

T H E
ART
O F T H E
START

The Art *of* Pitching



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The Art of Pitching

Two Parts . . .

Content

1: Title	2: Company	3: <i>Players, Problem & Pain</i>	4: Pain Killer
5: Technologies	6: Competition	7: Biz Model	8: Go to Market
9: Metrics & Money	10: Team	11: Timelines & Status	12: Why Us?

What

95%

Delivery



How

5%

The Art of Pitching

Two Parts . . .

Content

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5: Technologies	6: Competition	7: Biz Model	8: Go to Market
9: Metrics & Money	10: Team	11: Timelines & Status	12: Why Us?

What

50%

Delivery



How

50%

The Art of Pitching

Two Parts . . .

Content

1: <i>Title</i>	2: <i>Company</i>	3: <i>Players, Problem & Pain</i>	4: <i>Pain Killer</i>
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What

50%

The Art of Pitching

Analytical Mind of Investors

SWOT

Strength

+

Weakness

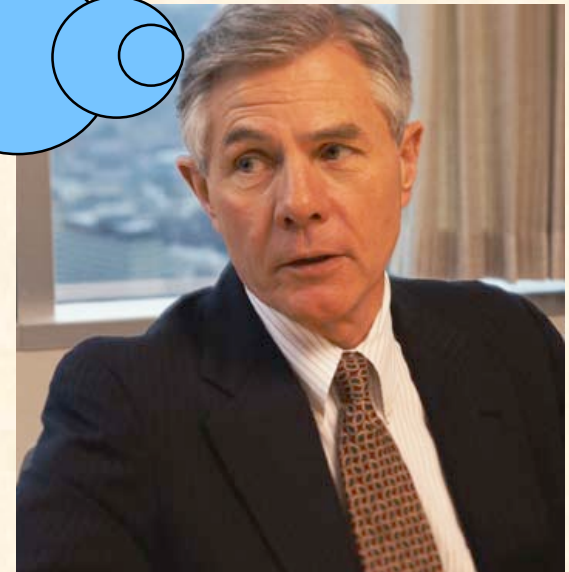
-

Oppportunity

+

Threat

-



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1

Begin with “The End”



Allow for pitch decay

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Pitch Decay



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Pitch Decay

50% left after
just **one hour**



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Pitch Decay

20% left after
just **one day**

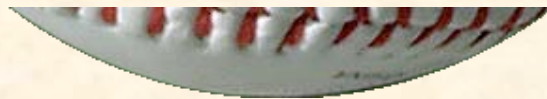


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Pitch Decay

Only **10%** left after
just **one week**



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What's the 10% that Matters?

- If you just remember three things today:
 - 1. Big point one
 - 2. Big point two
 - 3. Big point three

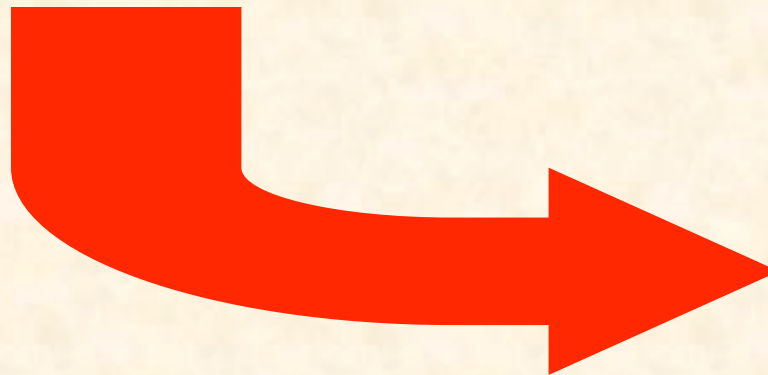


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**The Art
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Pitching**

Build Your “Why Us?”
Summary Slide First

**Begin with
“The End”**



12: Why Us?

Here is why you
should invest in
us

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2

Be brief

...but it is *much* harder to do



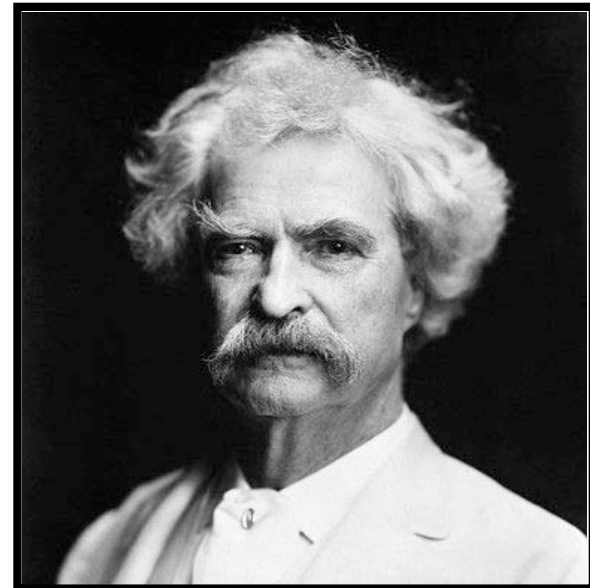
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Mark Twain Said It Best:

"I didn't have time
to write you a **short**
letter, so I wrote
you a **long** one."

