

assignment # 2 // the pitch

~ PRESENTATION DAY

overview

your collective will pitch the business idea that you've been working on to the class. we will do this in the modality of "a business pitch." this will consist of a presentation in front of **a group of imaginary investors** over a zoom conference of **about 20 minutes**.

one day before your allotted time, each collective will provide the PDF/brochure to the rest of the class. every member of the group is expected to make a contribution on the day of the presentation, though you can divide the pitch itself in whatever manner fits your goals.

remember: this is a *persuasive* presentation—convince your audience that your idea deserves their attention and their resources!

GUIDE TO PRESENTATION DAY

adapted from: The Staff of Entrepreneur Media (2019). [Entrepreneur voices on elevator pitches](#). Entrepreneur Press.

investors—who are you pitching to? (audience awareness)

"Entrepreneur [...] Gary Vaynerchuck once said, "The best ingredient to a good story is knowing what your audience wants to hear." This observation is especially true when deciding who and what you want to pitch. After all, you could have the best presentation in the world, but if you're playing to the wrong crowd, it could bomb big time. If you're looking to fund a startup, a good place to start is with **angel investors**—individuals who invest their own money into an entrepreneurial company" (Danica 39).

[...]

“**Angel investors** can be individuals or groups formed through investors pools and crowdfunding. Because they invest their own funds, factors such as confidence, trustworthiness, and delivery play a much more significant role when compared to dealing with venture capitalists.”

A FEW MODELS/TEMPLATES YOU CAN FOLLOW

MODEL 1: *Entrepreneur Voices On Elevator Pitches, Chapter 3: THE FIVE SLIDES YOU MUST HAVE IN YOUR PITCH DECK*, by Tony Conrad

Cover Slide

- Include: company logo, meeting date, and name of the investor you're pitching to. Use a beautiful full-screen picture that captures your idea
- Since you'll likely be in the room early, have this slide displayed when the investor walks in— it's your first impression

Slide 1: Team and Company Snapshot

- Include: amount of capital you're hoping to raise; the date you founded the company; include pictures of all the key people currently involved (founders, team members, investors, and advisors)
- The point of this slide: if you can effectively sell the investor on why your team is uniquely qualified to solve the problem you're tackling, they'll begin to lean in and give you a fair listen

Slide 2: Numbers and Traction to Date

- Share early performance data if your product/service is live. If you're in the pre-launch phase, then include development milestones, user test data, and anything else that might demonstrate momentum
- Also, include your social media following (Twitter, Instagram, etc.)

Slide 3: Vision and Market Opportunity

- Include: very concise timeline (vision for the company)

- The point: this slide is your opportunity to tell investors about the future of your space and how it will evolve. If you can create a narrative that shows how similar versions of your vision have succeeded in other companies, you'll have a better shot at moving the investor from skeptical to believer

Slide 4: Product Demo

- Include: visuals of your product, space, or envisioned service
- The point: to demonstrate how your product/service is addressing the market opportunity.
- If you don't have a *product*, you still need to show visuals of what you're building, whatever it is (you will need to get creative)

Slide 5: Go-to-Market Strategy

- Include: Explanation of your market strategy
- The point: you want to clearly demonstrate the fact that you have thought about your product and how to capture market share

Other notes:

- Be engaging and try to avoid a dry, mind-numbing presentation. At the end of the day, great content makes a great deck
- Try to sprinkle in some creativity and personality on top of great content—winning combination
- Always be open to change, stumbling, and unpredictables—you can integrate them into your presentation: how you handle yourself will become part of your pitch

MODEL 2: [Patrick Lang's 5-step Pitch](#): one sentence pitch; tell a story; problem; solution; value

MODEL 3: [Caya's model: problem-solution based presentation](#)

According to Caya, the founder of Slidebean, "Pretty much every pitch deck follows this structure."

INTRO:

A Cover
The Problem
The Solution
Product Demo

WHY WE'LL

MAKE YOU RICH:

Market Size, Business
Model Competition,
Underlying Magic,
Go-to-Market Plan,
Team

WRAP UP:

Traction / Milestones
Fundraising Info

group work for rest of class:

- which model will best suit your company?
- how are you going to divide the time of the presentation (the different sections) between all the group members?

as you get together with your groups, you will start to sketch out an outline for what will later become your presentation. as you brainstorm and begin to work, take into consideration the following requirements and suggestions:

presentation day ~ requirements:

- on the monday before your presentation, you will send to the class your **brochure PDF**
- **slides required**, even if they are very basic
- presentation between **10-20 min.**
- **everyone** in the group must speak and contribute in roughly equal measure
- **cameras on** for the speaker, even if on screen share

presentation day ~ suggestions:

- beginning: introduce yourselves and why you're here

- ending: don't leave the audience hanging... have some closure
- AUDIENCE AWARENESS! this is not "our class" but a group of potential investors
- be interactive: ask questions throughout your presentation