

# Demo Day Pitch

Lecture 15L  
GSL Peru 2014

# Quick Business Plan Pitch

- Core 8 Slides
- Change to fit your needs
- Make sure that you tell a compelling and logical story

# Slide #1 - Tell a Story

Make an idea memorable or interesting - See  
“Made to Stick”

Example:

[http://link.brightcove.com/services/player/bcpid736993845001?bckey=AQ~~,AAAADiQGn6E~,gFH7JsZ4oD\\_7WPNEqM0OFIXIK1fB9TAD&bc tid=1409810603001](http://link.brightcove.com/services/player/bcpid736993845001?bckey=AQ~~,AAAADiQGn6E~,gFH7JsZ4oD_7WPNEqM0OFIXIK1fB9TAD&bc tid=1409810603001)

# Slide #1 - Tell a Story

- Simple — find the core of any idea
- Unexpected — grab people's attention by surprising them
- Concrete — make sure an idea can be grasped and remembered later
- Credible — give an idea believability
- Emotional — help people see the importance of an idea
- Stories — empower people to use an idea through narrative

# Slide #2: Company Intro Slide

- Company name
- Tag line
- Relevant image
- Team Name
- 3 key points you will be making in the presentation
- 1 question you want answered (the “ask”)

# Slide #3: Target Customer/Pain

- Who is the Target Customer? Present a Persona
- How many of them are there? (Who)
- What is their pain or opportunity? (Why)
- Speed of adoption? (Why Now)
- Who has the money? (Who Pays)
- Specific examples you have met...
- Name your first ten target customers with specificity

# Slide #4: Your Solution

- Explain your solution and use visuals wherever possible (“pencil sell”) (What)
- Quantified Value Proposition (How Much)
- Unique Selling Proposition (Why You)

# Slide #5 - Go to Market Strategy

- How will you get to the customers and create demand?  
Fulfill demand?
- Who will be your first set of customers? (by name) Are they “light house” customer that will influence others?
- What will be your COCA?
  - Initially
  - Overtime
  - Market penetration
  - What will be your LTV?
  - Business Model
  - Pricing Assumption
  - LTV calculation is back up



# Slide #6: Financials

- Be careful not to overload!
- Simple graph with top line growth and cash flow and a few other things (less is more)
- Key Factors to know and possibly include:
  - Units installed
  - Costs
  - Key Milestones driving financials
  - Value of company estimations & exit strategy

# Slide #7: Team & Competition

- Team today (Why You?)
- Roles & Qualification
- Anticipated future additions to the team
- Competitors and Sustainable Competitive Advantage

# Slide #8: Summary

Summary of three key points

- Call to Action
  - How much are you asking them for?
  - What are the possible exits?
  - What types of returns are possible and/or likely?

# Backup Slides

Have back up slides for when standard questions are asked

Examples:

- More detailed financials (top line, assumptions, sensitivity analysis)
- DMU and DMP
- HR plan
- Product plan over time
- Board of Advisors
- Detailed use case
- Deeper dive into technology as appropriate
- Analysis of competition
- Additional primary market research
- Additional general market research
- LTV & COCA calculations & assumptions

# Success Factors

- Passion
- Market opportunity
- Proven customer value proposition/traction
- Team Quality of Presentation and Ability to Tell the Story
- Sustainable competitive advantage
- Technology
- Partnership/trust/fun factor
- Ability to answer questions

# Pitch Advice

- [http://es.slideshare.net/AnbalRivera/uss-tei2-investor-pitch-espaol?qid=e01604b1-5643-4a44-9866-5a37ae334f81&v=default&b=&from\\_search=](http://es.slideshare.net/AnbalRivera/uss-tei2-investor-pitch-espaol?qid=e01604b1-5643-4a44-9866-5a37ae334f81&v=default&b=&from_search=)
- [http://www.fayerwayer.com/2014/07/las-15-cosas-que-debes-evitar-al-hacer-un-pitch/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+fayerwayer%28FayerWayer%29](http://www.fayerwayer.com/2014/07/las-15-cosas-que-debes-evitar-al-hacer-un-pitch/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+fayerwayer%28FayerWayer%29)
- <http://www.eureka-startups.com/blog/2013/07/18/10-diapositivas-para-una-perfecta-presentacion-pitch-deck-de-tu-startup/>

# References

- New Enterprises - Bill Aulet