



**And, then there
were 60.....**



**Congratulations
you did it!**

Social Venture Competition (20)

- Africa's Tomorrow
- BATI
- Clean Water for Everyone
- Efficiency Bank
- Empower to save
- Fund my education
- Here there and Everywhere
- In Dispense
- Kinwork
- Lovoy
- MiddyFund
- Optimista
- RootedNY
- Second Soil
- Soteria
- TeenEdUp
- TheraConnect
- Urban Agritech
- WF Cup
- Z-nodes

New Venture Competition (27)

- 40 Thirty
- A Better Bachelorette
- AfreSheet
- Bizlet
- Blue Sky
- Boom
- CapitalNX
- Chime.In
- Cognitive Toys
- Gladly
- GreenHopping
- Housing Hound
- Hubb Music
- ICD Power
- iDSRIP
- Kaapda
- Lendscore
- MedTimER
- P2F3
- Parcelr
- Pollie
- RecoverLINK
- Revelmuse
- Soundscope
- SpaceMart
- Spaced
- The Daily Pundit

Technology Venture Competition (13)

- **Asvan**
- **AuthenticCuisine**
- **CookScience**
- **Eicon**
- **Ephemeral**
- **FixIt**
- **Healthicare**
- **HealthIQ**
- **HydrOne**
- **Kinophase**
- **Miraculex**
- **Urlinq**
- **XStream Analytics**



**KEEP
CALM
AND
LET THE
COMPETITION
BEGIN**

Welcome to the Quarterfinals Pitch-Off!

- ***What's next? December 5th Presentation***
 - 6 minute Presentation structure:
 - ***Create Empathy: Status Quo (pathos)***
 - ***Be Curious: show insight (logos)***
 - ***Have Belief: Solution (ethos)***
 - 6 minutes Q&A
 - 6 minutes Feedback

Who is Judging?

What do they want to see?

Panel of Judges

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

Reviews are based on:

- *feasibility analysis*
- *6 minute presentation and Q&A.*

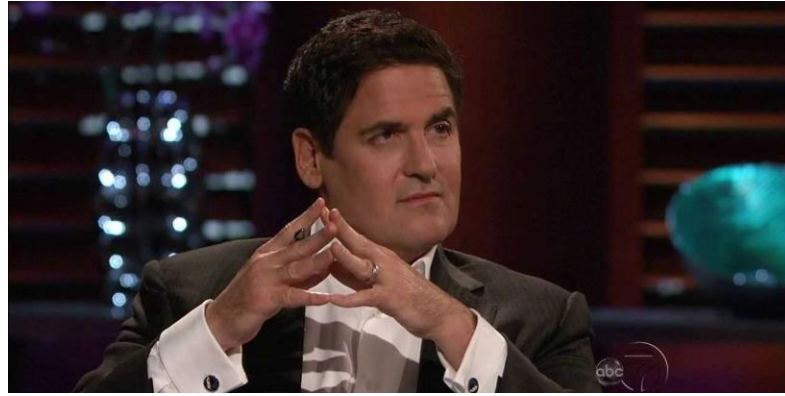
You're going to **LOVE** this!

What's in a pitch?





How to go
from here.....



