



Pitch Craft

Erasmus+



Classes will teach you:

- how to prepare valuable investment presentation,
- how to make good structure of your presentation,
- how to use nonverbal communication,
- show a good example of presentation.



- Motivation and goal
- Examples
- VC pitching
- Slides for presentation
- Desired skills

Main goals of every presentation:

- sell yourself,
- sell your „product”,
- be convincing.



It's always important to learn from examples:

- TED talks,
- YouTube,
- slideshare.net,
- uncle Google.

Use them in smart way!

Example of good example

Pitching to VC – David Rose

[Link to the movie \[David Rose, 2007\]](#)

- length of presentation,
- VC's target,
- 10 important things,
- grab the attention,
- presentation flow,
- two presenters,
- good „digital” presentation,
- technical stuff.



- team,
- passion,
- experience,
- knowledge,
- skills,
- leadership,
- commitment,
- vision.

Good:

- + logical progression,
- + things that can be understood,
- + validators.

Bad:

- things not true,
- things that can't be understood,
- things that make others to think,
- inconsistencies,
- errors, mistakes, typos.

Main principles:

- don't use fancy templates
- trust the simplicity
- avoid „walls of text“
- less text is better
- use images

Example: Dave McLure – How to pitch a VC
by Slides That Rock

[Slides That Rock, 2021]

Dave McClure

HOW TO PITCH A VC



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DESIGNED

A black and white portrait of Dave McClure, a man with glasses and a slight smile, looking off-camera. The background is blurred, showing other people.

Dave McClure

@davemcclure

500startups.com



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10 SLIDES TO AN AWESOME PITCH!

1 Elevator Pitch

2 The PROBLEM

3 The Solution

4 Market Size

5 Business Model

6 Proprietary Tech

7 Competition

8 Marketing Plan

9 Team

10 Money

10 SLIDES TO AN AWESOME PITCH!

- | | | | | |
|---|----------------|------------------------|----|------------------|
| 1 | Elevator Pitch | Teaser slide goes here | 6 | Proprietary Tech |
| 2 | The PROBLEM | | 7 | Competition |
| 3 | The Solution | DEMO goes here | 8 | Marketing Plan |
| 4 | Market Size | | 9 | Team |
| 5 | Business Model | | 10 | Money |

TEASER SLIDE



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Make the **TEASER SLIDE** **MEMORABLE!**





1

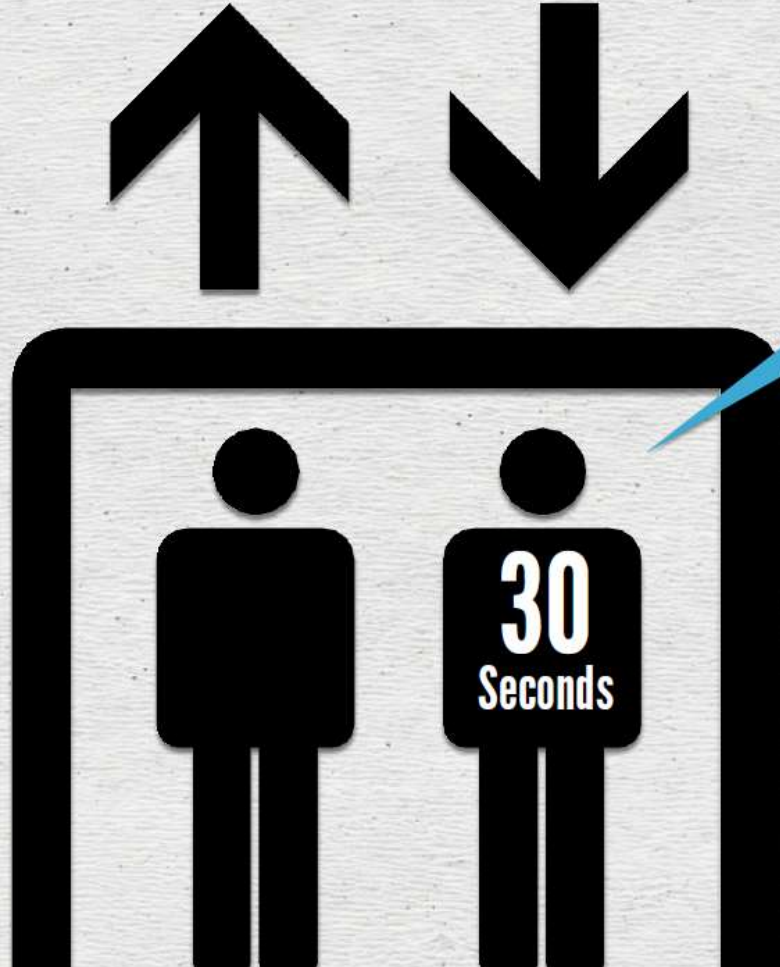
ELEVATOR PITCH



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Hey, I am Bob from CAR.com,
the place where we do...
If you have this problem...
This is how we solve that problem...



