New Fall course from Prof. Karasek!
go.illinois.edu/courses

RSVP TODAY: go.illinois.edu/awards22
Join us to see which University of Illinois startups win the top prizes! Dozens of other prizes will be awarded as well, in the form of funding, cash, and in-kind prizes.
TE 250: Week 14
Pitching

Mark Karasek
mkarasek@illinois.edu
Calendar

• Content Class (1): 5/4
  • Attendance 4/27 and 5/4 mandatory – attendance will be taken (20pt penalty per class)

• Content:
  • Pitching

• Final Presentations (2): 4/27, 5/4
  • 4/27: Sole Switch, Lexilens, Prova
  • 5/4: other 6 teams

• Remaining Assignments (2): 5/4 (T), 5/4 (I)

• Extra Credit – 2 opportunities
Agenda

- Remaining Assignments
- Financials for Startups
  - Pitching
**Final Assignments**

Due MAY 4

This is the **group portion of the final project**. Each team will be given ~20 minutes. 10 minutes Pitch and 5-minute Q&A. Students will then be given 2 minutes to complete judging form. That will leave a couple of minutes for transitions, but each team needs to be ready to present as soon as their slot starts.

**Presentation schedule**

Class 14 (3 teams):
Class 15 (6 teams):

Teams are free to decide who presents but a minimum of 3 team members are required to present and all team members should actively participate in the Q&A. **All students will individually score the other teams, so attendance is mandatory on both dates as is prompt attendance.**

**Q&A and Scoring: ~5 minutes**

Q&A will be led by the team presenting and questioning will primarily come from the class. I may or may not ask any questions at all. Your individual active participation will be considered as part of your overall final participation grade. I will review all recordings before assigning final grades to ensure you are actively engaged in the questioning of your peers.

**EXTRA CREDIT**

In additional, each student will anonymously score the other teams' presentations. This is evidence of your ability to critically evaluate your peers' using topics learned in class.
**NB = Nota Bene (Latin = Note Well)**

- Attendance is Mandatory both days
- Bring a device to access internet for scoring
- Plan well and practice
- 10-minute pitch, 5-minute Q&A
- 2-minute scoring *(GOOGLE FORMS SHARED ON CANVAS)*
- All presentations due 5/4 at 11:59PM. Points deducted if late.
- Office Hours are available BUT don’t wait until last minute
- Good luck
Your final individual assignment is to persuade someone to support your effort. You pick the target: recruit, investor, customer, etc. (make sure your intended audience is clearly identified or is obvious by the nature of your response). Make an argument to convince your target. Be sure to support your case with things you've learned from working on your team project, for example, solving customer pain, equity to early hires, or return for investors. The format or medium is up to you. A few examples include a recorded sales pitch or commercial that you upload to YouTube, a sample Kickstarter video, a Prezi, a cartoon, or a 1–2-page typed paper... Here's an example of a creative submission from a previous semester: https://youtu.be/eNrq9-sk6Nk

Use your imagination and make it compelling. Be creative and captivate your audience. Holding their attention is half the battle. It doesn't need to be long or elaborate, just convincing. Do what you think best supports your case and choose a medium in which you're confident. Take some risks. You have license to be creative and have fun with this!

Due MAY 5
As part of your engagement and participation score and as part of your peer's engagement and participation score, complete the assessment of your teammates using this Google Form. You will have 100 points to allocate in some proportion to each of your teammates with some required commentary on their contributions.

Due MAY 4

Peer Form
Due April 26

Module at the bottom of the home page.
Read the case study.
Read the example on “counting noses”.
Use the spreadsheet tool to do a new segmentation assessment for your project.

Up to 10 pts extra credit on homework grade
Due April 26, no late submissions accepted.
Agenda

• Remaining Assignments

• Pitching
Presenting a Case vs. “Telling a Story”
Concept vs. Data Continuum
Make It Compelling...Dramatic...Personal

- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4
- Chapter 5

- Feeling the pain
- We can take the pain away
- Why is it worth it?
- Why US???
- How will we all make $$$?

