



PITCH PERFECT

Nathalie De Schepper for StarWatts

Purpose of this session

Prepare your elevator pitch

Storytelling as an essential

Common mistakes

How to structure your pitch

Q&A

Pitch worksheet

Pitch booklet

NATHALIE DE SCHEPPER



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Teacher entrepreneurship: KdG, UA

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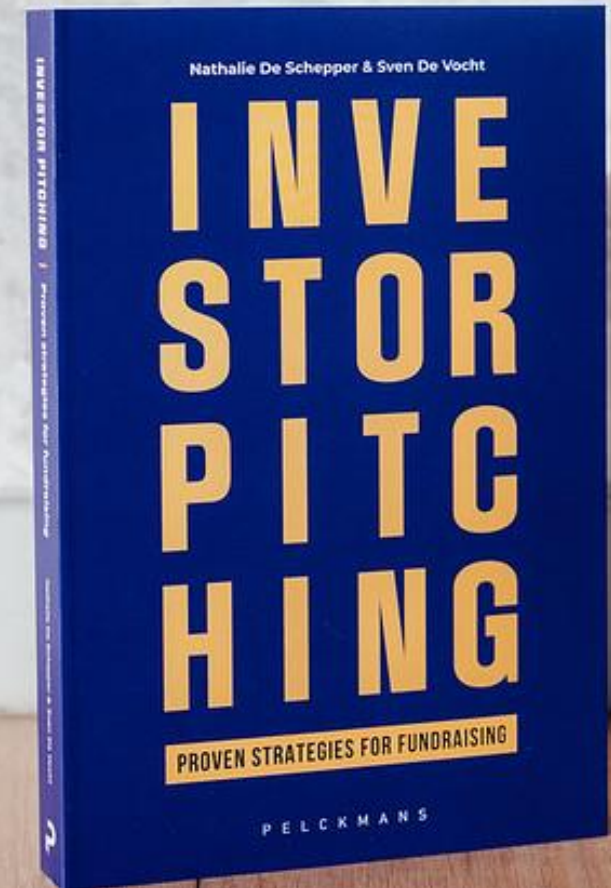


Crowdfundingexpert

Books: Crowdfunding Essentials

& **Investor pitching**

Startup toolkit



Look into all building blocks.

Not a session about body language.

‘There is no such thing as the perfect pitch.’

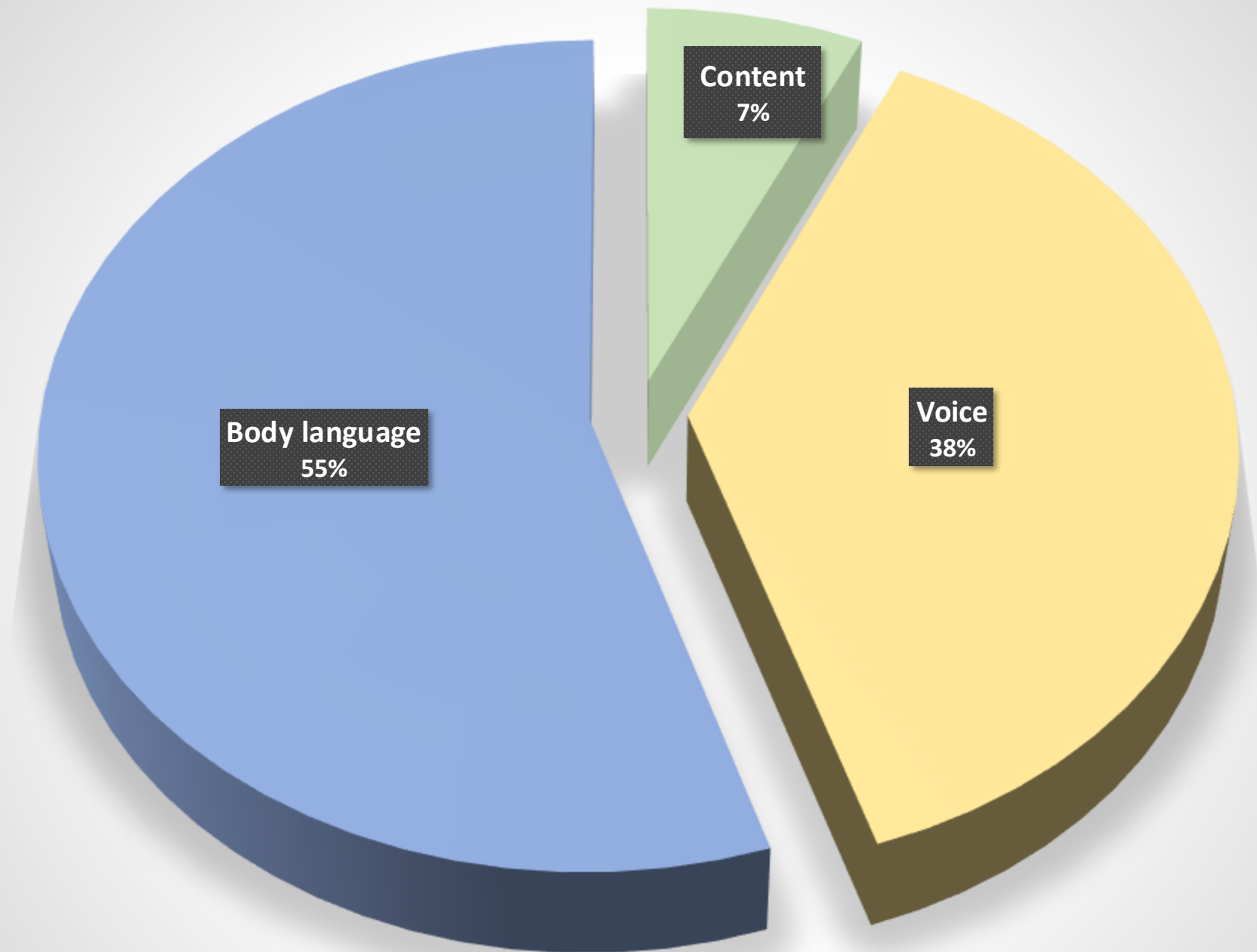
Be aware of differences in
perception and context.

