

A tournament bracket diagram is shown, consisting of two halves of a bracket that meet at a central point. Each half of the bracket starts with 16 individual boxes on the far left and far right, which are grouped into pairs, then into groups of four, and finally into groups of eight. The lines of the bracket converge towards a central vertical line. In the middle of this central line, there is a large, purple speech bubble with a white border and a tail pointing downwards and to the left. Inside the speech bubble, the text "And, then there were 46....." is written in white, bold, sans-serif font.

**And, then there
were 46.....**



**Congratulations
you did it!**

Social Venture Competition (12)

Art Condo

DENT

Aids Ride South Africa

EdenWorks

Atikus Insurance

here there and Everywhere

BeanSprout

Hira

Box & Kit

Seldy Day

Codeducation

Tiny Spark

New Venture Competition (25)

Calvin

Canal

CrashDwell

Furnish Me

Group Games

Haute Athletics LL

Hire Canvas

IdealList

Insta Interiors

IntroAmerica

Jack & Coat

Lavoisier Health Solutions

Loop de Luxe

Lynxsy

Mootch

Outgrow Co.

Pay Collective

Pinch

Runway Gym

SnappyScreen Inc.

Testflip

The Glam Case LLC

ThreadLab Inc.

Tribal Cuts

Whim

Technology Venture Competition (9)

CaTrAm

Data Munch

Ex Vivo Dynamics

FireVoxel

Green Bins

Mobile Emergency

Services

Nybl

Phonation

Skinesiology



**KEEP
CALM
AND
LET THE
COMPETITION
BEGIN**

“10 things you need to know before you pitch a VC!*”

What must you have?

- Integrity
- Knowledge
- Experience
- Realism

What can you learn?

- Passion
- Skill
- Leadership
- Vision
- Commitment
- Coachability: can you listen?

*David Rose, Angel Investor
Rose Tech Ventures

Welcome to the Quarterfinals Pitch-Off!

- ***What's next? December 6th Presentation***
 - 5 minute Presentation on:
 - *Status Quo (competitive set)*
 - *Value Proposition (how are you different)*
 - *Customer (Who will care)*
 - 10 minutes Q&A
 - 5 minutes Feedback

Who is Judging?

What do they want to see?

Panel of Judges

- *mix of faculty, successful entrepreneurs, industry experts* –
- *New Venture: one angel investor*
- *Social Venture: faculty and from the social sector*
- *Technology Venture: VC and industry experts*

Reviews are based on:

- *feasibility analysis*
- *user scenario video*
- *5 minute presentation and Q&A.*

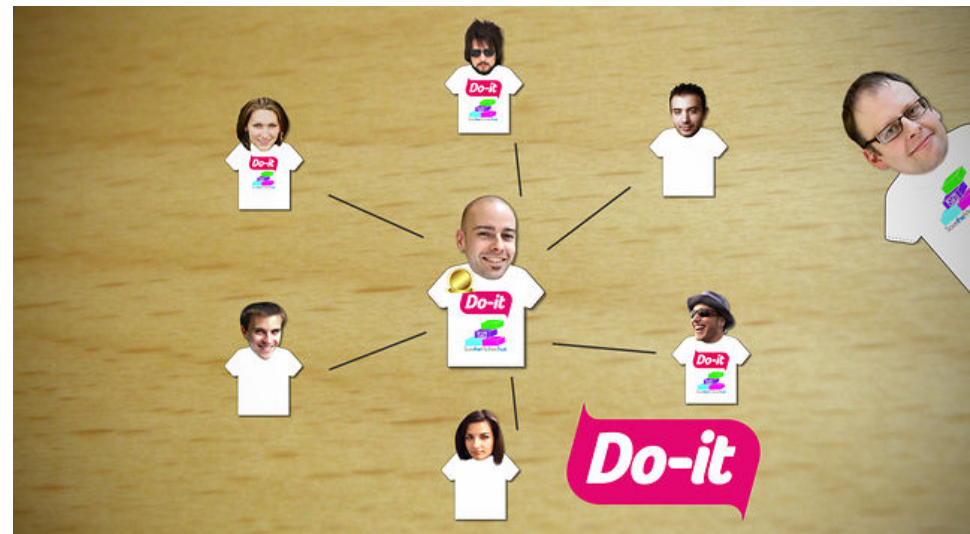
***A demo or proof of concept that you can show the judges is encouraged. The more you can demonstrate you have something or talked to potential customers - the better.**

Use a reality check:

***A demo or proof of concept that you can show the judges is encouraged.**

The more you can demonstrate you have something or talked to potential customers - the better.