...to here



“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

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



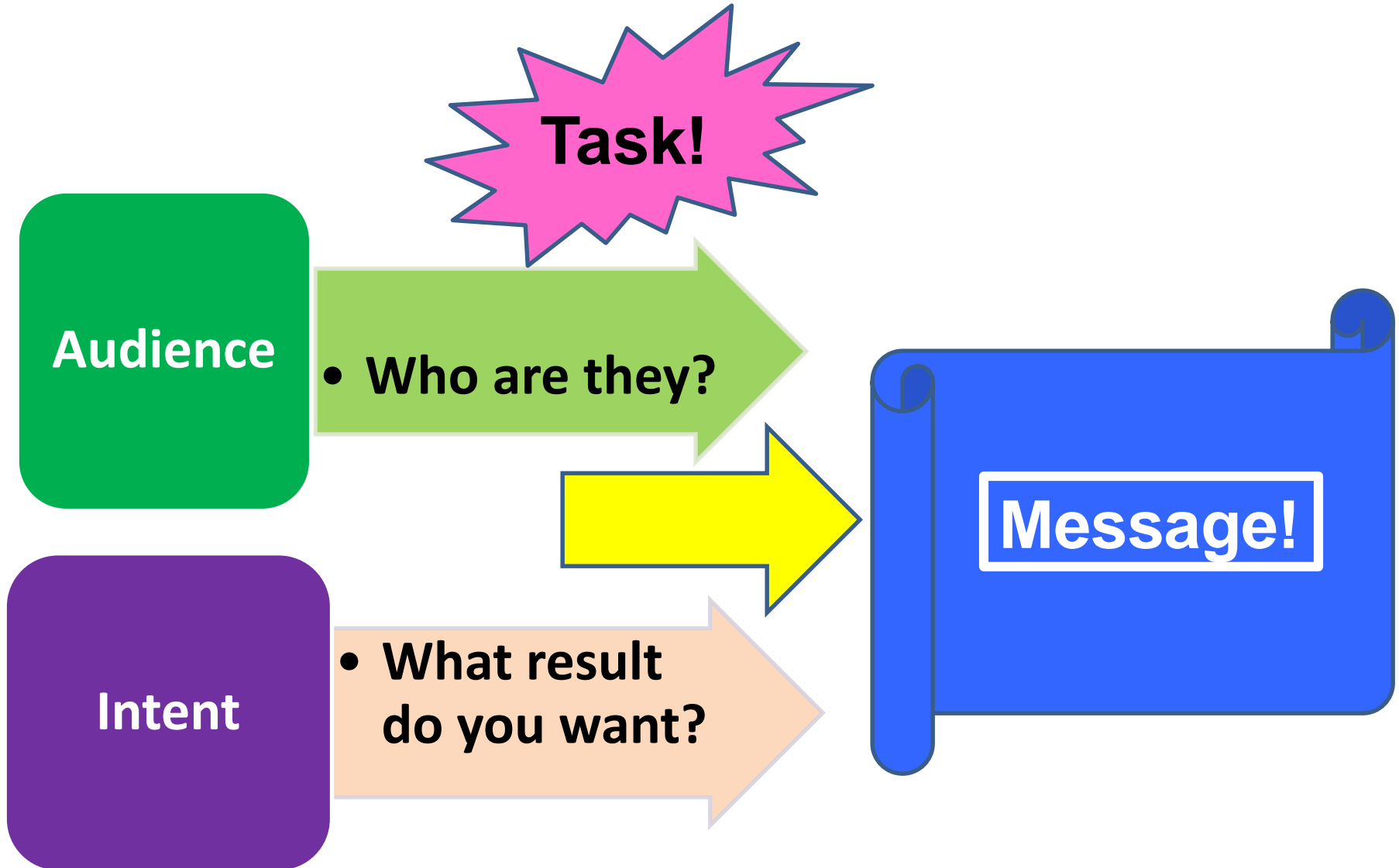
Business presentations succeed when they:

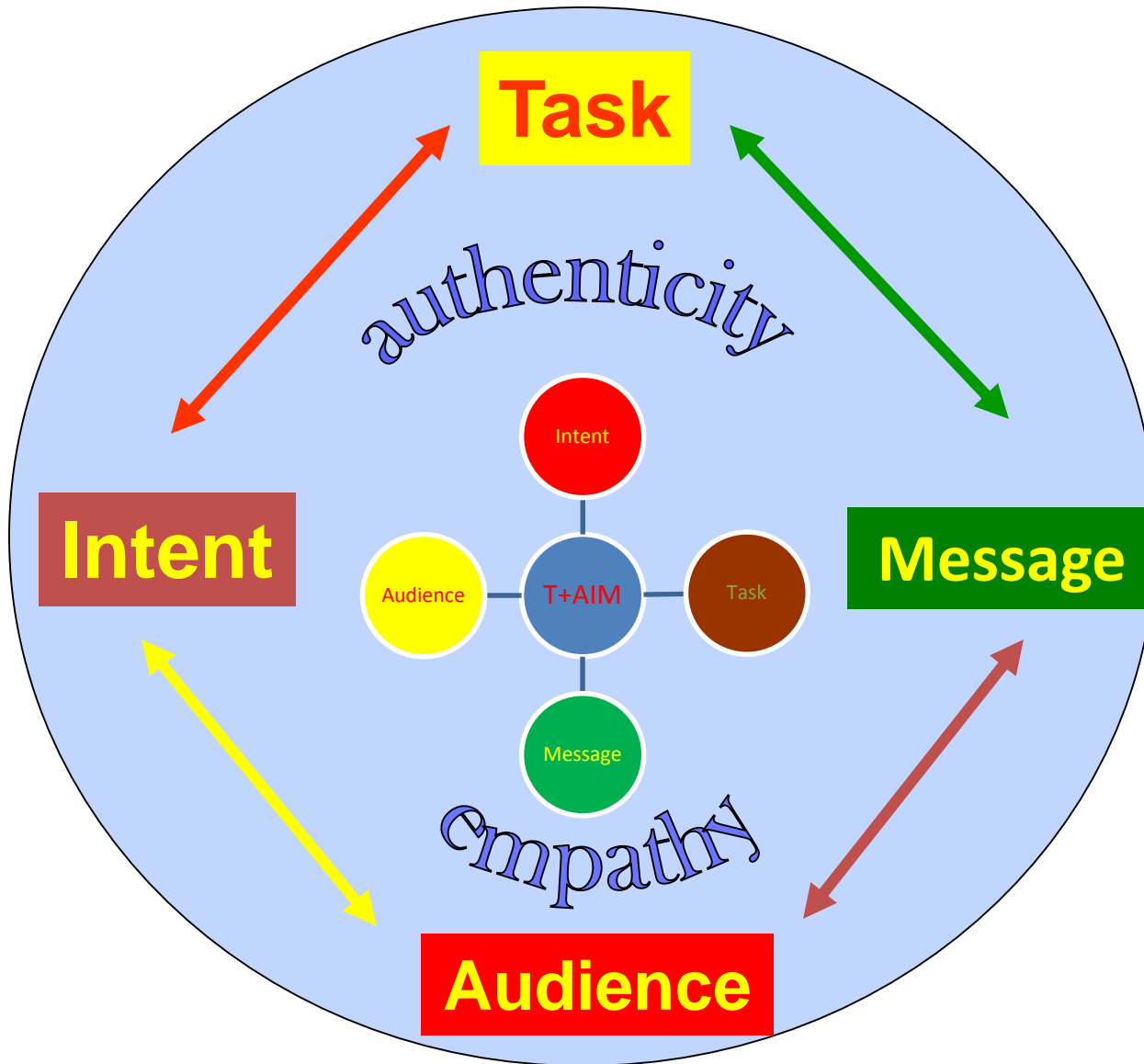
- **Make it easy for the audience** to accept information, ideas or recommendations
- Set up and **meet expectations**
- **Provide evidence** to support your plan and recommendations
- **Demonstrate the credibility** of the presenter/s

Make it Easy!



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





**The Challenge:
Communication is dynamic...especially in a pitch**

Pitch: to throw, fling, hurl, toss.....



- **Sizing up the batter**
- **Eye contact**
- **Grip selection**
- **Wind up**
- **Delivery**
- **Instant feedback**
- **Judgment about next throw**
- **REPEAT**

And, it hasn't changed since Aristotle . . .