A presentation is a marathon,
a pitch is a sprint.

Energy

Goal oriented

Balancing information



STORY

Write Your Story!

Storytelling elements

Characters

Setting



Storytelling elements

Characters

Setting

Building climax

Connect beginning and end!
'Circular ending'

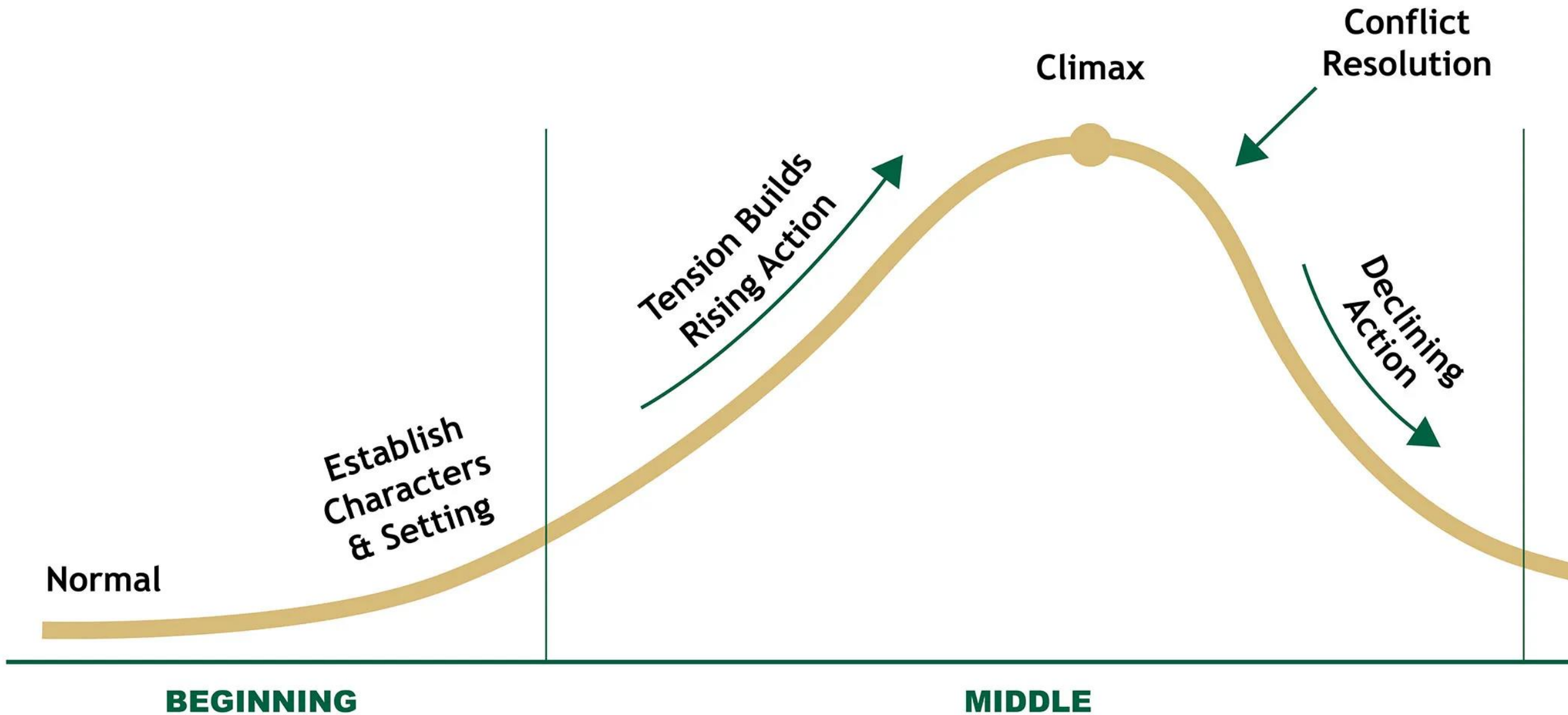


Storytelling elements | Circular close

Beginning: *"One in three remote workers reports feeling isolated or burned out, but most never seek help. They're productive on paper, but silently struggling behind the screen."*

Ending: *"So when we think back to that one in three remote workers silently struggling, our platform makes sure they're no longer alone, and that mental health support meets them exactly where they work."*

Classic Story Arc



Storytelling elements

Characters

Setting

Building climax

Building bridges

Storytelling elements

Metaphors

Analogies



iPod.

1,000 Songs in your pocket.



***"Storytelling is by far the most underrated skill
in business."***

Worksheet to craft your story

✍️ Exercise: your pitch foundations

Can you formulate an answer to the following questions?

Who could be the main character in your pitch?

.....

Write down the problem-solution fit for your customer in one sentence.

.....

What are sources of conflict you can embed in your pitch?

.....

Translate the added value of your offering into one or multiple metaphors that demonstrate the customer benefits for your target audience.

E.g.: Steve Jobs who referred to the iPod as '1.000 songs in your pocket'.

.....

.....

What challenges might arise in the solution and how can you anticipate on them?

.....

.....

What are the weak spots of your business model? How will you anticipate?

.....

.....

Storytelling checklist: did I embed the following in my pitch?

- | | |
|--|---|
| <input type="radio"/> Clear objective | <input type="radio"/> Building climax |
| <input type="radio"/> Conflict | <input type="radio"/> Full circle moment |
| <input type="radio"/> Building bridges | <input type="radio"/> Metaphors/analogies |
| <input type="radio"/> Characters | <input type="radio"/> Setting |

A man with a mustache, wearing a grey suit and a dark tie, is seated at a desk. He is looking directly at the camera with a serious expression. His hands are resting on the desk, and he appears to be holding a pen. In the background, there is a bottle of Scotch whisky on a shelf. The lighting is warm and focused on the man's face.

COMMON MISTAKES

(1) DWELLING ON THE PROBLEM

| LENGTH OF THE PITCH | TIME SPENT ON THE PROBLEM |
|---------------------|---------------------------|
| 1 MINUTE | 15 SECONDS |
| 3 MINUTES | 45 SECONDS |
| 5-7 MINUTES | 1 MINUTE |
| 10 MINUTES | 90 SECONDS |

(2) NO CALL TO ACTION

EXAMPLES

GIVE US YOUR OPINION/FEEDBACK

REGISTER/STAY ALIGNED

REFERRAL



(3) UNDERMINING YOUR PROJECT

| EXAMPLES |
|--|
| PROJECT |
| JE, |
| TRY COULD |
| SHOULD MAYBE |
| WE <u>ONLY</u> HAVE TWO CUSTOMERS SO FAR |
| LEGITIMATING 'BECAUSE' |
| BUZZ WORDS |

BUZZ WORDS

| | | |
|---------------|------------------|------------------|
| Game changing | Innovative | Sustainable |
| Qualitative | Machine learning | Customer-centric |
| Revolutionize | Cutting-edge | Disruptive |
| Blockchain | Agile | Visionary |

(4) STAY VAGUE

DON'T SAY IT, DISPLAY IT!