*Elevator Pitch
Overview
Presentation*



*Samuel Clemens,
a.k.a. Mark Twain*

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KISS: Keep It Simple Stupid

Our technology is the first integrated and automatic Book Scanner that will scan and digitize bound documents at speeds of 1,200 pages per hour and at a fraction of the cost of existing products, based on a disruptive digital imaging technology initially developed at Xerox PARC and protected by 5 granted patents and one pending.



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The Art of Pitching

KISS: Keep It Simple Stupid

~~Our technology is the first integrated and automatic
Book Scanner that will scan and digitize bound
documents at speeds of 1,200 pages per hour. If
you're not sure if you should buy it, ask me. I
will be happy to help you. this guy is boring
me to death. I have been in the industry for
over 10 years and I know what I'm talking about.~~

We capture the future of knowledge.



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Kill "Geek Speak"

~~Utilizing the 2048-bit Diffie-Hellman key exchange and 168-bit, triple-DES, we provide intrusion protection for digital voice, fax and wireless communications.~~

We safeguard your communications.



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3

Bait the hook



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“Wait a minute ...
Tell me more!”

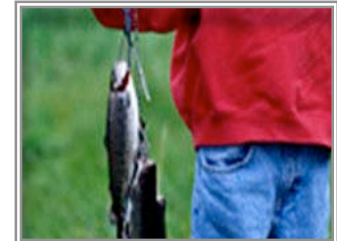
Elevator Pitch

Elevator Pitch



“Bait the hook”

**Get 'em
interested**



“Reel 'em in”

Close 'em

The Art of Pitching

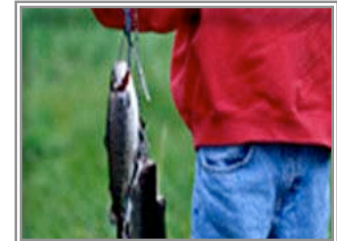
Elevator Pitch: Where Does It Fit?

Tag Line
Mission Statement
Elevator Pitch
Initial Presentation
Executive Summary
Business Plan
Detailed Presentation
Due Diligence I
Due Diligence II
Term Sheet



"Bait the hook"

**Get 'em
interested**



"Reel 'em in"

Close 'em

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Simple Elevator Pitch

Call to Action? ■

Why you? ■

Why now? ■

What / Who ■



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Advanced Elevator Pitch

- Call to Action? ■
- Mission Statement ■
- Unique Differentiators ■
- So What? Benefits ■
- What? (50,000') ■
- Market Opportunity ■
- Burning Problem ■
- Tag Line ■



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4

Get high and stay high



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Molly



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Get High and Stay High

What?



Benefits

How



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Focus on Customer Benefits

- Technical benefits
 - Seamless integration
 - Scalable, adaptable and secure
 - Improves network performance
- Business benefits
 - Increases revenue streams
 - Reduces risk
 - Cuts costs by 30%



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Obey the 12/20 rule

...about a *dozen* slides
in *twenty* minutes



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Use About a Dozen Slides!

1: Title

Title; speaker intro & contact info; kick-off tag line

2: Company

Company overview; w/ elevator pitch or mission stmt

3: Players, Problem & Pain

Market definition; (get problem & pain buy-in); market size

4: Pain Killer (i.e. Solution)

Our value proposition; "so what" benefits; ROI logic

5: Technologies

Our "magic"; intellectual property

6: Competition

Who else is doing this? (Don't forget status quo & home grown)

7: Biz Model

Here's how we'll make money

8: Go to Market

Our marketing plans & leverage points

9: Metrics & Money

Success metrics (biz drivers) & revenue/margin projections

10: Team

Here's who will be responsible for our success; maybe BoD too

11: Timelines & Status

To date (on OPM); next "x" months; use of proceeds

12: Why Us?

Here is why you should invest in us

The Art of Pitching

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Two Parts . . .

Delivery



How

50%

6

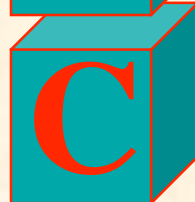
Change people's pulse



audience



bond



communicate



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Ask Relevant Questions
The answers will tell you what to stress!