“The man who is to command them
must, it is clear, be able
to *reason logically*,
to *understand human
character* and goodness in their
various forms, and
to understand *the emotions* —
that is, to name and describe them ,
to know their causes and the way
in which they are excited.”

LOGOS

ETHOS

PATHOS

6 minute Presentation:

- *Create Empathy: Status Quo*
(pathos)
- *Be Curious: show insight*
(logos)
- *Have Belief: Solution*
(ethos)



Task!

Let's start with your story...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 business

Trust me!

Investors will listen to a good story!

- 1. Give your audience a reason to listen**
- 2. Build curiosity with insight on customer**
- 3. Solve the problem**

Start with your core data!

Then create the story

<p><i>What's the company name?</i></p> <p><i>What business are you in?</i></p> <p><i>Does it have an INTERESTING story:</i></p>	<p><i>Describe the status quo – problem</i></p> <p><i>How will you build empathy - grab their attention – give them a reason to listen</i></p>	<p><i>What does the customer need?</i></p> <p><i>What's the Social impact?</i></p> <p><i>Show your insight</i></p>	<p><i>What's the Value Proposition?</i></p> <p><i>Your BELIEF with the Solution</i></p>
<p><i>Are there Risks?</i></p>	<p><i>What do you want the audience to Takeaway:</i></p>	<p><i>What can you anticipate from the Audience?</i></p>	<p><i>How can you make the ending memorable?</i></p>

Connect your presence to the data

Connect your data to your presence

Find your power pose!



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

Open and close with energy: EMPATHY

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

EYE CONTACT is

***Essential to building
empathy***





I'm the boss



Let's be friends

**Build momentum and curiosity with
your insight :**

***Focus on the customer and
manage your***

***PRESENCE – Connect with your
Voice, tone, gestures***



momentum:

Control the energy exchanges and build momentum – don't lose the audience – use your logic and own the data

PERSONAL CONTACT

It's a relationship between the data, audience and you (T – T – T)



Welcome to: SPEED PITCHING

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

Question #1: PATHOS

How will you build empathy? You need to describe the problem/status quo.

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 seemed far fetched**
 - **5: Interesting, I am feeling something**
 - **7: I am definitely interested to hear more**
 - **10: WOW factor – I feel it ETHOS**

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: LOGOS

What's your value proposition?

Or, social impact statement?

What's the status quo?

3 minutes to pitch

2 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: ETHOS

What's the solution?

Who are you to the business?

Why are you (team) in this business?

What's your personal story?

2 minutes to pitch

3 minutes to receive feedback

Feedback: What did you hear?

- **Did you believe them? What stuck in your head?**
- **Tell them and give it a Ethos/Credibility 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?*
 -
 -
 -