USE CASE vs. CASE STUDY

Use case: describes how your offering can be used

- Sell the potential
- Translate the features to customer benefits

Case study: how your solution was used

- Prove the impact
- Actual numbers

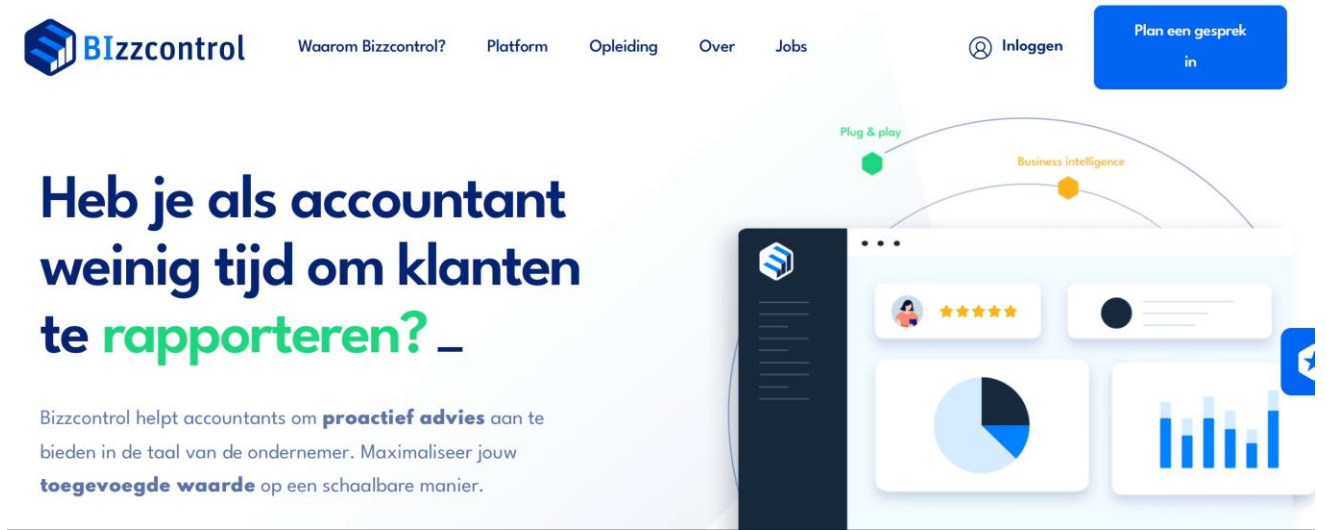
(5) NOT TRANSLATING YOUR ADDED VALUE

Don't sell features, sell an advantage!

Bizzcontrol (software for bookkeeping)

NO: Analysis of your customer's cashflow

YES: Immediately signals recommendations | peace of mind/saves time and money





OUTLINE

Ice breaker

A strong opening or hook to introduce your audience to the context of your business.



Target audience and problem

The needs and issues of your target audience and/or users.



Market potential

What is the size of the market opportunity, and what evidence supports the demand for your solution?



Solution

How do you solve the needs of your target audience? How does it work?



USP and competition

What differentiates your offering from competitors in the market? How will you position your brand?



Go-to-market strategy

How will you generate awareness, drive customer acquisition, and retain customers?



Traction

What metrics or data demonstrate the demand and potential for your solution in the market?



Financials

What is your revenue model, and how do you plan to monetize your product or service?



Team

How does your team's expertise position you to execute the business plan successfully?



Call to action

What specific action do you want your audience to take after hearing your pitch?



ELEVATOR PITCH

Include your fits

Problem-solution fit
Product-market fit

Why now?

Market potential

Why you?

(Signs of) validation
Team assets

ICE BREAKER

Always say hi and mention your name!

Ice-breaker/setting the scene

Anecdote, story with a persona, immersive experience, quiz, numbers, ...

Why important?

Brief

No slides with text



ICE BREAKER

Customer pain and problem context

(1) Last month, Marie, a law student, missed an international debate competition in Toronto because prices of plane tickets surged last minute.

Meanwhile, Gert canceled his ticket for Toronto because he fell ill.

(2) Pilots train for over 250 hours in a flight simulator before ever flying a real plane.

Know how many hours chemical operators typically get before working in a live factory?
Zero!

No questions allowed

(apart from quiz questions)

Jokes are dangerous

Make it real

860

PROBLEM STATEMENT

Build a bridge with the ice breaker

(re)define the problem

Show them you understand the needs of the customer

Make sure you determine the right customer!

PROBLEM STATEMENT

Customer = who pays for the offering

User = the one who uses the offering

→ Not necessarily the same person

Cases: Kids-parents, Founder-marketing manager

***Two sided market = two groups of customers, users or customers/users involved!**

YOU ARE NOT ALONE

41%

Of hotel guests claim not
being very satisfied about
their hotel room in general.

