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 Artistole’s Poetics
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.
<table>
<thead>
<tr>
<th><strong>1</strong> COMPANY PURPOSE</th>
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<tbody>
<tr>
<td>30 - 60 seconds. “We are the X for Y.”</td>
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<tr>
<th><strong>2</strong> PROBLEM/ PAIN</th>
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<tr>
<td>Obvious and huge. How many people have it?</td>
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<th><strong>3</strong> SOLUTION</th>
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<td>What the world looks like when you’ve solved it.</td>
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<th><strong>DEMO</strong></th>
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<td>Hit the high notes. Don’t get lost in features.</td>
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<th><strong>4</strong> MARKET SIZE</th>
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<tr>
<td>Top down – provided by someone else. Bottoms up – calculate users x usage = revenue.</td>
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<th><strong>5</strong> BUSINESS MODELS</th>
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<td>How are you going to make money? Simple revenue models win.</td>
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<th><strong>6</strong> UNFAIR ADVANTAGE</th>
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<td>Investors get REALLY excited by an unfair advantage.</td>
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<th><strong>7</strong> COMPETITION</th>
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<td>Don’t say you don’t have any. Who they are, why they suck and how you’re better.</td>
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<th><strong>8</strong> MARKETING PLAN</th>
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<td>Customer acquisition plan. Volume, cost and conversion.</td>
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<th><strong>9</strong> TEAM</th>
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<td>It can’t just be you. Show us just how awesome they are.</td>
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<tr>
<th><strong>10</strong> TRACTION AND MILESTONES</th>
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<td>What have you done to date? What’s coming?</td>
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<th><strong>CONTACT SLIDE</strong></th>
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<tr>
<td>Make sure they know how to get in touch.</td>
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1. Choose the right investor 

Venture capital
Investors are looking for: High growth through a sale or a float on the stock market
Invest £2 million to £200 million

Business angels
Investors are looking for: A share in the business and a good amount of growth
Invest £10,000 to £750,000

Crowd funding
Investors are looking for: Rewards, products or equity
Invest £10 to £1 million or more
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

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 stories

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

The Art of the Start
The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki
Author of Rules for Revolutionaries
Follow The 10/20/30 Rule

10 slides
20 minutes
30 font size
Make A Meaning

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

10 slides
20 minutes
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?

20 minutes