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*

Be YOU –
Be Believable

**FRAME THE
QUESTION**



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*



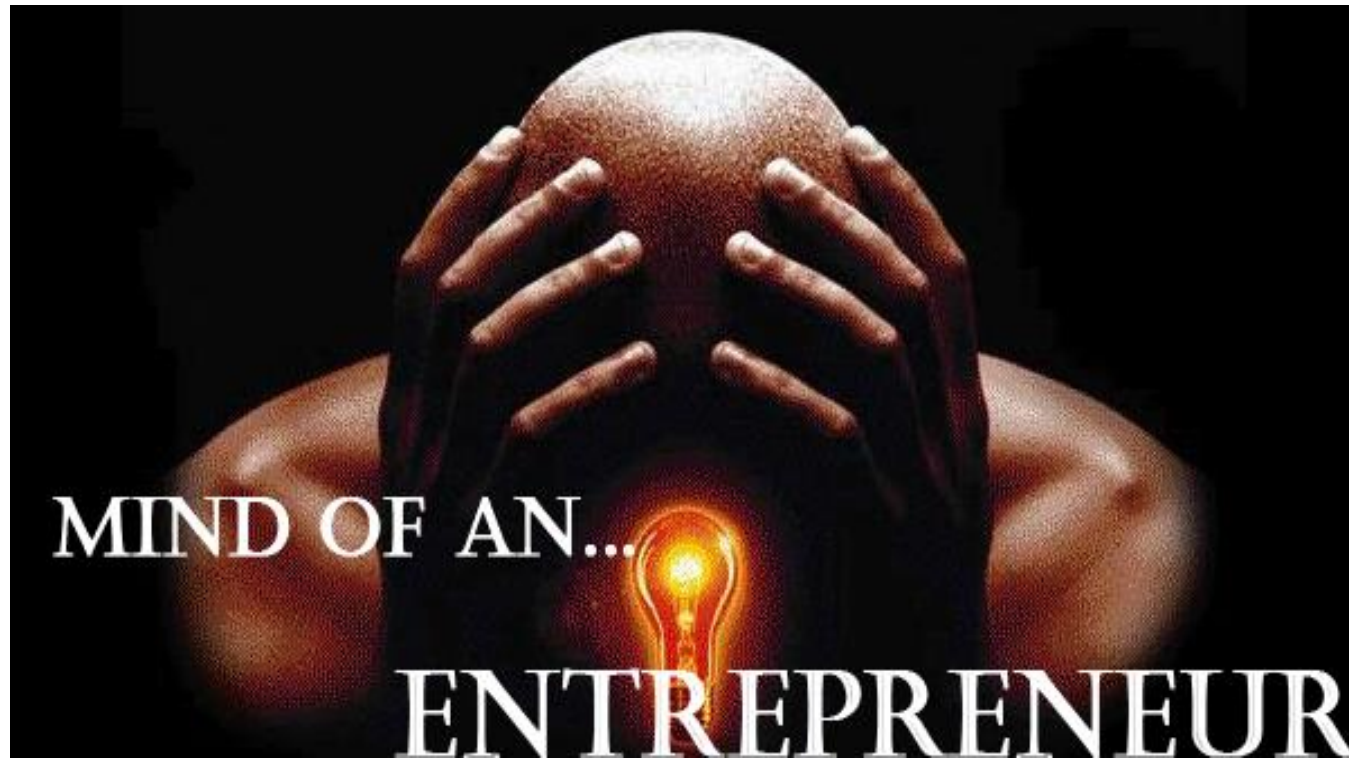
Ultimately, it is all about Listening



**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!***

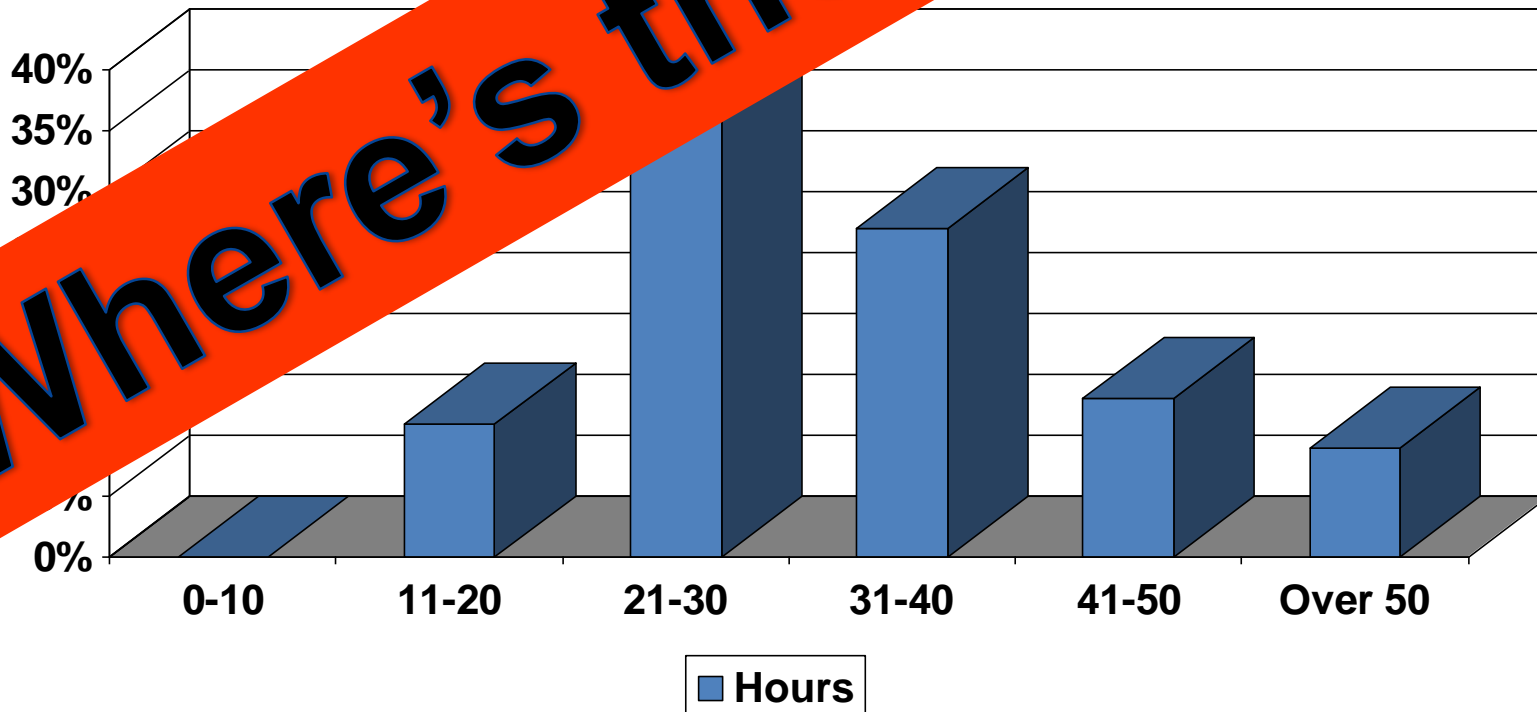
The Problem:

“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?????

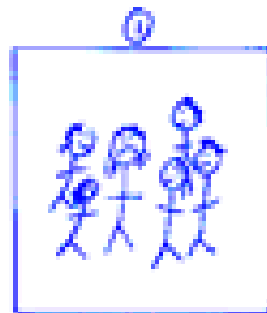
Initial Funding and Payback

Sources of Funding Options:	Funding Amount	Payback Period	IRR
Self Funding	\$ 50,000		
Government Grant	\$ 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		

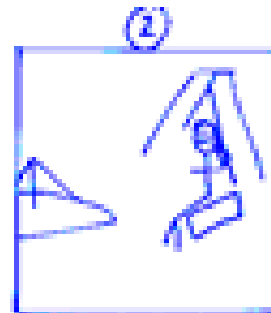
Where's the story?????

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



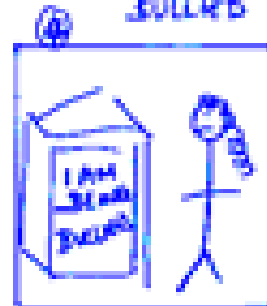
①
CHILD BEING BULLIED



②
CHILD SITTING IN PLAYGROUND CRYING



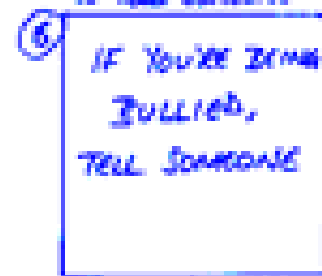
③
CHILD WROTE ALPHABET LETTERS ON FRIDGE TO TELL SOMEONE



④
MOM SAW 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?