Source: Market research done by agency Buffl with 300 high profiled participants

THE SOLUTION

Show how you solve problems

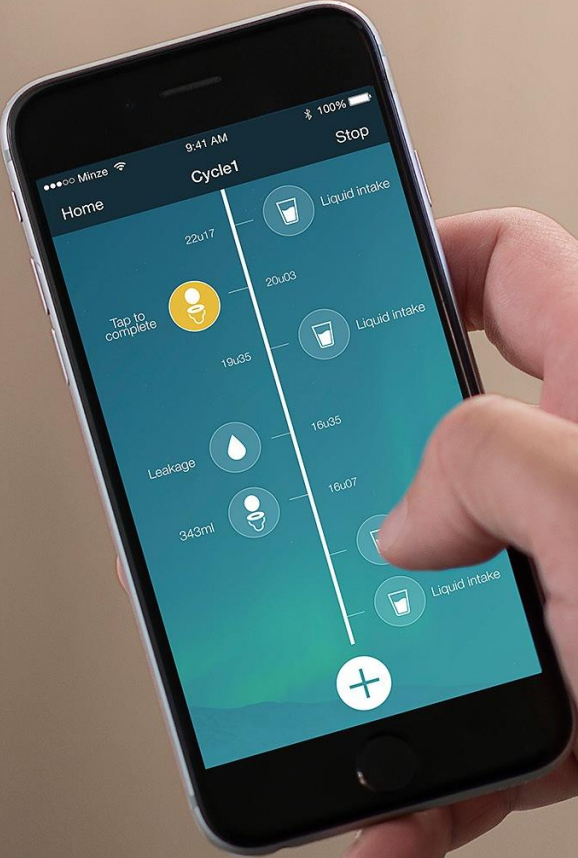
What needs does your solution meet?

Show the product/service.

Explain **how** it will work (at its core)

Walk your audience through the solution

If possible, make a use case



Home

9:41 AM

100%

Stop

Cycle1

22u17



Liquid intake



Tap to complete

20u03



Liquid intake

19u35



Leakage

16u35



343ml

16u07



Liquid intake





Meet Minze Diary Pod!

Bladder diaries made simple.

Learn more on our new website.
www.minzehealth.com/diarypod



Bladder diary started on 22 Mar 2020

Diary summary

Timeline

Print

PDF

By cycle By date

Cycle summary (from morning void to morning void)

Cycle 1 Cycle 2 Cycle 3 Average



...

+ Add

diary

diary

metry

diary

Cycle 1 (10/12/2020)
completeCycle 2 (12/12/2020)
completeCycle 3 (15/12/2020)
complete