<http://vimeo.com/30482504>



What makes presentations challenging?

- Minds work 4x faster than mouths
- People remember only 18-25% of what they hear
- Oral communication is difficult to follow
- People understand new concepts through experience
- People think in pictures



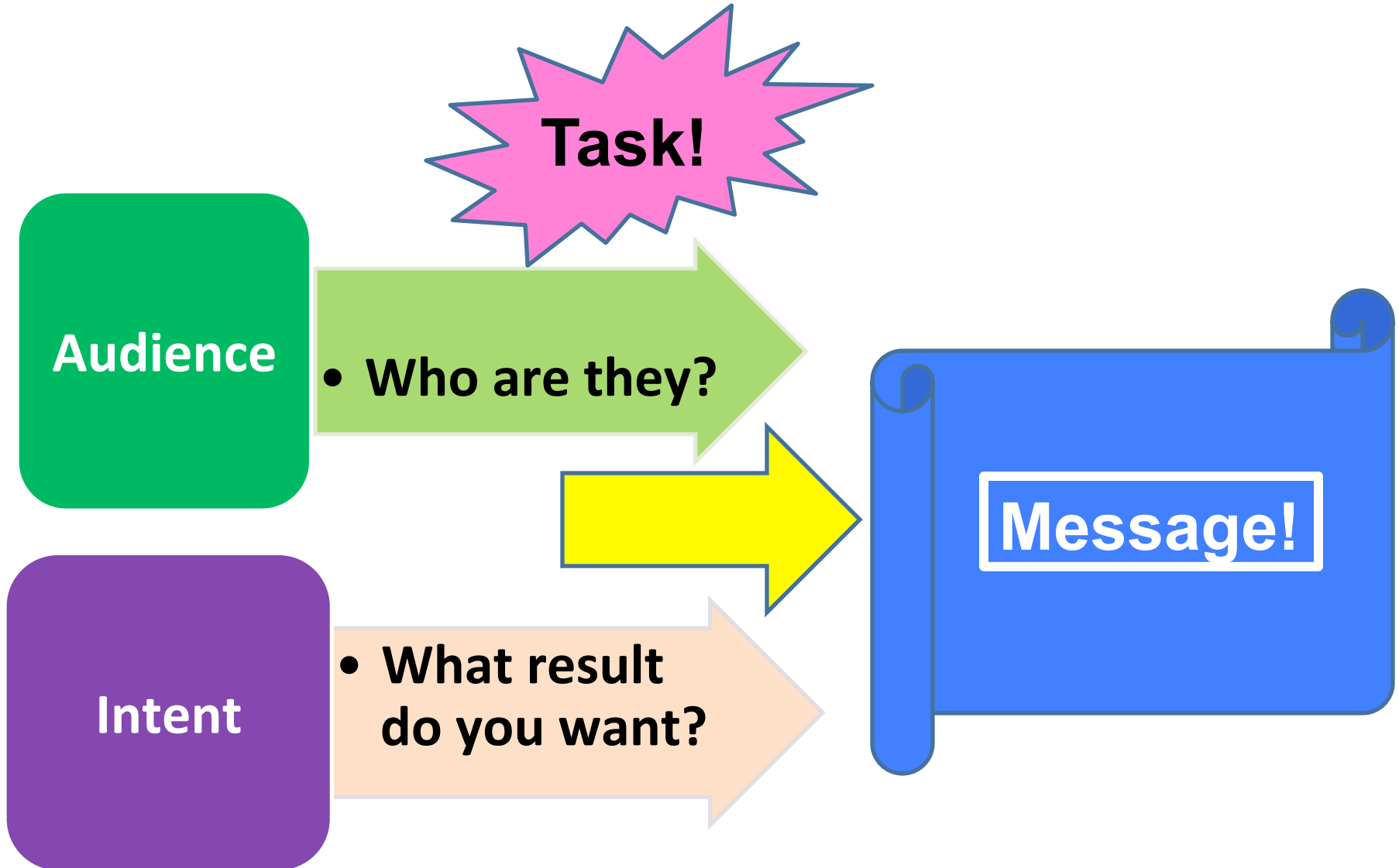
Business presentations succeed when they:

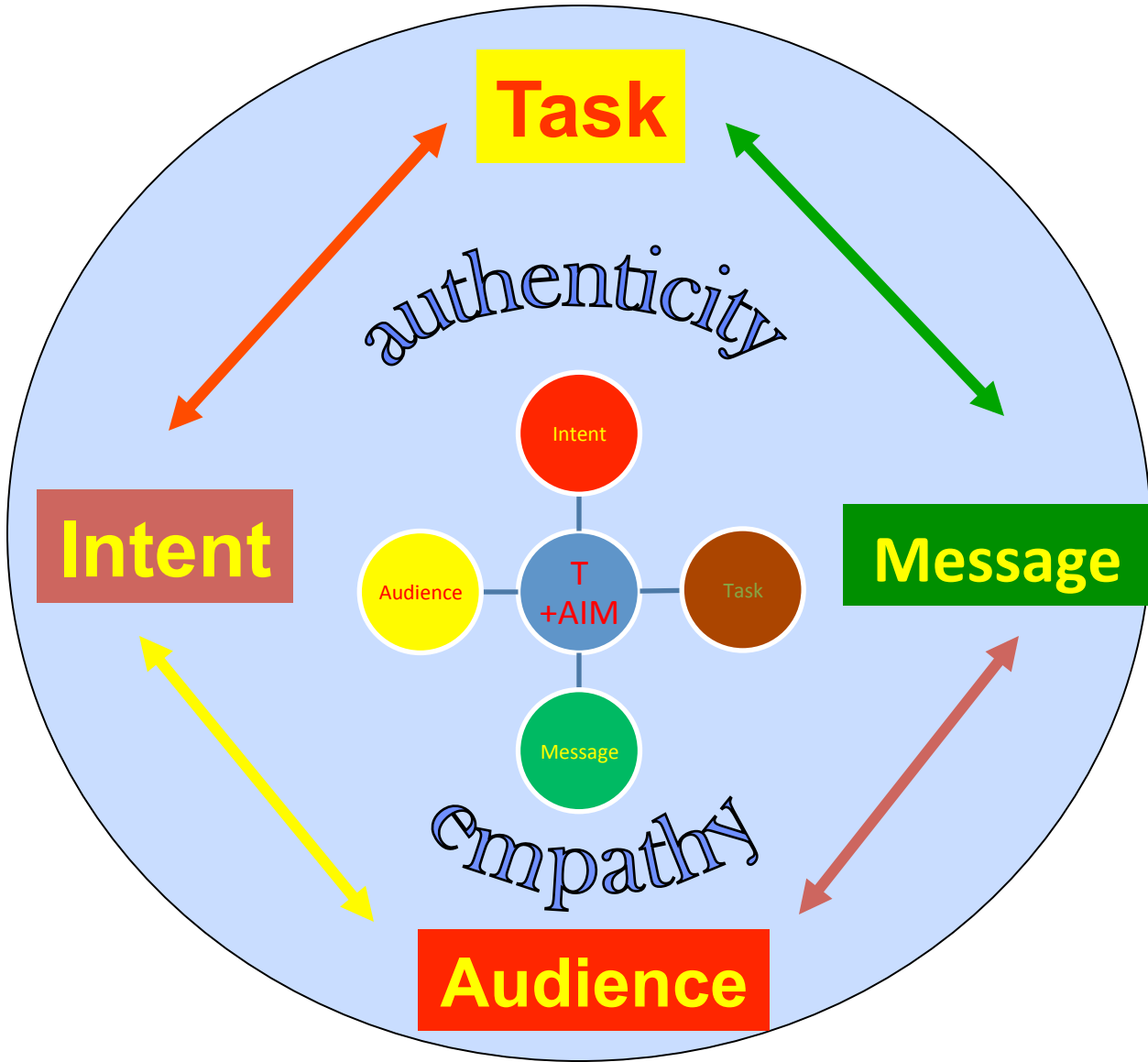
- **Make it easy for the audience** to accept information, ideas or recommendations
- Set up and **meet expectations**
- **Provide evidence** to plan, record and evaluate
- **Demonstrate the credibility** of the presenter/s

Make it Easy!



Think of effective communication: connect these dots....





5 minute Presentation on:

- *Status Quo*
(competitive set)
- *Value Proposition*
(how are you different)
- *Customer*
(Who will care)

A demo or proof of concept that you can show the judges is encouraged.

The more you can demonstrate you have something or talked to potential customers - the better



Task!

Let's start with your big idea... and



YOU!!!!!!



Investors want to know:

- **Product/Service**
- **Value Proposition**
- **Market/Customers**
- **Money**
- **Momentum in Business**

*Can you
cover these
points in 3
sentences
and 3 slides?*

- **WHY THEY SHOULD BELIEVE IN YOU**

Investors want to see you own the message

Establish your personal credibility with personal commitment to your message

Trust me!

Then, put your message in a story!

- 1. Name your company – you!**
- 2. Get the attention of your audience**
- 3. State your big idea – what are you offering?**
- 4. Describe the benefits**
- 5. Preview the pain points – risks**
- 6. Provide a take away**

Create your story!

