

PITCHES & DECKS

PRESENT WITH IMPACT



If your startup needs money to launch or grow your business, you must know how to pitch to investors.

A good pitch tells a story. A memorable story has characters you care about, language that paints clear pictures, illustrations that go with the words and a storyteller who is engaging. All these elements can also be found in a pitch.

A good investor pitch follows a sequence that often starts with a problem or pain point, a group of people who suffer from this problem, a product or service that solves the problem, how it works, how it makes money and how the investor can be involved.

There can be a lot more to that story, however. For example, the pitches on the television series Shark Tank show how founders try to get investors to interact with them and how they use the product to make a lasting impression.

Pitch decks help investors remember a pitch. Research shows that the average person recalls about 20% of what they hear. If this is accompanied by visuals, the number increases to 50%. That's still half a pitch they won't remember, but it's better than forgetting 80%.

By the way, you can expect to remember only 10% of what you're reading right now.

A careful combination of words, images, fonts, colors, sounds and video can enhance a good pitch. On the other hand, the wrong visuals can distract from the message; and adding visuals probably does little to help a bad pitch.

WHAT YOU'LL BE DOING

Design a pitch deck with 10 slides or so that helps tell your story to an investor. The slides should not distract from the message but at the same time should attempt to make it unforgettable.

UNFINISHED BUSINESS

Your team may still have unfinished Deliverables such as the assignment from Session 13. Continue to wrap these up as you work on your pitch. Assign team members different tasks like in a scrum.

Assignment from Session 13

Team members should collaborate to complete as much of the [Expense/Income Template](#) as possible. If this deliverable cannot

be completed in one session, team members should continue to work on it.

While estimating and totalling costs, prepare answers for the following questions:

- Product Price:
 - What do our competitors charge for a similar product?
 - Should we try to offer a cheaper version?
 - Can we cut our expenses?
 - What do our customers expect to pay?
 - If we have to charge more, how do we convince them our product is worth it?
- Starting with our known production costs, how many units can we afford to make?
 - How many units do we have to make to get our price down?
 - How much money will we need to borrow (or get investors) in order to make our business model work?
- Is the total estimated cost of production, divided by the number of units being made (or services sold), equal or exceed the price we hope to charge? If it does, we will lose money.

PITCH DECK BEST PRACTICES

Pitches heard on Shark Tank and similar shows are carefully crafted and rehearsed so investors have a clear understanding what is being said, can easily remember it and want to interact with it.

As a group, watch several Shark Tank clips/episodes. Stay alert for these things:

- What elements does each pitch have in common?
- How does the founder tell a story?

- How does each founder try to make their idea sticky?

PITCH DECKS

From the examples shown by a facilitator, identify what you believe to be examples of “best practices” and examples of “fails--what to avoid.”

Pitch Deck Examples (See [40 best pitch decks of 2018](#) for lots more) Use full-screen to view slideshows.

- Dwolla (#40)
- Groupon (#38)
- MapMe (#28)
- FarmerOn (#24)
- task:ly (#15)
- Touristeye (#13)
- BuzzFeed (#1)

Complete a Chart for selected pitch decks:

BEST PRACTICES	FAILS

TEAM MEETING

Meet to decide how to tell your story using information on your BMC.

Outline 6 to 10 slides for the pitch.

Pitches don't need to follow the same order, but they usually include:

- Title Slide
- Pain Point and Solution
- Customer Segment(s)
- Market Size and Value
- Expected Revenue
- How you plan to reach customers
- How you are better than your competition
- Why your team is the best to do this business
- The Ask (what you want your listeners to do next)
- Q and A

Next, use any media your team has already developed for marketing. This includes logo(s), ads, images, color palettes, fonts, videos, products.

- What media do we already have that we could use in our pitch deck?
- What media do we still need to help tell our story?

Delegate the work depending on team talents. If one team member has a good eye for design, have them work up slides while other team members address other tasks such as refining a script or completing unfinished Deliverables. These tasks should be added to the Kanban Chart, especially if it takes more than one session to complete.

Develop slides using software that all team members can access, such as PowerPoint or Google Presentation.

When the first draft of the pitch deck is ready, it should be shown to a Facilitator for approval.

ASSIGNMENT FOR NEXT SESSION

Continue to work on Costs and Pricing (from Session 13) and any other unfinished Deliverables. Some of this information should be included in the Pitch: How we will make money.

Continue to refine elements of the pitch: the story and the deck.

Based on the story your team is scripting, what questions from investors do you anticipate? Some of these questions may be intentional: you didn't talk about something in your pitch that is likely to interest an investor. Use Shark Tank Q&A as examples. Write down your questions and rate them from hardest to answer to easiest.