2

THE PROBLEM



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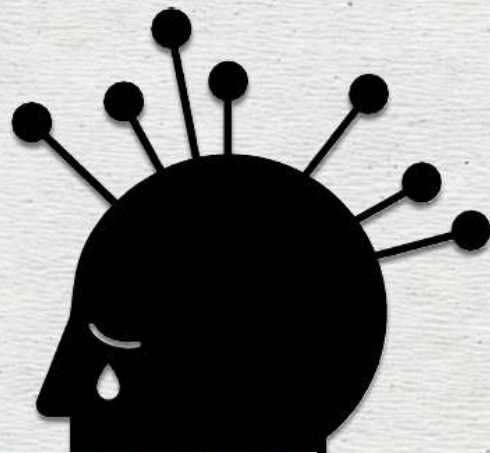
My car broke down...
AGAIN! &%*@#!

The Bigger the Pain,
the Better...



REMEMBER!

The problem **ALWAYS** comes
BEFORE the solution!





3

THE SOLUTION

How do you solve the problem?



**Describe how your solution makes your customers
happier and does it better or different than anyone else!**

DEMO



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Demo Your Product





4

MARKET SIZE

Bigger is Better!



5

BUSINESS MODEL

How will you make money?



DEALERS



ONLINE



AFFILIATES

Describe 1-3 Revenue Sources!



6

PROPRIETARY TECH

What advantages do you have?