- The ASK!!!
Context Matters

• What do you want?
  • Money?
  • Advisors?
  • Tech talent?
  • Introductions to customers?

• Do you need investors, particularly VCs?
• How much do you need?
• Why?
Context Matters

• Should your strategy be:

“Raise as much money as you can at the highest possible valuation in order to grow your business.”

“Raise as much money as you can that enables you to safely achieve the key milestones you will need for the next fund-raising.”

Source: Secrets of Sand Hill Road, Kupor
These things are different

• Your business plan
• Your elevator pitch
• Your pitch deck
• Your other pitch deck
These things are different

• Your business plan
• Your elevator pitch
• Your pitch deck

The version that can be sent to potential investors and does not require you to give an in-person or phone presentation alongside it.

• Your other pitch deck

Used only with you presenting alongside, and largely dependent on illustrations/graphics with significantly less text than the version above.
First things first

Do your research and know who you are pitching to.
What do VCs want?

• To produce outsized returns* for their Limited Partners (LPs)
  • LPs invest their capital for ~10 years with a VC (GP) to give the firm time to realize a return

*10X to 25X

Source: Secrets of Sand Hill Road, Kupor
But ...

Your 10 minute pitch presentation is not likely to generate immediate investment.

Your goal should be to generate a second conversation.
The Pitch: Two Critical Components

• **Semantics** – What you want to say
  • Content

• **Syntax** – How you say it effectively
  • Structure
  • Slides
  • Delivery
You Want to Convey. . .

Big pain point(s) and compelling solution(s)
Credible team
Unit economic model that works
Market likes what you’re doing
Progress has been made
Capital efficient
Understanding of risks and plan to address
Commitment to next steps
Right attitude!
Content, not necessarily in this order

- Company purpose / elevator pitch
- Problem
- Solution
- Why now
- Market size
- Product Plan
- Go-to-Market Plan
- Team
  - Business model
  - Competition
  - Financials
- Ask
Content, not necessarily in this order

- Company purpose / elevator pitch
- Problem
- Solution
- Why now
- Market size
- Product Plan
- Go-to-Market Plan
- Team
- Business model
- Competition
- Financials
- Ask

Communicated with:
- Passion
- Authenticity
- Clarity
- Memorable qualities
- Surprises-something the listener is learning from you
Being Selective

• What is your goal?
To attract support for your new venture by showing you have a viable idea that would make for a good investment

• What are your key takeaways?
We solve an important problem – problem/solution
We have traction – beta users/MVP
We are a good investment – team/market size
How to say this effectively

• “Sandwich technique”
• Purpose-Benefit-Check

• Every transition should be considered – possibly scripted, so you know how the presentation flows together.
Semantics: How to say it

How to develop “stage presence” “star power” “X-factor” “it”.

Physical Tools
- Body movement, or lack thereof
- Position in the room
- Gestures
- Eye Contact

Vocal Tools
- Volume
- Pace
- Silence

Team Work
- Positions (physically)
- Introductions
- Transitions
Visually Reinforce Key Points

- Intro and Thank You slides

- Audience specific content
  - Investors care about numbers, MVP, customers

- Less is more
  - 1-2 minutes per slide minimum
  - Speak to the slide, don’t skip over content

- High information to ink ratio
  - Informative titles
  - Clean 1-2 line bullets
  - Graphics require time and explanation

* Be EXTREMELY careful about incorporating a live demo.
Delivery

Three options:

1. Use Notes
2. Memorize a script
3. Remember key bullet points, and use visual cues on slides
Delivery

Three **ONE** options:

1. Use Notes **NO** *(The audience knows they are just watching you read.)*
2. Memorize a script
3. Remember key bullet points, and use visual cues on slides
Delivery

Three ONE options:

1. Use Notes NO (The audience knows they are just watching you read.)
2. Memorize a script NO (You may get stuck in “the valley of awkwardness”. Your words sound recited or worse, you forget your lines.)
3. Remember key bullet points, and use visual cues on slides YES, THIS.
Useful Practice Techniques

- Divide up the presentation and practice sections
- Practice in front of the mirror
- Recruit at least two test audiences
- Use tools
  - PowerPoint’s timer
  - Tape recorder
  - Video
Dealing with Q&A

