Effective Pitches and Presentations

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Structure of the Pitch (10 – 15 slides total)

- **Intro:** Define the company, business, service or product in a single sentence. Logos, photos and graphics are great.
- **Team:** Identify your core group of talent that can execute the value proposition.
- **Opportunity:** Establish the need for your company’s solution and the size of the market.
- **Solution:** Demonstrate how you will solve the problem and why you’re different than other solutions.
- **Competition:** Identify your competitors, state how you know you can do it better, faster or cheaper than the competition.
- **Business Model:** Explain how you will generate revenue, show us what you’ve accomplished to date, and make future forecasts.
Introduction:

» Give a brief history of the company, when it was started, how it’s been funded.
» Define the company, business or product in a single sentence.
» Concisely state your core value proposition, including the target market.
» What unique benefit will you provide to what customers to address what need?

Key Objective:
Everyone should know the basic idea and value proposition of the company.
Team:

» Management - relevant experience of key team members. Prior companies/startups. Educational backgrounds/skills
» Board of Directors/Board of Advisors (if applicable)
» Key future hires – what are you missing on your team that you know about and plan to fill in the future?

Key Objective:
Make us confident that the team believes in the company and can execute on the idea.
Opportunity:

» State the problem; describe the pain.
» Why does the problem persist? Define recent trends that make your solution possible. How is it currently addressed?
» Why are we at an inflection point now?
» Identify the market size.
» How does this market change and grow over time?

Clear Problem + Large Market = Great Opportunity

Key Objective:
Establish the need for your company’s solution and convince us that solving the problem is worth the effort.
Solution:

» Demonstrate your solution.
» Validate your differentiation.
» Explain your technology / IP.
» How is your new solution better?

Key Objective:
Help us understand how you will solve the problem.
More about your Solution

- What specifically are you offering and to whom?
- What is your differentiator or unique competitive advantage?
- Clearly identify three or four key things you offer and who realizes these benefits.
- Explain how your solution is a company and not just a feature.
- If you have any patents, trademarks or copyrights, say what they are.
Competition:

» Show why you’re better – use a competitive matrix:
  Ø Strengths and weaknesses
  Ø Metrics
» Where do you fit in this mix?
» Summarize three or four reasons why your customers prefer your product or solution over others.
» How might this market change over time?

*Remember that your biggest competitor could be the status quo!*

Key Objective:
Help us understand whom you compete with, why you have a better product or solution and how you can win.
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Business Model:

» How will you make money?
» What are the costs and revenues?
» What is the sales and distribution model?
» Make sure you understand the key assumptions underlying your plan and be prepared to defend them.
» What did you learn or change during the course of this competition?
» The most important thing to convey is that you understand the economics and evolution of a growing, dynamic company, and that your vision is grounded in an understanding of practical reality.

Key Objective:
Tell us how you will generate revenue; show us what you will accomplish in a given period of time.
Tips from Guy Kawasaki
Garage Technology Ventures

https://ecorner.stanford.edu/video/make-a-great-pitch/
Judging Criteria:

For All:

• Did the team identify a significant problem or unmet need and create a venture to solve this problem?
• What is the size of the market and what percentage do you expect to capture?
• Has the team developed a prototype or minimum viable product? How far along are you on the product cycle?
• Does the team have significant evidence that the solution is validated (includes letters of intent, purchase contracts, sales, and partners)?
• How will the prize money help your venture?
Judging Criteria:

For Social Ventures:

• Is addressing the social/environmental problem the primary purpose for the creation of the enterprise? If so, why?
• Does it have an innovative, systemic approach to addressing the social/environmental problem? If so, how?
• Does the organization have a sustainable approach to achieving its mission and implementing/scaling its innovative approach to addressing the social/environment problem? If so, explain.
• If your venture does not address a social/environmental problem as its primary purpose, does it positively impact society in some other manner? If so, how?
Award Categories

**Most innovative $4,000**
- Creativity
- Disruptiveness
- Ability to solve a problem in new ways
- Prototype or MVP developed
- Demonstrated differentiation from competitors

**Strongest social/environmental impact (Jim Moran Challenge Social Venture award) $4,000**
- Primary purpose is addressing social/environmental problem
- Systemic approach to addressing social/environmental problem
- Sustainable approach to achieving its mission
- Positively impacts society
- Triple Bottom Line
Award Categories

Spirit of Entrepreneurship $4,000
• Presentation
• Passion
• Character
• Teamwork
• Participation (point for every workshop)

Most Viable $4,000
• Strong first year sales
• Proven validation of market
• Demonstrated execution ability
• Validated and realistic financial model
• Demonstrated differentiation from competitors
Award Categories

Most Scalable $4,000
• Strong five year sales
• Actionable plan for growth
• Potential for new markets
• Potential for outside investment
• Probability for greater global expansion

Best Overall – Mark K Scott Infinity Funds Prize $10,000
• Highest points overall of all criteria added together
Remember – you have seven minutes to convince the judges!

Winners will practice, practice, practice!
Questions?

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Good Luck!