<i>Introduce your company:</i>	<i>Grab their attention:</i>	<i>What are you offering?</i>	<i>Benefits? Value Proposition</i>
<i>Risks:</i>	<i>What do you want the audience to Takeaway:</i>	<i>What can you anticipate from the Audience?</i>	<i>How can you make the ending memorable?</i>

Open and close with energy:

***Remind your audience
why you are there and
why they should care***



Welcome to: SPEED PITCHING

- **RULES:**
 - x minutes to pitch
 - x minutes to receive feedback
 - x minutes to listen to the pitch of partner
 - x minutes to give feedback
- **3 rounds (if we're really good!)**

Question #1:

What business are you in?

90 seconds to pitch

3 minutes to receive feedback

Feedback: What did you hear?

- **Did you get it? What stuck in your head?**
- **Tell them and give it a rating**
 - **1: Ho – hum , heard it before**
 - **3: Interesting, but I don't get it or it seem far fetched**
 - **5: Interesting, I think this could work**
 - **7: This is definitely a new, hot business**
 - **10: WOW factor – I may want to join his/her company**

WHAT DIDN'T YOU HEAR AND WANTED TO HEAR?

Who got a “10” and why?

- ***What can you do to make it better?***
 -
 -
 -

Question #2:

What's your value proposition?

Or, social impact statement?

What's the status quo?

3 minutes to pitch

4 minutes to receive feedback

Feedback: What did you hear?

- **Did you get it? What stuck in your head?**
- **Tell them and give it a rating**
 - **1: Didn't see the value or understand market**
 - **3: Interesting, but I don't get it or it seems far-fetched**
 - **5: Interesting, I think this is a good idea where's the market?**
 - **7: This is definitely connected - easy to grasp & has a hungry market**
 - **10: WOW factor – I'll be reading about you in headlines soon**

WHAT DIDN'T YOU HEAR AND WANTED TO HEAR?

Who got a “10” and why?

- ***What can you do to make it better?***
 -
 -
 -

Question #3:

Who are you to the business?

Why are you (team) in this business?

What's your personal story?

3 minutes to pitch

4 minutes to receive feedback

Feedback: What did you hear?

- **Did you believe them? What stuck in your head?**
- **Tell them and give it a Credibility/Passion rating:**
 - **1: Not sure this person/team can deliver or wants to**
 - **3: Competence needs more emphasis/**
 - **5: Everyone seems competent, but can't find the passion**
 - **7: Everyone is competent and shows commitment.**
 - **10: WOW factor – This team is inspiring, has vision – and is linked at the hip!**

WHAT DIDN'T YOU HEAR AND WANTED TO HEAR?

Who got a “10” and why?

- ***What can you do to make it better?***
 -
 -
 -

Find your power pose!



http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are.html

Question #4:

**Where are you on the time
line?**

Feedback: What did you hear?

- Do you know precisely what stage of development this venture is in?
- Tell them and give it a rating
 - 1: Fuzzy start up
 - 3: Seems like they are still exploring about next steps
 - 5: They have their own blood, sweat and equity in it and they are going forward, but may not know where
 - 7: They have vision, a plan and commitment
 - 10: WOW factor – I would be lucky to invest with them

WHAT DIDN'T YOU HEAR AND WANTED TO HEAR?

Question #5:

What do you want?

Feedback: What did you hear?

- I got a specific number and actionable step with a reasonable plan.
- Tell them and give it a rating
 - 1: Never really asked for anything
 - 3: Gave good background with lots of potential options
 - 5: Gave a number, a plan, not clear if it was reasonable
 - 7: Everything seems very plausible
 - 10: WOW factor – they are ready for next steps

WHAT DIDN'T YOU HEAR AND WANTED TO HEAR?

BREATHE

What can you do to make your
overall presentation better?

Anticipating & Responding to Questions



Preparing for Q and A

- What questions can you anticipate?
- Who will answer the questions?
- How can you deflect distracting questions?
- How can you return to your closing points?