- Know who is in the audience. What is their basis of knowledge?
- Listen
- Anticipate objections and how to handle “talkers”
- In a pitch situation, plan as a team.
  - Let the person who presented the content answer first
  - Give a direct, two-sentence answer
  - OPTIONAL – one team member can add a short comment
  - Appendix slides are useful – if you get to them smoothly
- Use specific data to win points
Most Common Overall Problems

- Spending way too much time on the “problem”
- Running out of time, not preparing for the 10-min time limit
- Talking too much in Q&A; not listening or making time for investors’ questions
- Not taking feedback well
- Reading from the slides/screens
- Not presenting a big enough opportunity
Notes on Slides

Less is more. Don’t make your audience work...

- Bullets are useful...
  But don’t write out your whole bullet. Always have more minimum for a large room. Use sans serif fonts (fonts without letters – exp. Arial not Times New Roman).

- Style is important...
  But don’t choose complex backgrounds that make it hard to read. Use either light text on a dark background or dark text on a light background. Bad colors for text. Always, always, always double check all spelling. Nothing makes you look less professional than spelling and grammatical errors.

- Graphics add variety...
  And can make many points better than text. Keep graphics simple and always build them as you make the point of the graphic. Animation, while fun, is distracting to the audience. They stop listening to you and start trying to figure out what is going on. Avoid clipart that doesn’t help you make your point. Decorations are pure distraction.

PLEASE DO NOT USE PREZI OR ANY “ZOOM-Y” SLIDES/TRANSITIONS
More tips on slide design

A slide should have one main point, not more.

Most of your pitch should be graphics-heavy with minimal text. High information-to-ink ratio.

Be sure to include details in your financials.
# Financial Projections

<table>
<thead>
<tr>
<th></th>
<th>Phase I: Delhi Rollout</th>
<th>Phase II: 5 Pilot Cities</th>
<th>Phase III: 8 Core Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td># Monthly Users</td>
<td>56,788</td>
<td>688,879</td>
<td>1,147,770</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,905,881</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Yr 1</th>
<th>Yr 2</th>
<th>Yr 3</th>
<th>Yr 4</th>
<th>Yr 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliate Sales</td>
<td>242,342</td>
<td>4,631,300</td>
<td>7,577,376</td>
<td>12,444,450</td>
<td>22,965,156</td>
</tr>
<tr>
<td>Premium Features/ Company Contracts</td>
<td>0</td>
<td>690,349</td>
<td>1,156,795</td>
<td>1,961,299</td>
<td>3,884,889</td>
</tr>
<tr>
<td>Advertising</td>
<td>0</td>
<td>497,853</td>
<td>829,493</td>
<td>1,377,380</td>
<td>2,561,697</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>242,342</td>
<td>5,819,503</td>
<td>9,563,665</td>
<td>15,783,129</td>
<td>29,411,742</td>
</tr>
</tbody>
</table>

|                           |              |              |              |              |              |
| **Expenses**              |              |              |              |              |              |
| Marketing                 | 25,813       | 313,127      | 521,713      | 866,309      | 1,611,191    |
| Technology Developer/Designer Costs | 238,700     | 1,145,996    | 1,892,761    | 3,076,894    | 5,636,526    |
| Other Technology Costs   | 128,399      | 104,444      | 197,388      | 130,294      | 212,231      |
| Other SG&A                | 200,000      | 1,016,000    | 1,232,000    | 1,432,000    | 1,632,000    |
| **Total Expenses**        | 477,352      | 2,579,567    | 3,843,863    | 5,505,497    | 9,091,948    |
| **Gross Profit**          | (235,010)    | 3,239,938    | 5,719,802    | 10,277,631   | 20,319,794   |
| Gross Margin              | (97%)        | 56%          | 60%          | 65%          | 69%          |
## Financial Projections

<table>
<thead>
<tr>
<th>Phase</th>
<th># Monthly Users</th>
<th>Delhi Rollout</th>
<th>56,788</th>
<th>688,879</th>
<th>1,147,770</th>
<th>1,905,881</th>
<th>3,544,620</th>
</tr>
</thead>
</table>

