

General Tips

- 1 idea per slide – 10 or 12 slides
- Images more powerful than words
- Start with this process
 - Write no more than 20-30 words per slide (**think of each slide like a Tweet – 140 character limit**)
 - Refine to 10-15 words to what is *essential*
 - Find an image that best represents the essential message and use it
 - When discussing data: show graphs, not just words



Elevator Pitch

- 30 seconds only
- What you do, how you do it and why



The Problem

- What is the problem you solve
- Who has the problem
- Make it relatable
- How is it a **MUST have** vs. nice to have

The Solution

- Connect your solution directly to the problem
- Show how your solution helps the user:
 - make money
 - save money
 - do things faster
 - become better or more powerful
 - find an ideal mate / love
 - be safe
- Remember: Different is Better Than Better



The Product

- Don't tell us what you do, **SHOW** it here
- Product demo
- Have an offline version
- Use a screencast
- Show the **WOW** *not* every last detail of HOW



The Market

- Show a MASSIVE market that is GROWING
- Top down or bottom up
- Ideally show us a massive and growing market that we did not know about
- Show us math and data – tell us which segment of the market you are targeting



The Business Model

- How will you make money?
- ‘Hope’ is not a strategy
- Show us evidence of how your business model works: revenues you’re already generating or names of customers who have agreed to purchase once you meet milestones



Your Traction

- Show us your revenues
- Show us your analytics (Google if you have it)
- Show us your user #s and their feedback and their *behavior*
 - “We have 1000 users and 10% use our product for 12 hours a day every day” = Good
 - “We have 1000 users and they all say it’s great” = Weak



Competition

- What's your unfair advantage?
 - You are the only game in town and you have 80% of the market locked in
 - You have hard core technology built that will be really difficult for others to copy
 - There are only 5 people in the world who know how to do what you are doing – and you employ 4 of them and the 5th one is on your advisory board and the professor who taught all of you is your mother
 - Show the competitive matrix and how your solution is better



Customer Acquisition

- How are you getting customers?
 - Be specific (“we have signed up 1000 people with Klout scores of 60+ who have already signed up for our service and are currently sharing their every behavior with their network leading to a conversion rate of 20% per generated share”) vs. general (“we will use viral marketing”)
 - If BtoB: How are you reaching your customers? You and your entire team = the sales team. Tell us who is on your target list of customers you want to reach and have already contacted.
 - Data: Volume, Cost and Conversion



Team

- Geeks: Really GREAT technical expertise
- Business: Have had past acquisitions / exits
- Marketing: Know how to get customers to pay
- Design: Know how to get users to click and pay



Raise

- How much are you raising?
- What will you do with the money?
 - Show us that you know what you are doing when it comes to spending money.
 - Show us which milestones you will reach and how it will create value with the money you are raising.
 - Product, People, Scale and Sales



Exit Strategy

- Do you want to be “Rich or King”?
- What companies would be interested in buying you out.
- Amount of Xs you expect in time



Close

- Use an image that is memorable and relevant to your product
- Show us how the world will be different as a result of your having been here
- Show us the massive opportunity again
- Thank you