Plan how your team will take questions

1. Express your preferences at the start
2. Be tactful if preferences are not honored
3. Keep a balance in who answers
4. Prepare for the unexpected
5. Practice answering your most feared questions



Answer & project credibility

empathy



*Answer
directly*

**FRAME THE
QUESTION**



**Be YOU –
Be Believable**



Use the 4-step approach

1. *Empathize* – What's in the questioner's head?
2. *Frame the question* clearly to refer to your presentation
3. *Answer succinctly*, directly and realistically
4. *Endorse* the answer *with your credibility*

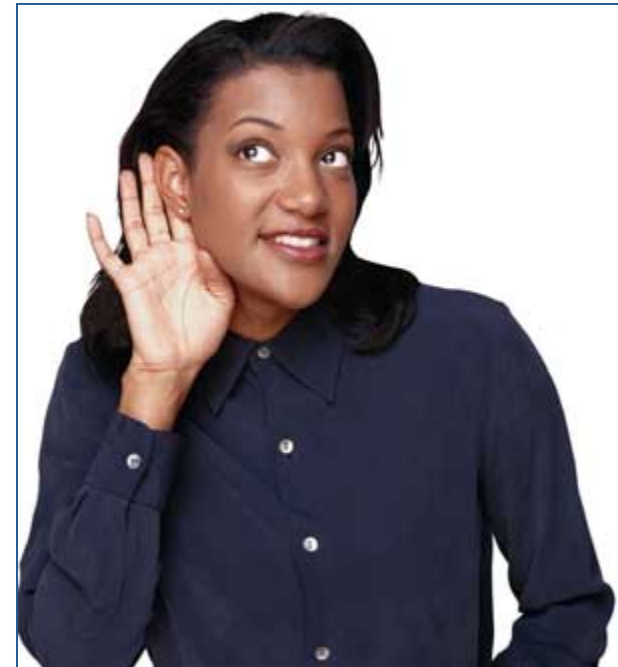
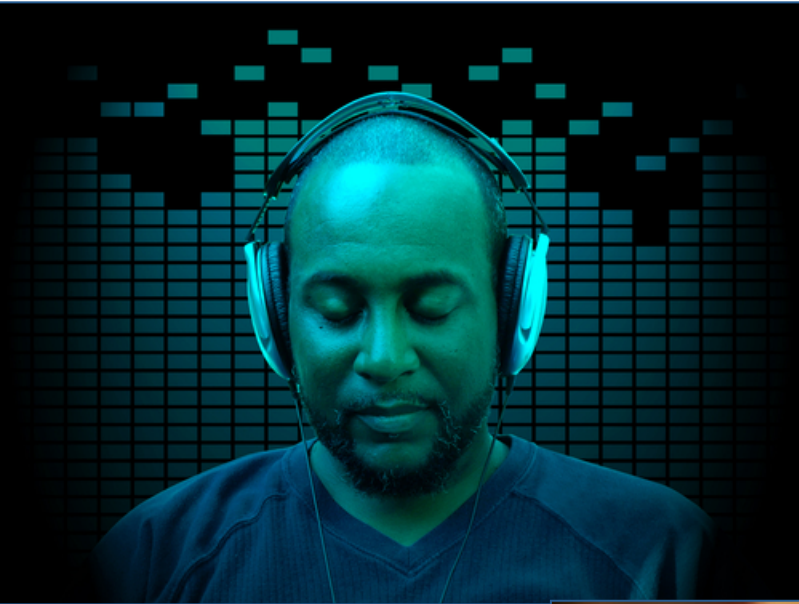


Answering questions well

- *Listen carefully* to the questioner
- *Paraphrase* or repeat, if appropriate
- *Structure responses*
- Keep answers *short - direct*
- *Include everyone*: share eye contact
- *Bridge to your own message*