Average

24h volume

1200 ml

1000 ml

1100 ml

1100 ml

Day volume

800 ml

700 ml

600 ml

Night volume

400 ml

300 ml

500 ml

Morning void volume

200 ml

150 ml

250 ml

Night- vs. 24h volume

25%

25%

25%



THE SOLUTION

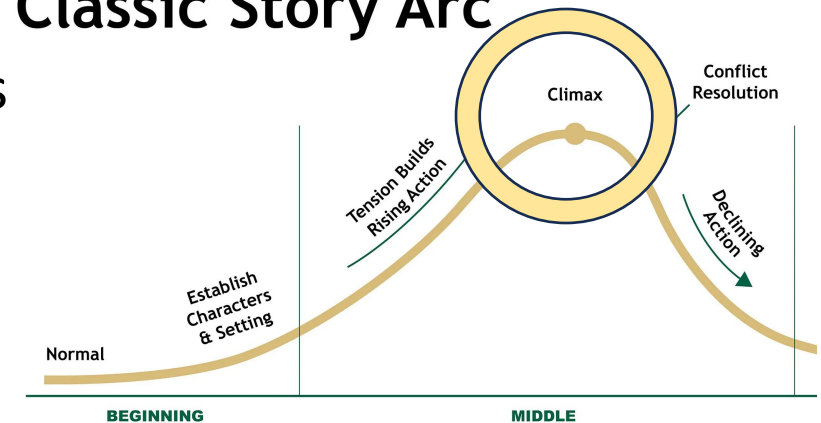
To avoid

Live demo