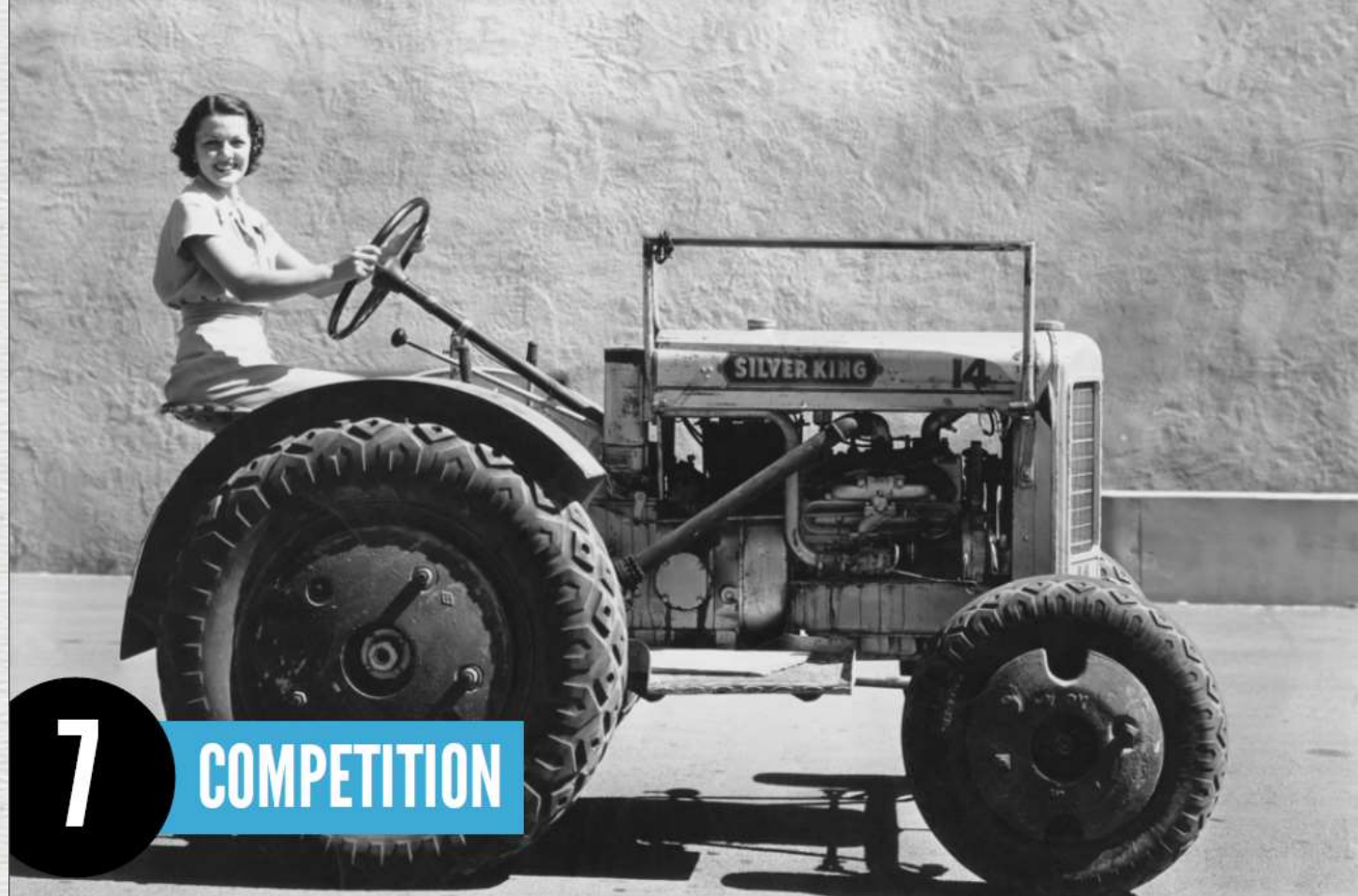
PATENTS

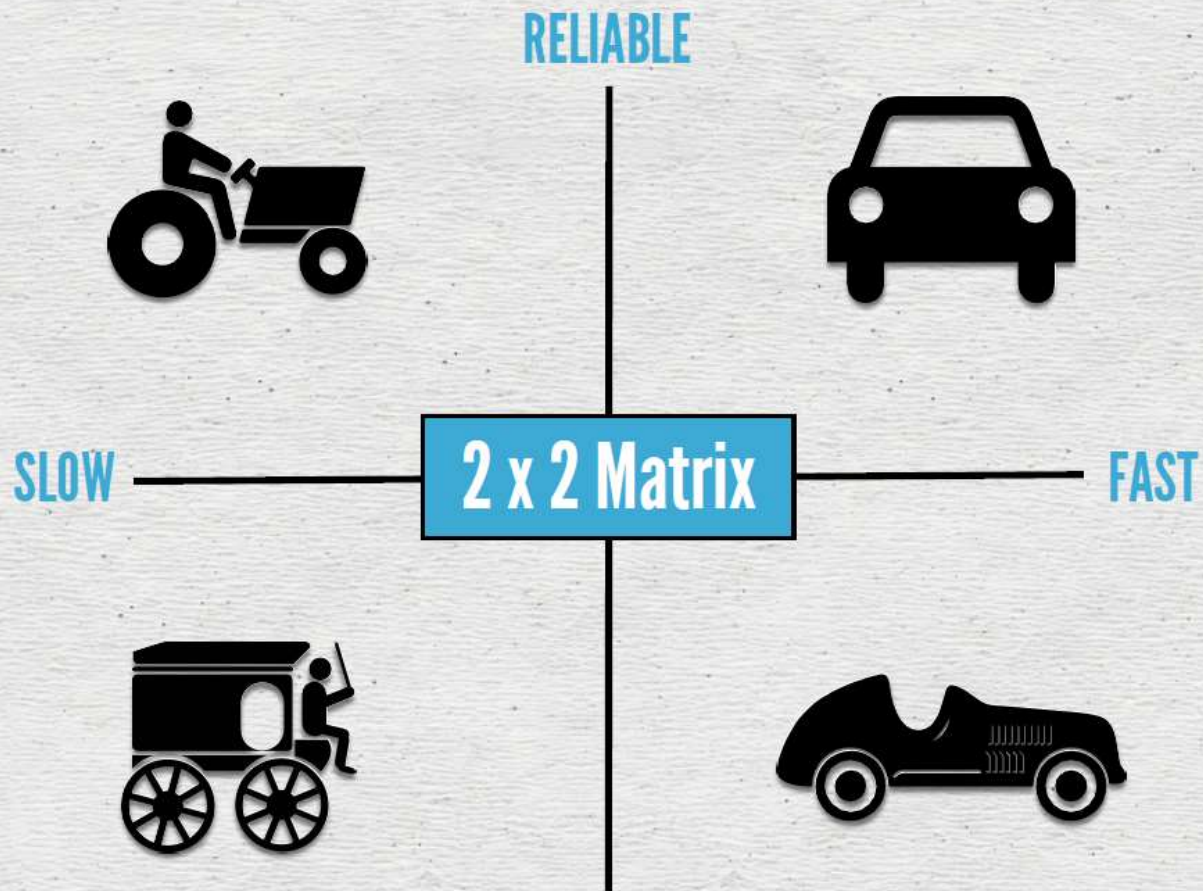


EXPERIENCE



MARKET LEAD





Show you are
BETTER



Show you are
BETTER
or at least
DIFFERENT!



8

MARKETING PLAN

How do you get customers?



EMAIL



TV



SOCIAL MEDIA

What's your channels? Focus on volume, cost and conversion!