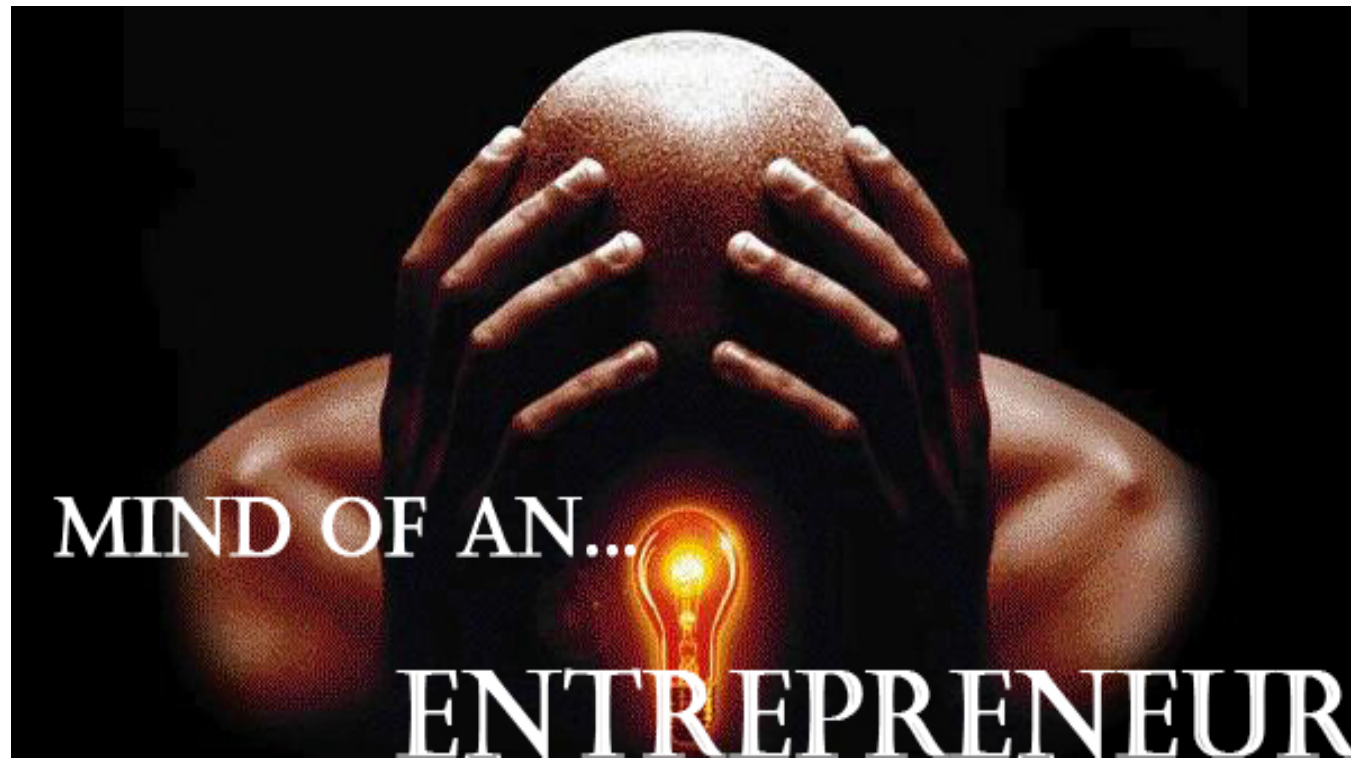
Ultimately, it is all about Listening



Goal: Make it easy for your audience

Use your slides to win the pitch

How do entrepreneur pitches go wrong?



***Your slides don't tell your story!
Your message doesn't connect the dots!***

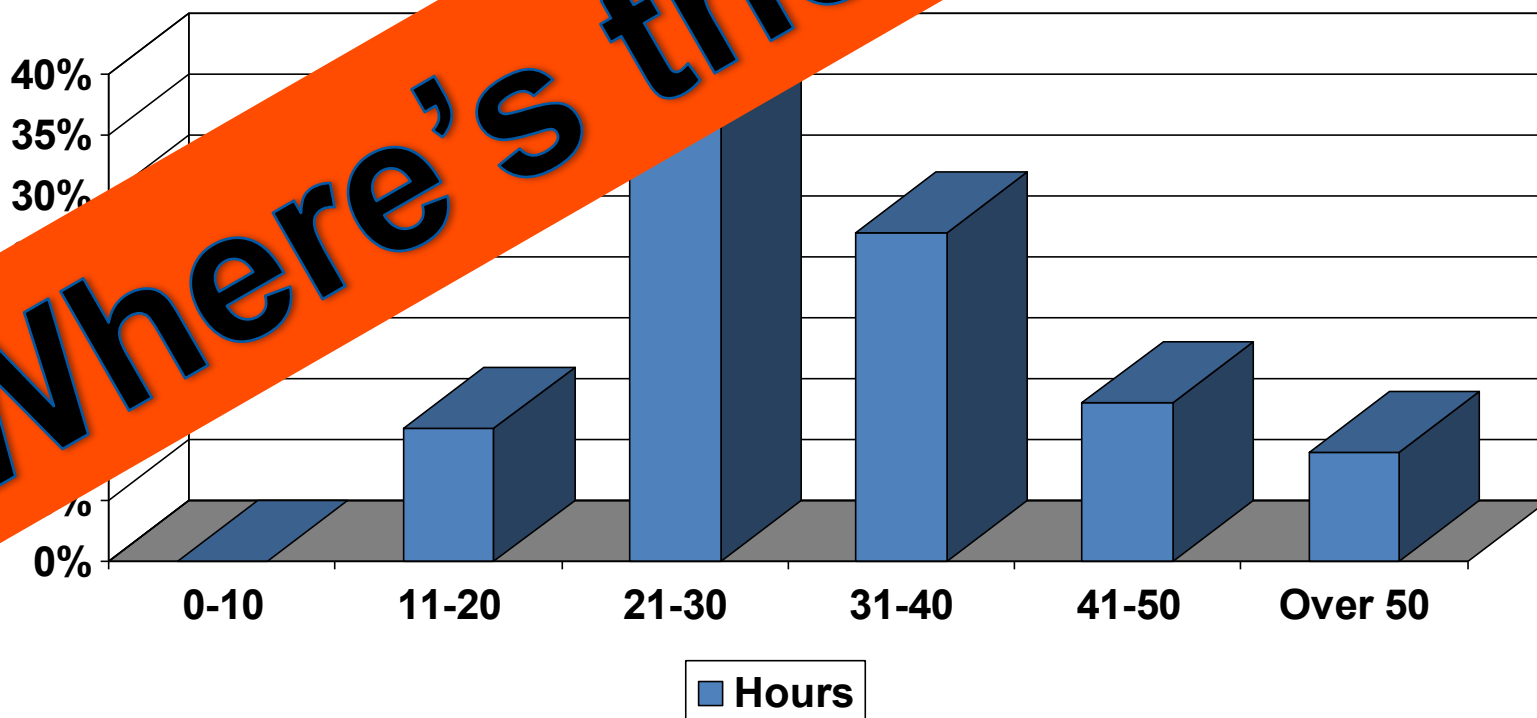
The Problem:

“Young Americans appear to be reading less for fun, and as that happens, their reading skills are declining.”

The New York Times (November 19, 2007; Reporting on D

Hours spent on SAT

(CollegeClickTV, February, 2009)



Where's the story?????

Initial Funding and Payback

Sources of Funding Options:	Amount	Period	IRR
Self Funding	\$ 50,000		
Government Grants	\$ 50,000		
Venture Capital	\$ 75,000	Year 2	30%
Bank Loan	\$ 100,000	Year 3	5.5%
Investors (Friends/Family)	\$ 75,000	Year 4	12.7%
Total Funding (Years 0 and 1):	\$ 425,000		

Where's the story?????

What is Nancy Duarte's advice?

- Get started:
 - What's a story board?
 - Simple drawing with **one idea per slide** – sketch it out before you start using PowerPoint/Keynote/etc



①
CHILD BEING BULLIED



②
CHILD SITTING IN PLAYGROUND CRYING



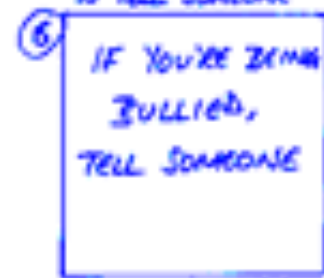
③
CHILD WROTE ALPHABET LETTERS ON FRIDGE TO TELL SOMEONE



④
MOM WROTE ALPHABET LETTERS ON FRIDGE



⑤
MOM HUGS CHILD



⑥
SHOWS MESSAGE THAT YOU SHOULD TALK TO SOMEONE

More advice from Duarte: Chapter 5

- **Present data clearly, simply, and compellingly:**
 - Select visuals that convey meaning and brand value
 - Create and arrange slides that persuade audiences and help them solve problems
- **What's a 3-second slide?**
 - Can your audience get your visual message in 3 seconds? How can you do it?
- **Choose the types of slides you need:**
 - Walk-in / Navigation / and ... which others?

How does Nancy Duarte do it?

- [Nancy Duarte: The secret structure of great talks](#) (*link to Ted Talk*)
- <http://www.duarte.com/portfolio/food-shelter-and-fun/>



What's the 10/20/30 Rule?

