%

Know your numbers

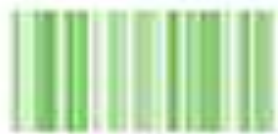
Have full details on your cash flow and sales forecasts



Know your market

Research potential customers and competitors

3. Writing your pitch - the 3Ps



Product

What are you selling?



People

Investors are looking for the right people with the right attitude



Profit

How will you deliver a return?

4. Tell a story

People understand and remember stories much better than dry facts.



63%

remember the stories¹



Only

5%

remember any individual statistic

5. Keep it snappy

10 Slides

Average VC
attention
span: 10 slides



38 Slides

Average
entrepreneur
pitch: 38 slides



6. Be professional

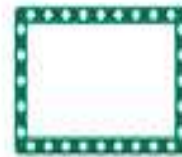
Practice

your presentation
until you really
know it



Image

Make sure you present
the right image in your
clothes, grooming and
body language



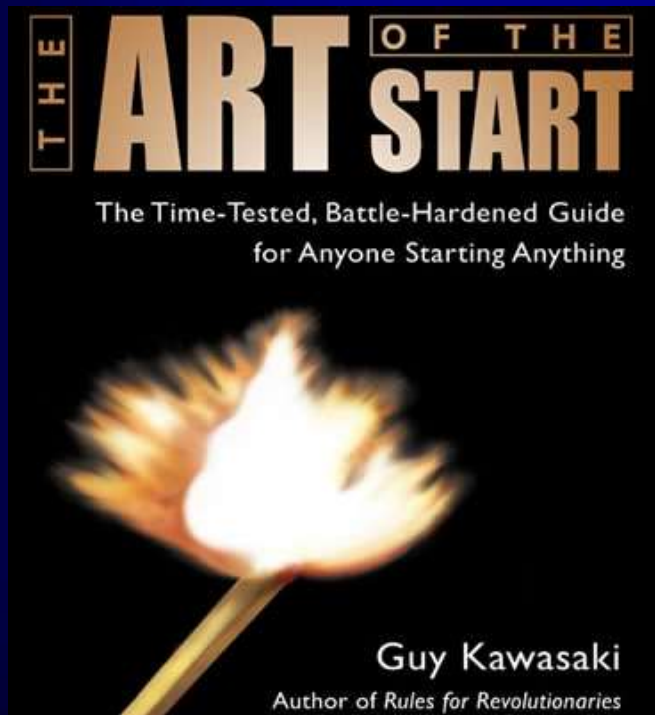
Thank you!