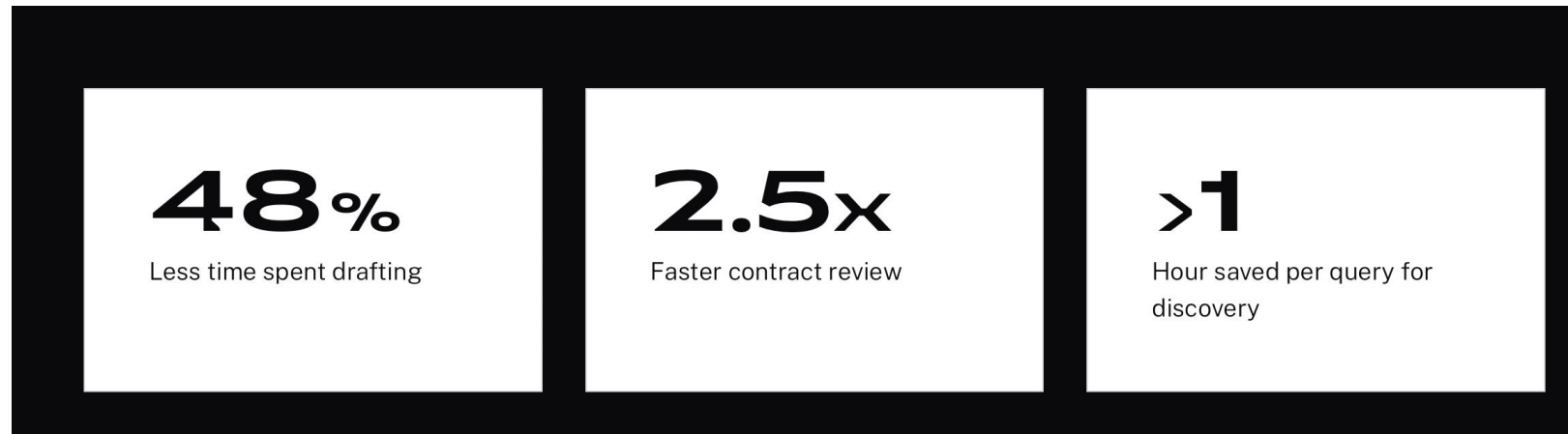
Not showing the solution soon enough

Not mentioning customer benefits
but only mentioning features

Classic Story Arc



EXAMPLE: LEGALFLY



Focused on benefits from the perspective of the customer.

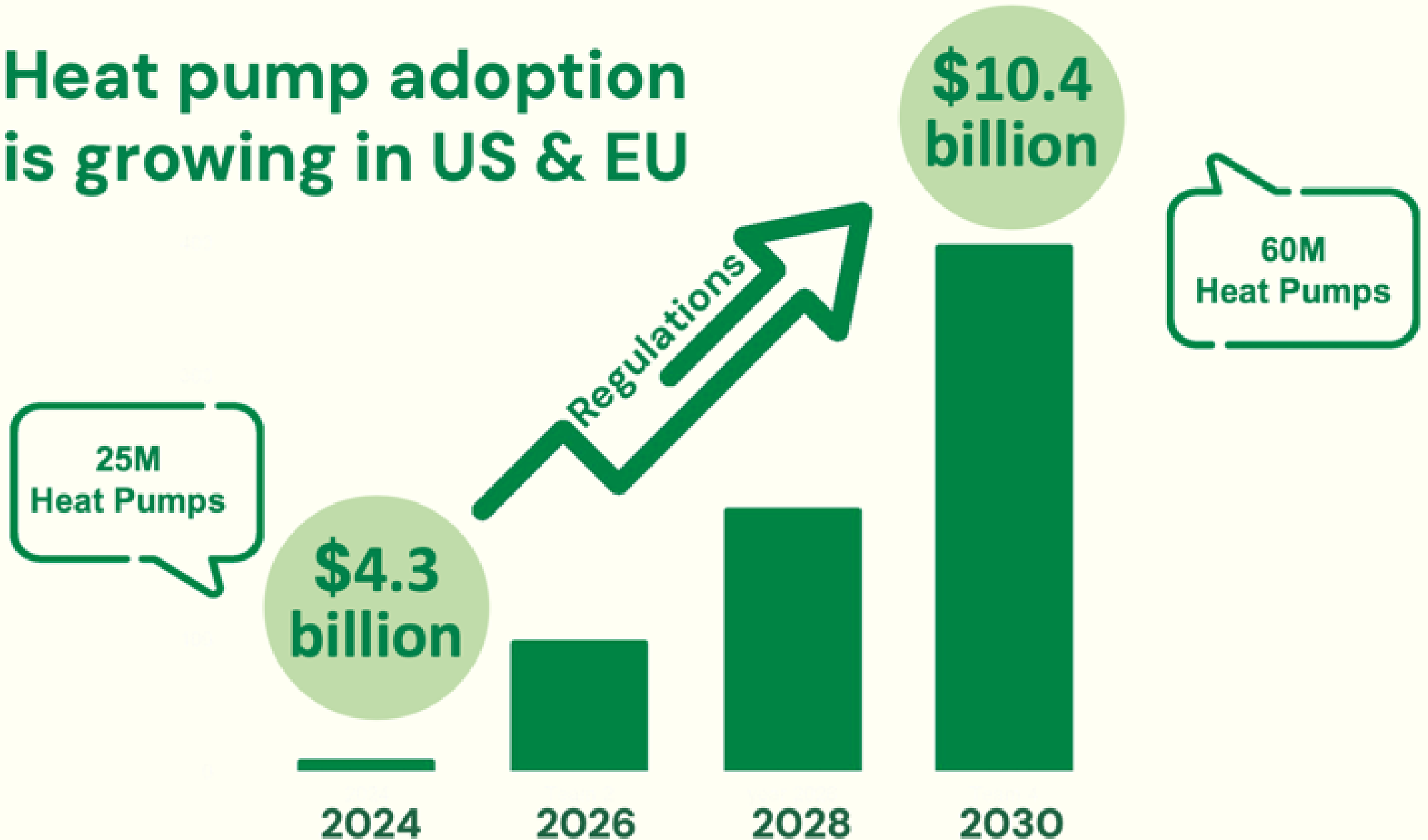
Not focused on features the software has.