9

TEAM

Who is on your team?



GEEKS

with deep tech
experience



ENTREPRENEURS

who have sold
companies



SALES

who bring in
customer \$\$\$

MONEY

What have you achieved so far?



REVENUE &
PROFITS?



CUSTOMERS

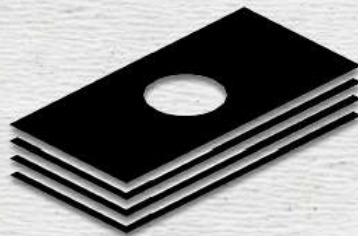


TESTIMONIALS
ROCK!

What do you need?



How much are
you raising?

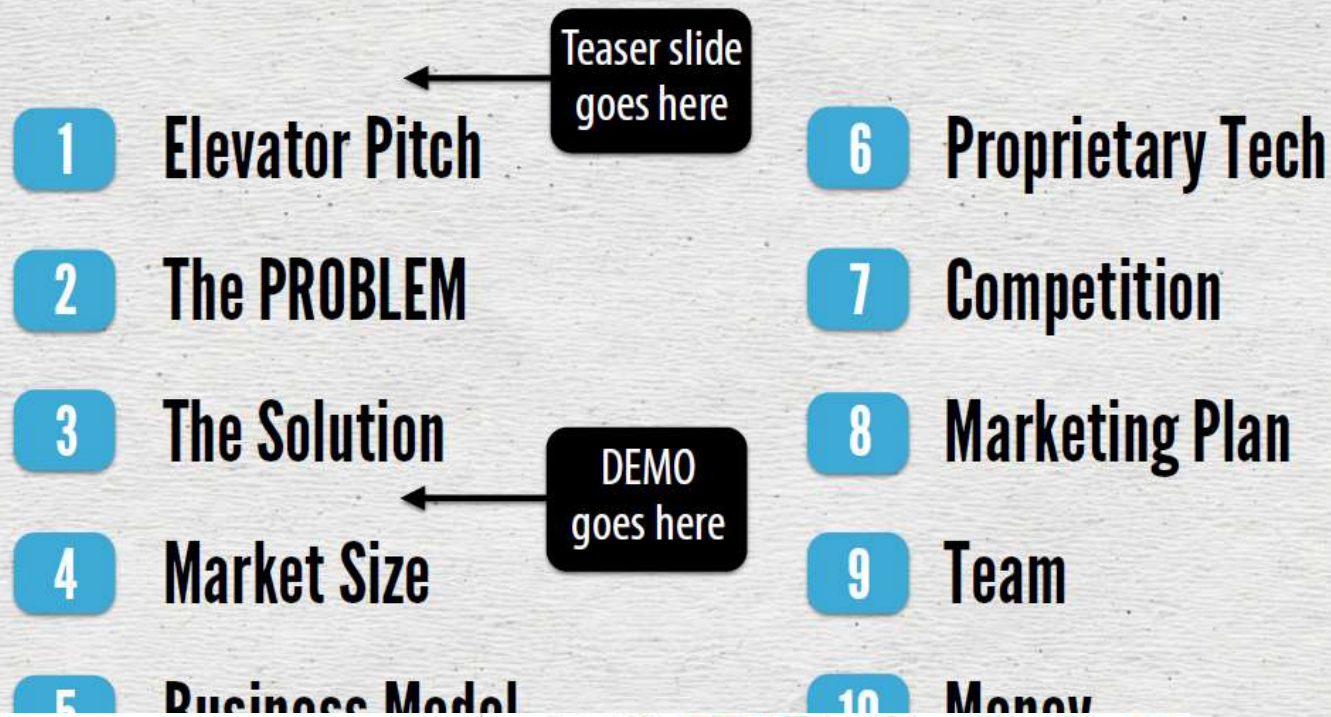


How much have
you raised?



How will you spend
the money?

10 SLIDES TO AN AWESOME PITCH!



5 most important skills:

- eye contact,
- focus and concentration,
- non-verbal communication,
- storytelling - [link to the movie \[Stanford, 2005\]](#),
- anchoring.

Live summary of this meeting:

[Link to the movie \[Startupbootcamp, 2013\]](#)

1. David S. Rose, 2007 -
http://www.ted.com/talks/david_s_rose_on_pitching_to_vcs
[David Rose, 2007]
2. Slides That Rock, 2012 -
<http://slidesthatrock.com/2012/10/16/pitch/>
[Slides That Rock, 2012]
3. <http://news.stanford.edu/news/2005/june15/jobs-061505.html> [Stanford, 2005]
4. Startupbootcamp, 2013 -
<https://www.youtube.com/watch?v=XSk3xO2-3rE>
[Startupbootcamp, 2013]