Be sure to thank
people for their time

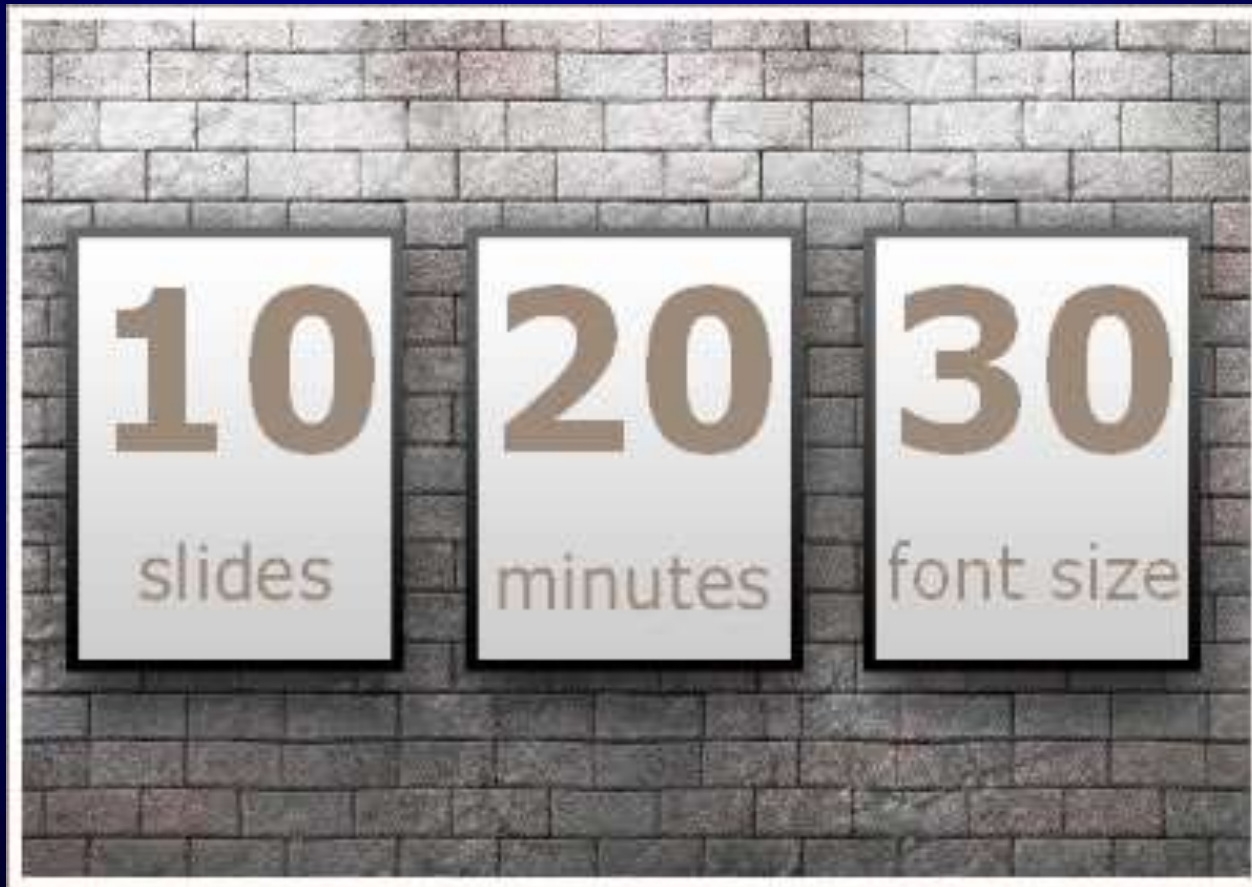




The Guy Kawasaki Approach



Follow The 10/20/30 Rule



Make A Meaning

- Increase The Quality of Life
- Right A Wrong
- Prevent The End of Something Good



1. Title
2. Problem
3. Solution
4. Business Model
5. Underlying Magic



6. Marketing and Sales
7. Competition
8. Team
9. Projections
10. Status
11. Timeline



- **This is 30 Points**
- This is 20 Points
- This is 14 Points
- This is 12 Points and What We're Using Now



The Art of The Pitch

- Set The Stage
- Let One Person Do The Talking
- Catalyze Fantasy



- Use A Dark Background
- Add Your Logo To The Masterpage
- Use Common, Sans Serif Fonts
- Animate Your Body Not Your Slides
- Build Bullets → Only One Level
- Add Diagrams and Graphs
- Make Printable Slides

PowerPointing



Make A Mantra

- Wendy's → Healthy Fast Food
- FedEx → Piece of Mind
- Nike → Authentic Athletic Performance
- Target → Democratize Design



Weave A MAT

(Milestones, Assumptions, Tasks)

- Milestone → “Finish Design”
- Assumptions → “Sales Calls Per Day”
- Task → “Rent An Office”



The Harvard Business School Approach In Our Case



They Follow The 10/20 Rule



How Do You Prepare For The Meeting?



1. Title
2. Executive Summary
3. Market Positioning/Problem
4. Business Network
5. Competition or Substitutes



6. Benefits
7. Operations
8. Financials
9. Risks
10. Implementation/Status/Traction/Financing
11. The Ask

So What's Different?