- *10 slides / presentation*
- *20 minutes total*
- *30 pts minimum font size*

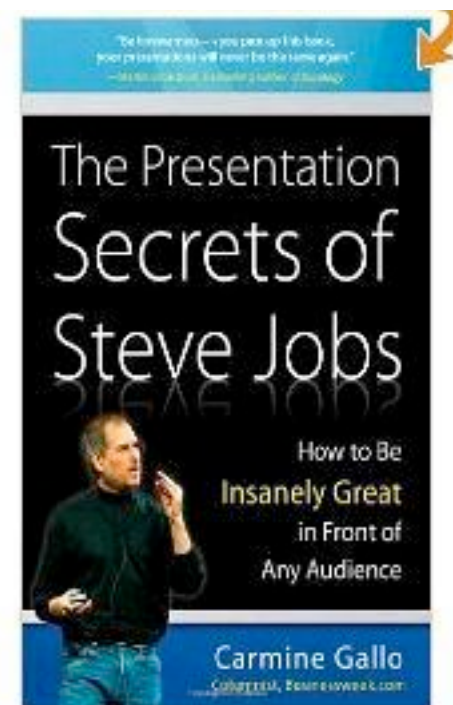
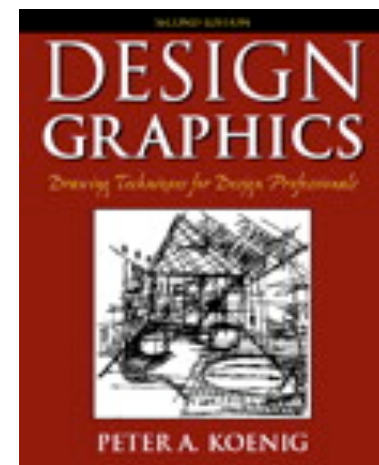
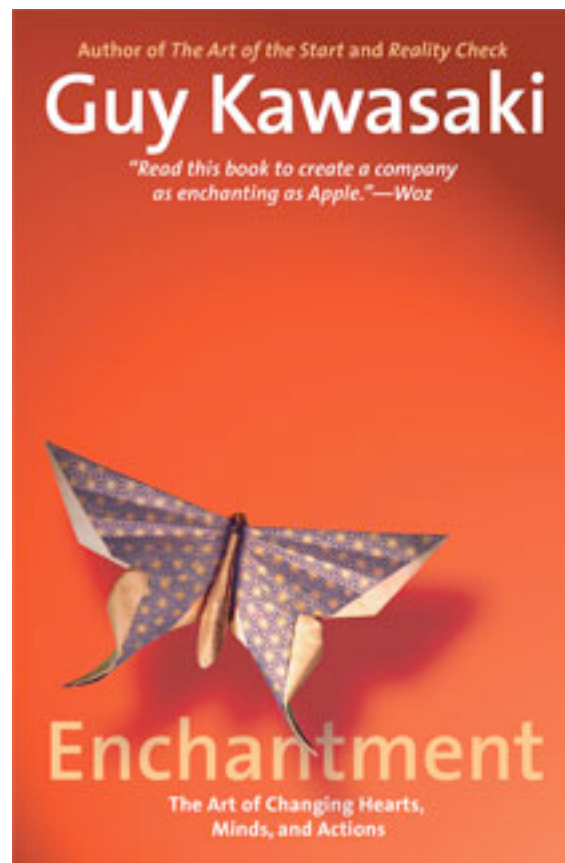
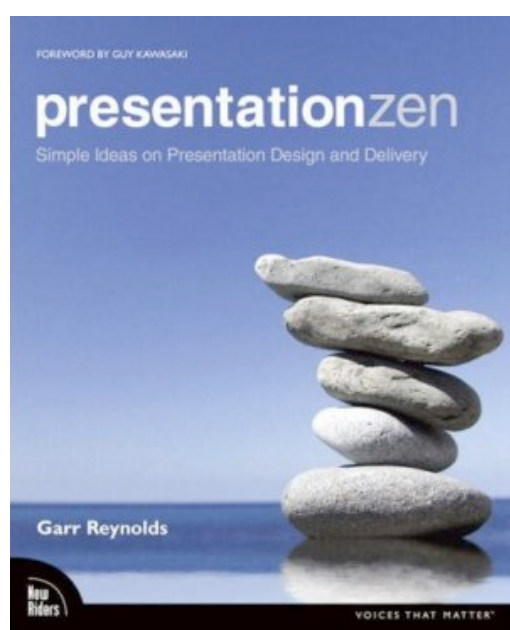


Remember:

- **6 X 6**
- **Less is more**
- **Primary colors distinguish the concept**
- **LESS is more**
- **Message titles guide the story**
- ***LESS REALLY IS More***
- **PICTURES RULE**

Make it easy for the audience.....

- Great Examples:
- <http://blog.hubspot.com/marketing/inspiring-slideshare-presentations-for-marketers-list>
- ***Guy Kawasaki explains the 10/20/30 rule***
- <http://www.youtube.com/watch?v=liQLdRk0Ziw&feature=related>
- ***Hans Rosling on making data exciting***
- http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen.html
- ***And, almost any TED TALK. Ted.com***
- [Presentation Zen: Garr Reynolds:](http://www.ted.com/talks/garr_reynolds_presentation_zen)
- <http://www.youtube.com/watch?v=DZ2vtQCESpk>
- [Guy Kawasaki for the entrepreneurs](http://www.ted.com/talks/guy_kawasaki_for_the_entrepreneurs)
- <http://www.youtube.com/watch?v=Uh4SegWhnOE>



Good Luck!!!!