WHY NOW?

Why is this the perfect time for this idea?

Avoid generic statements

Heat pump adoption is growing in US & EU



YOUR VALUE/POSITION IN THE MARKET

Visualize

Don't forget about indirect competitors and alternatives

What's your **USP**?

Translate features in customer advantages



'We don't have competitors.'

Don't talk ABOUT your competitors, talk about your position in the market

WHY YOU?

(Signs of) validation

Team assets

CONCLUSION

Switch to **rest mode**.

Repeat you **core message**.

Work with a **call to action (your message)**

→ What do you want people to do after this pitch?

→ Push the audience to take action:

send referrals, fill out a survey, take a quiz, connect you, ...

CTA

Actionable

We're seeking funding vs.

Invest in the future of legal and participate in our next round on platform X

Clear expectations

Give us a call if you want to invest vs.

Schedule a meeting (displaying contact details/link) to discuss how your investment can accelerate our growth

Compelling

We hope you join our mission vs.

Click here to start with a 30-day trial free trial (+ customer advantage)



Q&A

(Expectations) and Q&A

Anticipate on questions of the judges

(what did your mentors/coaches/target audience ask you?)

‘Go with the flow’

Extra slides

Q&A = still the pitch

WHAT EVERY BODY IS SAYING

An Ex-FBI Agent's Guide
to Speed-Reading People



JOE NAVARRO

with Marvin Karlins, Ph.D.

Q&A

Stay in pitch modus: answer brief and to the point

Listen attentively

Ask for clarification when needed

Q&A

Repeat/rephrase the question

Q: *“Through which channel are you going to communicate your launch?”*

A: *“The central channel we have chosen to communicate our launch is LinkedIn as our market research has proven our target audience engages a lot through this channel.”*

Q: *“How will you involve the stakeholders in your sales process?”*

A: *“To involve the stakeholders we have identified the members of the city council. We plan to present our offering in the city council staff meetings.”*