- What are the three most important things I could tell you about my company today?
- What attracted you to my business plan?



Do research up-front

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Ask Relevant Questions How will the VC help you?

- Tell me about your last investment?
- What was the last partnership you struck for one of your portfolio companies?
- How will you help accelerate our success?



Do research up-front

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Change People's Pulse

Pitch



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Change People's Pulse

Pitch



Volume

Loud

Soft



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Change People's Pulse

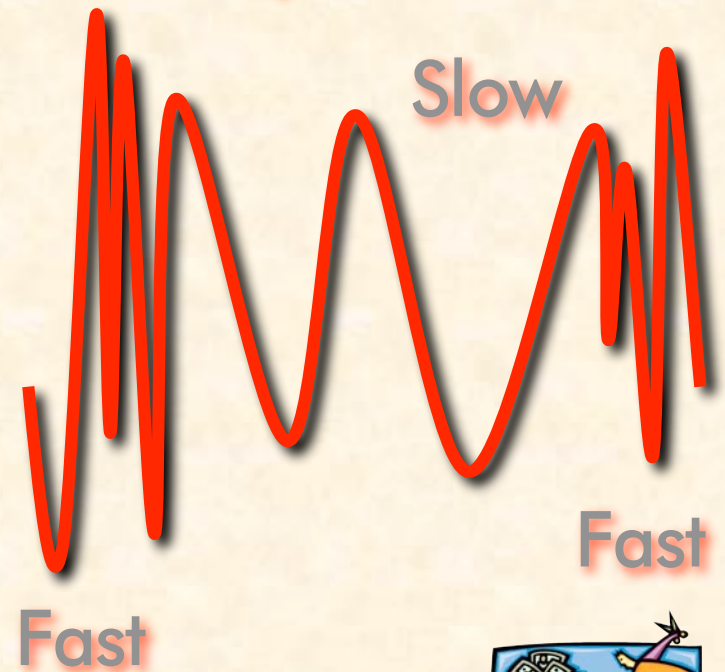
Pitch



Volume



Speed



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Change People's Pulse

Pitch



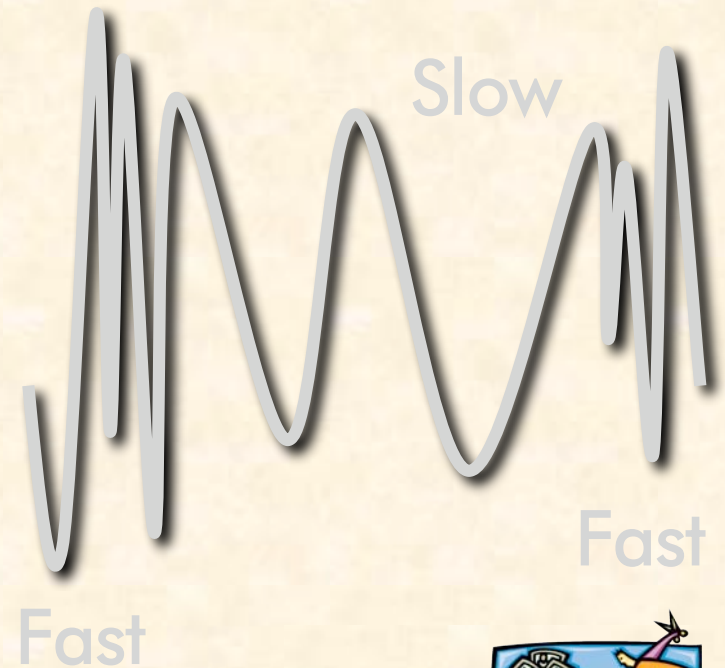
Volume

Loud

Soft



Speed



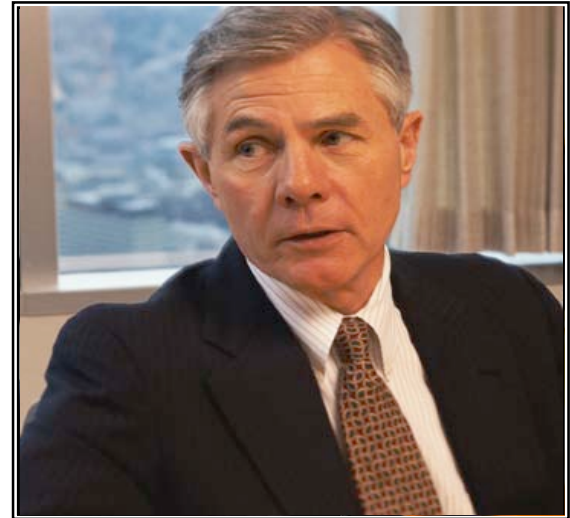
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7

Tell stories that sell

- Passion
- Energy
- Compelling



Confidence.