### Appendix

<table>
<thead>
<tr>
<th>Category</th>
<th>Phase I</th>
<th>Phase II</th>
<th>Phase III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>25,813</td>
<td>313,127</td>
<td>521,713</td>
</tr>
<tr>
<td>Technology Developer/Designer Costs</td>
<td>238,700</td>
<td>1,145,996</td>
<td>1,892,761</td>
</tr>
<tr>
<td>Other Technology Costs</td>
<td>128,399</td>
<td>104,444</td>
<td>197,388</td>
</tr>
<tr>
<td>Other SG&amp;A</td>
<td>200,000</td>
<td>1,016,000</td>
<td>1,232,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>477,352</td>
<td>2,579,567</td>
<td>3,843,863</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>(235,010)</td>
<td>3,239,938</td>
<td>5,719,802</td>
</tr>
<tr>
<td><strong>Gross Margin</strong></td>
<td>(97%)</td>
<td>56%</td>
<td>60%</td>
</tr>
</tbody>
</table>
We aim to generate $28mm in profit in the next 5 years in India, and later expand worldwide.
### Nutritional Prowess:

<table>
<thead>
<tr>
<th>Power Chips:</th>
<th>Lays:</th>
<th>Beanitos:</th>
<th>Kale Joy:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nutrition Facts</strong></td>
<td><strong>Nutrition Facts</strong></td>
<td><strong>Nutrition Facts</strong></td>
<td><strong>Nutrition Facts</strong></td>
</tr>
<tr>
<td>Serving Size: 27g</td>
<td>Serving Size: 1 oz</td>
<td>Serving size 1 oz, about 12 chips (28g)</td>
<td>Serving Size 1 oz, (28g)</td>
</tr>
<tr>
<td>Calories: 130</td>
<td>Calories: 140</td>
<td>Calories: 140</td>
<td>Calories: 100</td>
</tr>
<tr>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat 1g</td>
<td>Total Fat 10g</td>
<td>Total Fat 7g</td>
<td>Total Fat 9g</td>
</tr>
<tr>
<td>7%</td>
<td>16%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Saturated Fat 1g</td>
<td>Saturated Fat 1.5g</td>
<td>Saturated Fat 5g</td>
<td>Saturated Fat 1.5g</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Trans Fat 0g</td>
<td>Trans Fat 0g</td>
<td>Trans Fat 0g</td>
<td>Trans Fat 0g</td>
</tr>
<tr>
<td>Cholesterol 0mg</td>
<td>Cholesterol 0mg</td>
<td>Cholesterol 0mg</td>
<td>Cholesterol 0mg</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium 170mg</td>
<td>Sodium 300mg</td>
<td>Sodium 55mg</td>
<td>Sodium 360mg</td>
</tr>
<tr>
<td>7%</td>
<td>10%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Potassium 380mg</td>
<td>Potassium 280mg</td>
<td>Potassium 280mg</td>
<td>Potassium 380mg</td>
</tr>
<tr>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Total Carbohydrate 2g</td>
<td>Total Carbohydrate 15g</td>
<td>Total Carbohydrate 15g</td>
<td>Total Carbohydrate 12g</td>
</tr>
<tr>
<td>1%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Dietary Fiber 0g</td>
<td>Dietary Fiber 1g</td>
<td>Dietary Fiber 5g</td>
<td>Dietary Fiber 0g</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Protein 2g</td>
<td>Protein 2g</td>
<td>Protein 4g</td>
<td>Protein 5g</td>
</tr>
<tr>
<td>7%</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Amount Per Serving</td>
<td>Amount Per Serving</td>
<td>Amount Per Serving</td>
<td>Amount Per Serving</td>
</tr>
<tr>
<td>Calories from Fat 40</td>
<td>Calories from Fat 90</td>
<td>Calories from Fat 60</td>
<td>Calories from Fat 80</td>
</tr>
<tr>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Carbohydrate 2g</td>
<td>Total Carbohydrate 15g</td>
<td>Total Carbohydrate 15g</td>
<td>Total Carbohydrate 12g</td>
</tr>
<tr>
<td>1%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Dietary Fiber 0g</td>
<td>Dietary Fiber 1g</td>
<td>Dietary Fiber 5g</td>
<td>Dietary Fiber 0g</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
<td>Sugars less than 1g</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Protein 2g</td>
<td>Protein 2g</td>
<td>Protein 4g</td>
<td>Protein 5g</td>
</tr>
<tr>
<td>7%</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Summary: Keep it simple, and practice a lot