Q&A

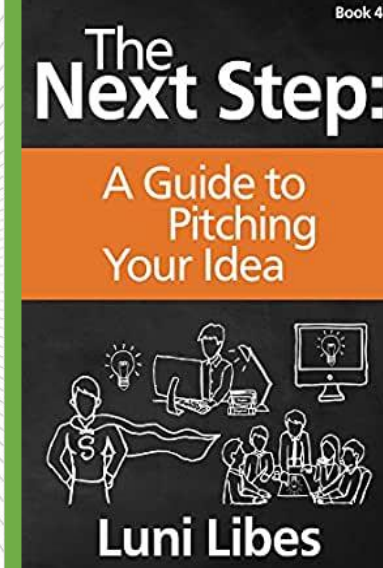
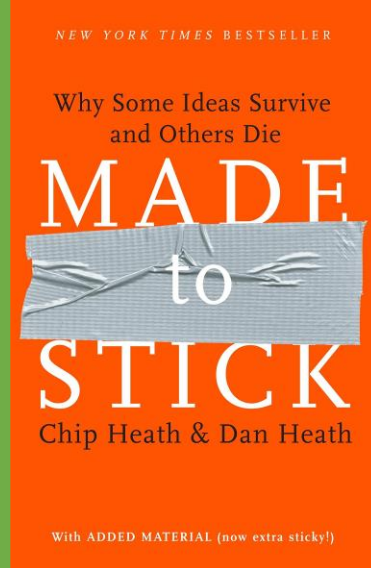
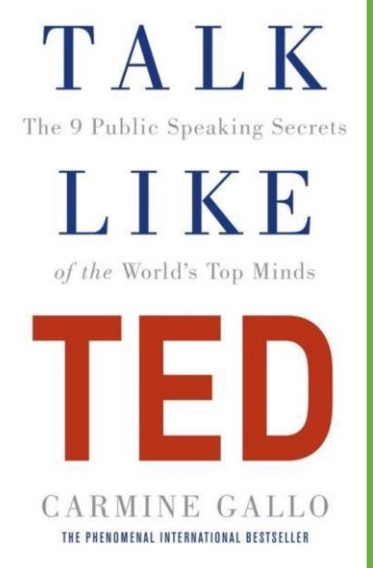
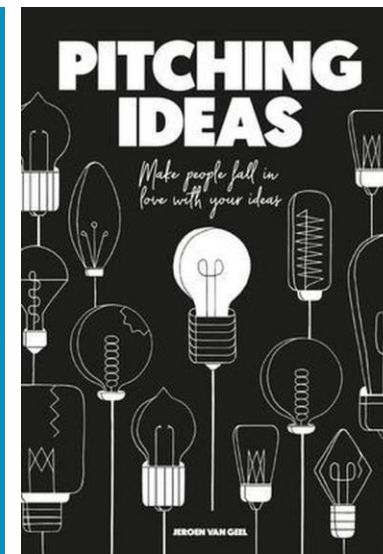
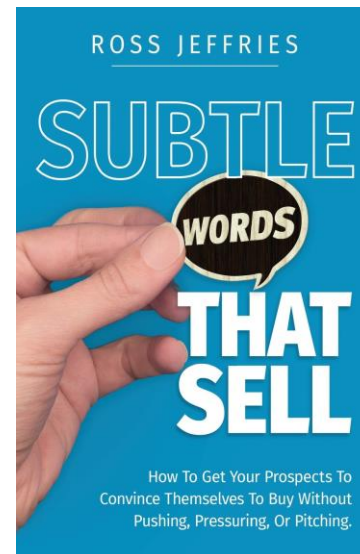
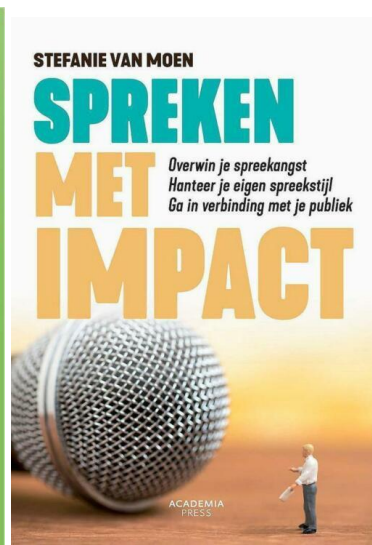
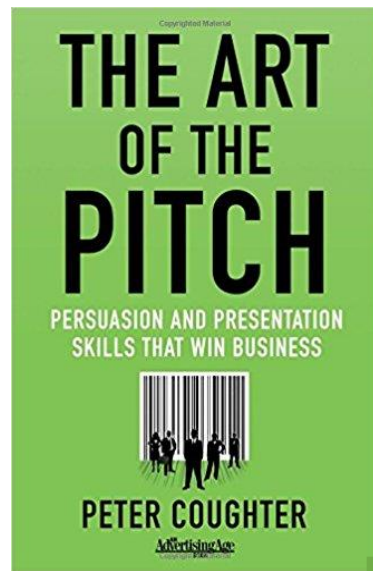
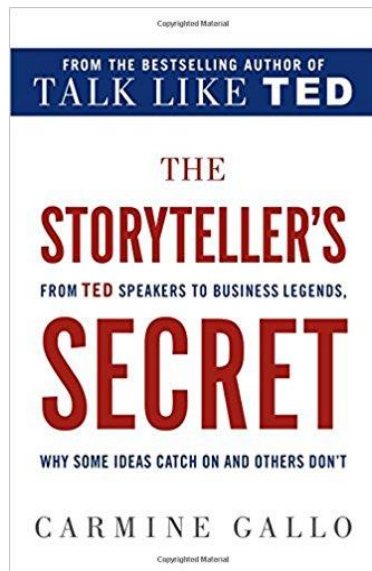
Don't make assumptions

Avoid generic questions

When you don't know the answers:

- Answer part of the question*

- Say you'll research and check-in (as fast as possible)





EXPERIMENT, PRACTICE, DO!