Pitching Like a Pro

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Building a Presentation

• Organize your plan
  – Clarity and brevity to **tell your story**
  – A strong elevator pitch

• Use a template to ensure completeness

• Look at successful pitch decks to help find your style
Telling a Story

Tell an *Interesting* Story

- Start at the most interesting part
- Engage your audience
- Use VACO (visual, Auditory, Kinesthetic, Olfactory)
Be Coachable

- Be Coachable
- Listen, and then integrate useful feedback
- The **audience** is the hero of your talk, not you.

Visit Successful Startup Sites

2015 Big Bang Winners – **Scrumpt**
https://www.scrumptbox.com/
Visit Successful Startup Sites

2015 Big Bang! Winners – Foodful.ly

More Ideas

Presentation Hacks – by Naval Ravikant
http://www.slideshare.net/venturehacks/presentation-hacks

Example Pitch & Telling a Story – by John Bates
https://www.youtube.com/watch?v=hIlKsJArijXN4
https://www.youtube.com/watch?v=l2uw8QQDQsk
Business Presentation Template

First Half:
• Title Slide
• Intro (Elevator Pitch)
• Problem + Solution
• Sales and Marketing
• Business Model + Pricing

Business Presentation Template

Second Half:
• Technology
• Competition
• Revenue Projections
• Team
• Funding + Milestones
• Summary + Next Steps
Pitch Deck Basics

10/20/30 Rule
10 slides, 20 minutes, 30+ font size
Pitch Deck Basics

Use images when you can

The Introduction

Elevator Pitch – Delivery measured in seconds, rather than minutes.
The Problem + Value Proposition

Describe the problem you will solve – why now?

The Problem + Value Proposition

Use a specific example that will ‘wow’!
Show why your solution is better.
Why is it a ‘must have’?
The Market

**Definition:** A group of buyers and sellers who interact to exchange goods and services.

Ways to Look at Your Market

**Total Available Market, Served Available Market, Target Market**

- **TAM** = how big is the universe
- **SAM** = how many can I reach with my sales channel
- **Target Market** (for a startup) = who will be the most likely buyers
The Market

Segmentation
Subsets of consumers and businesses, with common needs and interests. Designing and implementing strategies to target these groups.

Business Model and Pricing
Form your strategy to attract customers:
- Product
- Packaging
- Pricing
Business Model and Pricing

Will you have partnerships?

How will you be capital efficient? (i.e., use your funding wisely)

The Technology

Is the technology proven?

Does it work?

Can others copy it easily?
Getting To The Market

Action plan to launch your product to customers for the next year or two.

Can you develop the process at the same time as the product?

Getting To The Market

Other questions to consider:

- Will you have a narrow focus or broad focus?
- How will you assist your customers?
- How will you learn, change and grow?
### Competitive Landscape

<table>
<thead>
<tr>
<th>Feature 1</th>
<th>Feature 2</th>
<th>...</th>
<th>...</th>
<th>Feature n</th>
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<td><strong>Company 1</strong></td>
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</table>

Use a chart or graph to show how you fit into the business market.

### Profit and Loss Projections

<table>
<thead>
<tr>
<th>Year</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tr>
<td>Revenue (000)</td>
<td>$60</td>
<td>$401</td>
<td>$1,555</td>
<td>$2,401</td>
<td>$3,000</td>
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<tr>
<td>Net income</td>
<td>-$325</td>
<td>$-858</td>
<td>$-85</td>
<td>$625</td>
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<tr>
<td>Customers</td>
<td>5</td>
<td>13</td>
<td>30</td>
<td>40</td>
<td>43</td>
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<td>Headcount</td>
<td>10</td>
<td>14</td>
<td>15</td>
<td>27</td>
<td>34</td>
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</tbody>
</table>

** All $ are in 000

- Explain your Assumptions
- Describe where Key Milestones occur
The Team

- Management team
- Board of Advisors
- Board of Directors
- Key skills & accomplishments
- Dedication and compensation

Funding + Milestones (aim high)

- Proof of Concept – # months
- Build Prototype – # months
- Customer, organization accomplishments
- Funding in – z months, $500K
- Funding needed to reach break-even point
Taking the Leap + Making the Ask

Let’s take a look at a successful pitch deck

Questions???

Creating Your 2-Minute Video Pitch

Amber Harris, MBA
Program Coordinator
Institute for Innovation and Entrepreneurship
Creating the Video Pitch

• Record 1 or more team members pitching your business idea in 2 minutes or less
• Can be creative, but monitor the time limit
  • Judges will view no more than 2 minutes

Video Pitch Goals

• Provide insight into how your venture works
• Opportunity for judges to see your idea in action
• Show footage of the prototype with explanations
• Demonstrate the business model
• Delve deeper into the problem
Video Pitch Guidelines

• What specific problem is your solution solving?
• What is your solution?
• For whom is it solving this problem?
• Any other relevant information?

Video Pitch Guidelines

• Focus on **content** not production quality
• Judges will not score camera quality or footage quality
• Scoring is based on a clear explanation describing the “who, what, and why” of the venture
• Cell phone camera, webcam, etc. all provide acceptable video quality
Submitting your Video Pitch

• Submit online by uploading to YouTube.com
• Provide the URL via YouNoodle.com in the designated space
• Ensure video isn't password protected, as judges won’t be able to view it.

Questions

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