8

Get a transition

- Ask a rhetorical question
- Build upon last topic
- Make a statement
- Say “next”



9

Practice and integrate feedback

...it shows *either* way



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Tips for Practicing Your Pitch

- Use a timer
- Videotape your team presentation



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1. Tell Them...

...what you are going to tell 'em

Investment Setting

1: Title

Title; speaker intro & contact info; kick-off tag line

2: Company

Company overview; w/ elevator pitch or mission stmt

3: Players, Problem & Pain

Market de (get prob pain bu market size

4: Pain Killer

ROI

3. Tell Them...

...what you told them

5: Technologies

Our "magic"; intellectual property

6: Competition

Who else is doing this? (Don't forget status quo & home grown)

7: Biz Model

Here's how we'll make money

8: Go to M

Our marketing plan
leverage points

9: Metrics & Money

Success metrics (biz drivers) & revenue/margin projections

10: Team

Here's who will be responsible for our success; maybe too

11: Timelines & Status

To date (on OPM); next "x" months; use of proceeds

12: Why Us?

Here is why you should invest in us

2. Tell Them

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of
Pitching

10

Develop an "attitude"
- never give up!



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Two Parts . . .

Content

1 Title; Speaker intro; What \$ you are after	2 Company overview; Mission stmt	3 Problem buy- in; Market size	4 Your solution & benefits
5 More solution details	6 Technologies	7 Competition	8 Marketing & leverage points
9 Success metrics; Revenue projections	10 Team	11 Status; Timeline; Use of funds	12 Why Us? Call-to- action

What

50%

Delivery



How

50%

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What's the 10% that Matters?

- If you just remember three things today:
 - 1. Begin at the end
 - 2. Be brief
 - 3. Change people's pulse



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Perfecting Your Pitching

1. Begin with "The End"
2. Be Brief
3. Bait the Hook
4. Get High and Stay High
5. Obey the 12/20 Rule
6. Change People's Pulse
7. Tell Stories that Sell
8. Get a Transition
9. Practice and Integrate Feedback
10. Develop an Attitude

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Want More?

bill joos blog.com

“Tips from the Trenches”

Sales, Marketing, Business Plan and Equity Fundraising Insights



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Note:
Example Only
Fictional Data



Empowering Mobile Communication Groups

Bob Johnston
President and CEO
rich@xone.com
650-555-1212



30,000' Overview

Note:
Example Only
Fictional Data

- ➔ **Mantra:** Empowering Mobile Communication Groups
- ➔ **Markets:** Pervasive groups of associated individuals
- ➔ **Key IP:** Proprietary and protectable 3G thin-client, server and location-based s/w technologies
- ➔ **Business Model:** Profitable "\$ per seat" ASP service model
- ➔ **Founders:** Seasoned expert data comm entrepreneurs
- ➔ **Invested:** Founders \$xxxK -- and x years -- for validation of need, technology architecture, product design and proof of concept
- ➔ **Seeking:** \$xM to finalize products, capture dominate share in our initial market, and reach profitability within 18 months after funding



Business Model and Go To Market

Note:
Example Only
Fictional Data

- ➔ Carrier; >5,000,000 minimum
 - ➔ Negotiated: xx¢/user/month
 - ➔ They want ARPU boosters

- ➔ Large business; Bechtel-class client; >2,500 to 25,000
 - ➔ Negotiated: \$x/token/month
 - ➔ Direct sale