- **Content**
  - What is the purpose of your presentation?
  - Who is the audience?
  - Plan for your time
  - Stick to the theme

- **Structure**
  - Work on transitions, story, and arc

- **Slides**
  - 7-10 maximum for a 10 minute presentation
  - Not too much text
  - Graphics to illustrate key points

- **Delivery**
  - Match style to situation
  - Practice until you can present without notes, and not from memorizing a script
Paul Pitch
What are you trying to accomplish?

1. Start a dialogue
2. There is no Number 2!
1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotional
6. Stories
<table>
<thead>
<tr>
<th></th>
<th>For me</th>
<th>For our listener</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Simple</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Unexpected</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Concrete</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Credible</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Emotional</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Stories</td>
<td></td>
</tr>
</tbody>
</table>
Concrete

refer to objects that are available to the senses
definitions are fixed

Abstract

refer to ideas & concepts without physical referents
definitions are dynamic/mutable/relative

Pro Tip: choose sensory words

General

Specific

groups

individuals
Concrete Business Thesis Statement

We’re building a platform that enables simulation-based learning using our proprietary algorithm that tracks group behaviors and generates predictive modeling outcomes for a broad array of applications.

-or-

We help public health officials predict the spread of disease using cell phone GPS data so they can make sure critical supplies are in place before they’re needed.
Concrete Business Thesis Statement

Litmus Test:
If you had to explain to your grandmother what you do, would she understand?
3. Concrete – Helps us to see the forest for the trees
Simple ≠ dumbed down
Simple = Core

- Weed out superfluous info
- Prioritize ruthlessly

If everything is important, then nothing is important.
Southwest Airlines is THE low-cost leader in air travel.

"With this knowledge, any employee can be CEO."
-Herb Kelleher
3. Concrete – Helps us to see the forest for the trees
1. Simple – Helps us define what matters most
Dropbox Intro Video - YouTube

Magic Pocket
1. Capture Attention

Break a pattern = Surprise

Pro Tip: avoid gimmickry
Create a Knowledge Gap (Mystery):
Tell your listener only as much as they need to know.

The smaller the knowledge gap, the greater the curiosity.

70% = passing
99% = maddening

If there's a knowledge abyss, provide enough context to make a listener care and reduce it to a gap.
3. Concrete – Helps us to see the forest for the trees
1. Simple – Helps us define what matters most
2. Unexpected – Gets your listener’s attention
Credible

1. External sources:
   • Authorities
   • Spokesperson
   • Anti-Authorities

2. Internal sources
   • Speaker
   • Listener
Supporting Credibility

A. Details
B. Statistics
C. References
It’s NOT about the Numbers

• Stats are rarely meaningful in and of themselves.
• Stats should illustrate a **relationship**
  • It’s more important for people to remember the relationship than the number
• Make them human scale
• Don’t lie: use stats as input, not output
COVID-19 Map as of November 11, 2020

Source: Johns Hopkins CSSE https://coronavirus.jhu.edu
3. Concrete – Helps us to see the forest for the trees
1. Simple – Helps us define what matters most
2. Unexpected – Gets your listener’s attention
4. Credible – Makes them believe
Emotional Appeal to Self-Interest Why Should They Care

WIIFY – What’s In It For You

• should be a central aspect of every message
  • people matter most to themselves
  • Say “you” not “someone”
• Emphasize benefits, not features
• Ask “Why?” 3X (What you can do for them)
Emotional Appeal to Identity

James March Identity Decision Model:
• People ask themselves: “Who am I?”
• What kind of situation is this?
• What do people like me do in this situation?