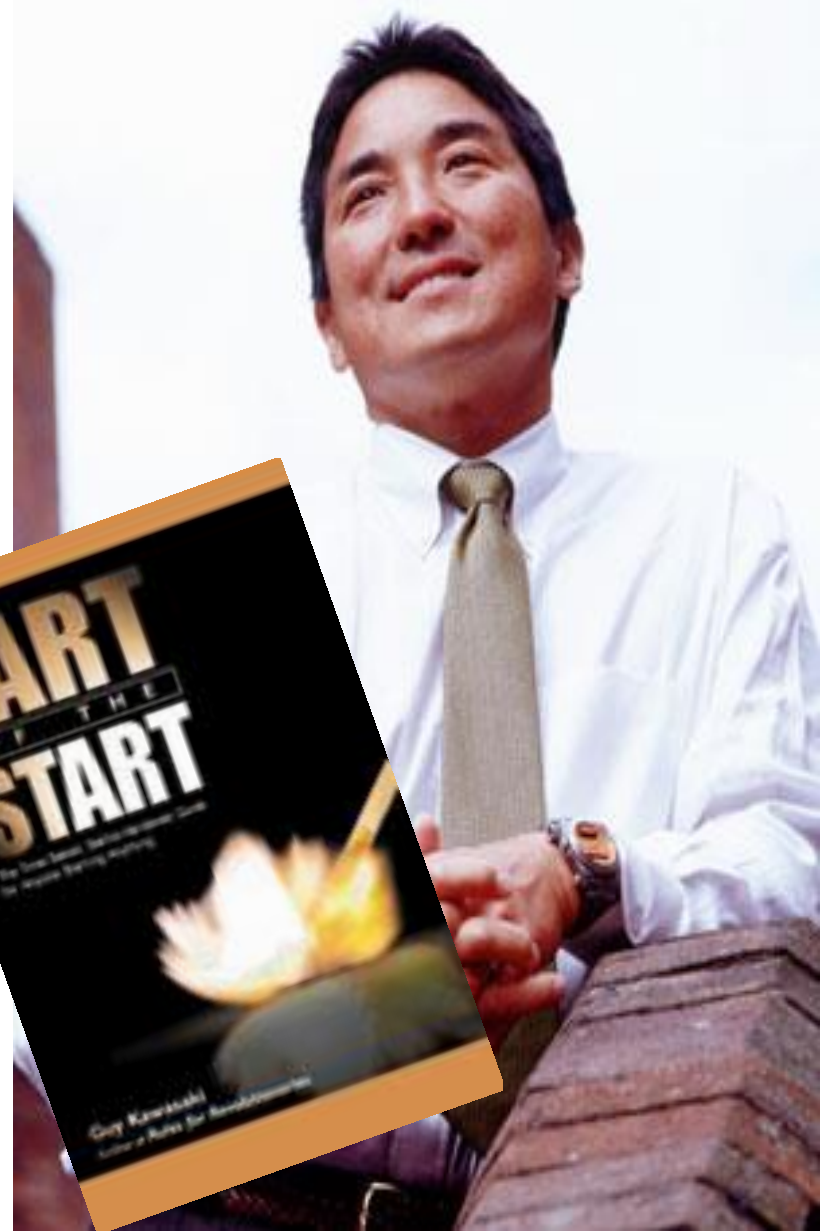
How does Nancy Duarte do it?