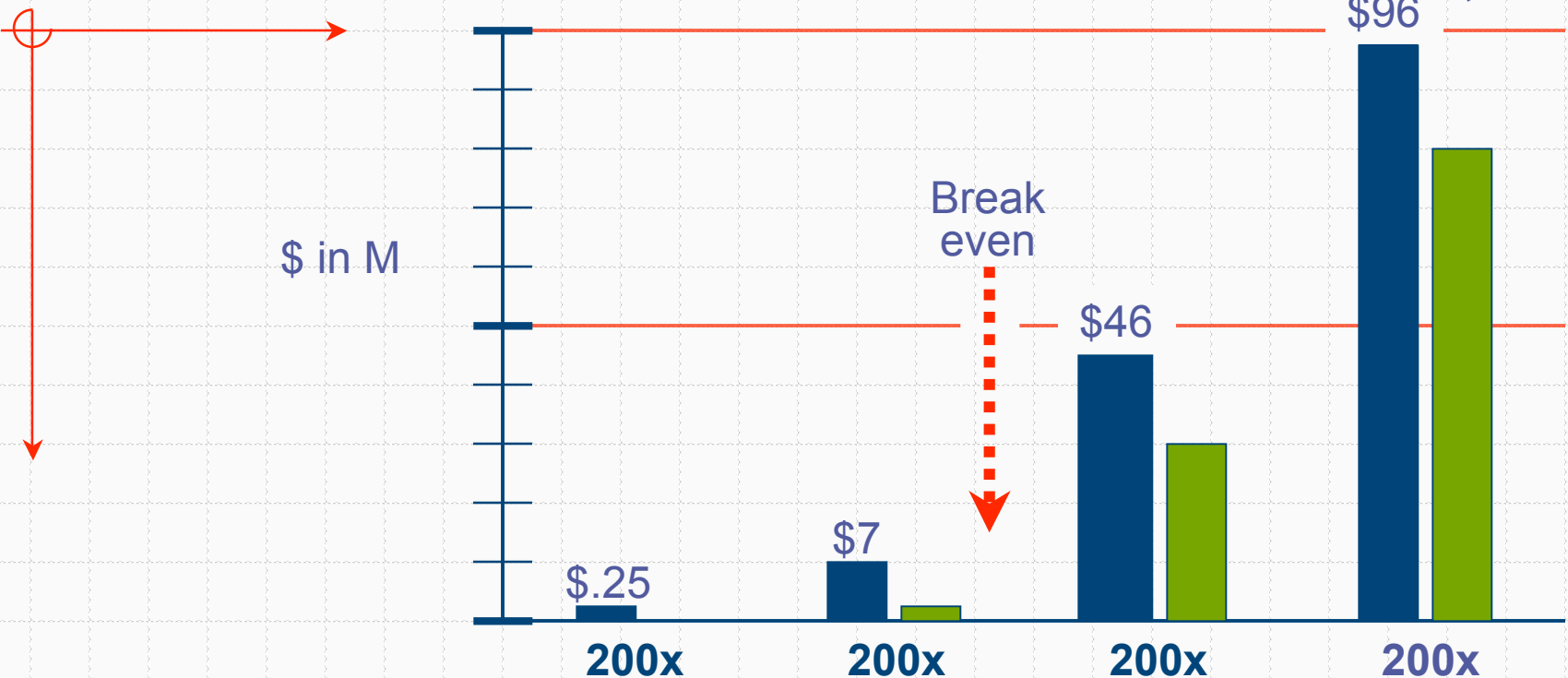
- ➔ Medium businesses; 250 to 2,500
 - ➔ \$x/token/month
 - ➔ Carriers' VARs / VADs with commission or revenue share

- ➔ Small businesses; typically <250 tokens
 - ➔ \$x/token/month
 - ➔ Web self-serve



Driving Metrics and Revenues/Profits

Note: Example Only Fictional Data



of businesses

Carrier	0	0	1	2
Large Bus.	0	28	60	88
Medium Bus.	7	160	300	520
Small Bus.	5	140	320	440



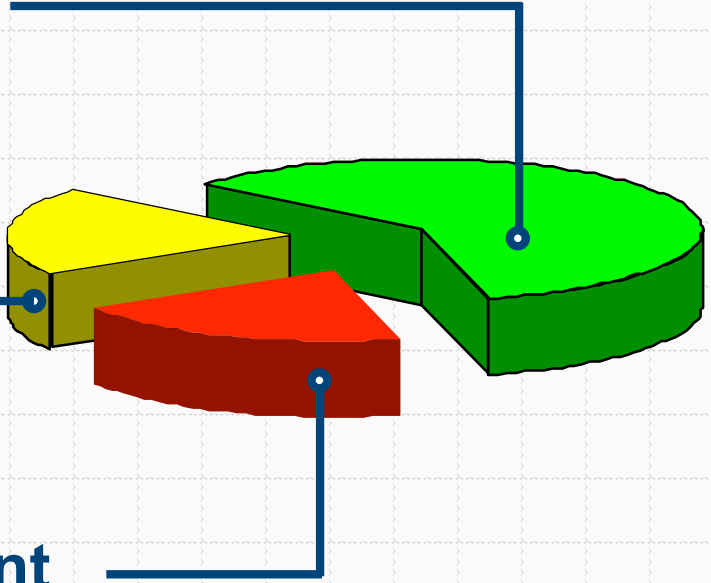
\$x Million to . . .

Note:
Example Only
Fictional Data

Operations: launch,
marketing & sales

IP R&D

Product Development



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