No calculations, only norms & principles!
3. Concrete – Helps us to see the forest for the trees
1. Simple – Helps us define what matters most
2. Unexpected – Gets your listener’s attention
4. Credible – Makes them believe
5. Emotional – Makes them care
Why are Stories so important?

1. Simulation: how to act
2. Inspiration: motivation to act
Stories = Data + Emotion
Stories carry facts better

You are 22 times more likely to remember facts if they are woven into a narrative.
Many ways to frame a story

Problem-Solution

Character Focused

Use Case
Customer Based: “The tale of Betsey Farber”

Betsey loved to cook. But it hurt. So Sam Asked...
Why do ordinary kitchen tools have to hurt your hands? Why can’t there be wonderfully comfortable tools that are easy to use?
Problem/Solution: *Lots of clothes, nothing to wear!*

Co-founders Jennifer Hyman (Jenn) and Jennifer Fleiss (Jenny), met as roommates at Harvard Business School, where over frequent girls nights, they became fast friends. During a trip home to New York City, Jenn watched her sister Becky struggle with a ‘closet full of clothes but nothing to wear’ moment. Becky had an upcoming wedding and wanted something gorgeous—Hervé Léger maybe, or Proenza—but her modest salary meant that everything high-end was out of reach. What if, Jenn thought, the Beekys of this world could have access to their dream closet — a new dress for every occasion? And what if designers were able to get their pieces into the hands of young, fashionable women, and build an addiction for designer fashion?
Use Case: A trip without a man-purse!

About SeV

SCOTTEVEST: The Trip of My Life

About ten years ago, I created SCOTTEVEST® to solve a very common problem: I needed a way to carry and organize all my gadgets and gear without a "man-purse." Now with inspiration from our loyal customers, I find myself RE-inventing SCOTTEVEST® as the world's best travel clothing company. It turns out that it's not really much of a stretch; our customers have been wearing both for travel from the very beginning.

Our re-invention started when we asked our customers to submit photos of themselves wearing our prototypes for the new catalog. I was amazed by the thousands of photos we received, showing you wearing our clothes all over the world.

You wrote to us and told us of your adventures with everything needed on you at all times, safety and security allowed in hand's multitudes of hidden pockets. Even with your pockets stuffed, you looked fabulous.

You also told us that SCOTTEVEST® makes your travels easier by simplifying airport check-in/security, saving extra baggage fees, and having an easy and secure way to organize and carry all of your necessities. You were reported that they left their purses at home, and guys no longer needed a fanny pack or the infamous man-purse.
3. Concrete – Helps us to see the forest for the trees
1. Simple – Helps us define what matters most
2. Unexpected – Gets your listener’s attention
4. Credible – Makes them believe
5. Emotional – Makes them care
6. Stories – Informs action
The Pitch in Six Steps

1. Problem – Why is it an issue?
2. Solution – What do you do to solve it?
3. Market – Who cares? How many are there?
5. Team – What makes you uniquely qualified?
6. Request – What do you need?
Additional Tips

1. Don’t forget to introduce yourself!
2. Value Prop is critical:
   • We help [Who] solve [Why] by [What]
3. What you do matters, not how you do it.
4. How you make money matters to investors.
5. Adjust to suit your story:
   • Change order
   • Delete irrelevant topics
   • Add unique points:
     • Traction
     • Partnerships
     • Prior Investment
     • Intellectual Property
     • Regulatory
Why do some pitches work?

• Attention Span
• “Anchor & Twist”
  • Similies, analogies, metaphors, examples
• Don’t wing it, script it
• Why > What
• Storytime
• Steal like an Artist
• See the Dropbox “Magic Pocket” pitch
Why do some pitches work?

• Use question time to your advantage
• Be wary of Adjectives and Adverbs
• Analogies can be Helpful BUT...use judgement
• Don’t Exaggerate...you will get caught
• Steer Into Risks ... Avoiding them is suicide
• Try to Have Fun
Another Example

• [https://www.youtube.com/watch?v=i6O98o2FRHw](https://www.youtube.com/watch?v=i6O98o2FRHw)
ICES

• PLEASE DO NOW