- [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*

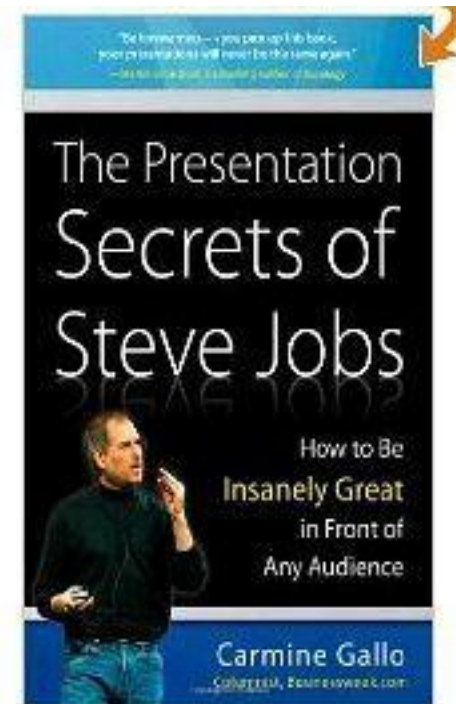
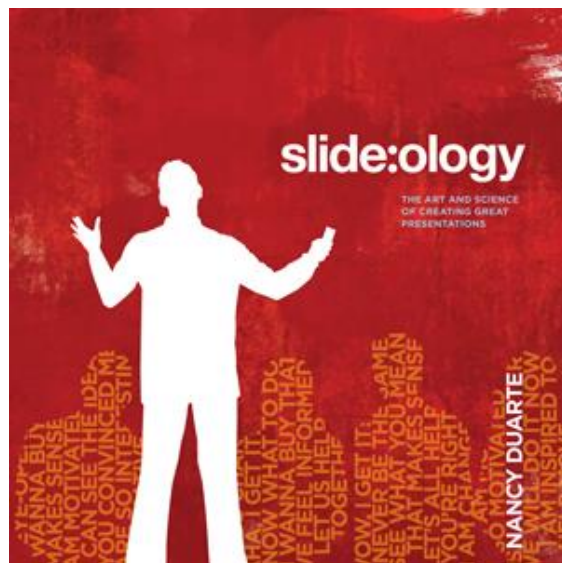
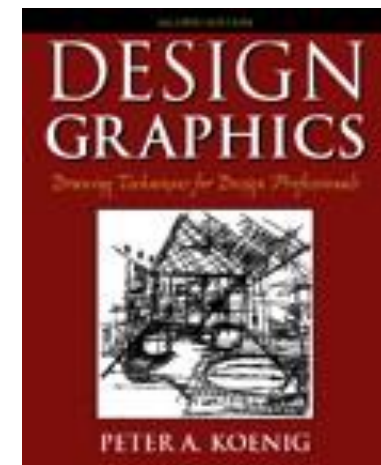
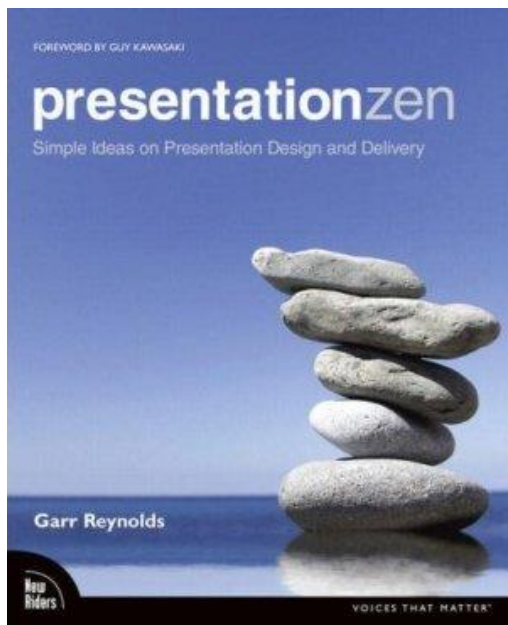


Remember:

- 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_see
n.html](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.youtube.com/watch?v=DZ2vtQCESpk)
- <http://www.youtube.com/watch?v=DZ2vtQCESpk>
- [Guy Kawasaki for the entrepreneurs](http://www.youtube.com/watch?v=Uh4SegWhnOE)
- <http://www.youtube.com/watch?v=Uh4SegWhnOE>



Good Luck!!!!