

Perfecting Your Pitch



Bill Joos
Garage.com

**BOOTCAMP FOR STARTUPS.SM
THE FEW, THE PROUD,
THE OBSESSED.**

Mark Twain Said It Best:

“I didn’t have time to write you a **short** letter, so I wrote you a **long** one.”

~~Mark Twain~~ Said:

The Entrepreneur

“I didn’t have time to write you a **short**
~~letter~~, so I wrote you a **long** one.”

Elevator Pitch

Executive Summary

Overview Presentation



1 Less is more

...but it is *much* harder to do

Why the *Passion* about “Elevator Pitches”?

- It's not just the end results, but the *mental process*
- It is the *purest distilled essence* of your dream and vision
- You learn to articulate what *really matters*
- It forces you to *focus*
- You might actually use it on an elevator someday . . . *so you'll be ready :-)*

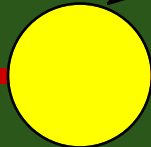
Where Does Your Elevator Pitch Belong?



“Bait the Hook”



Get ‘em Interested



**“Wait a minute . . .
Tell me more!”**

Your Elevator Pitch



“Feed the Fish”



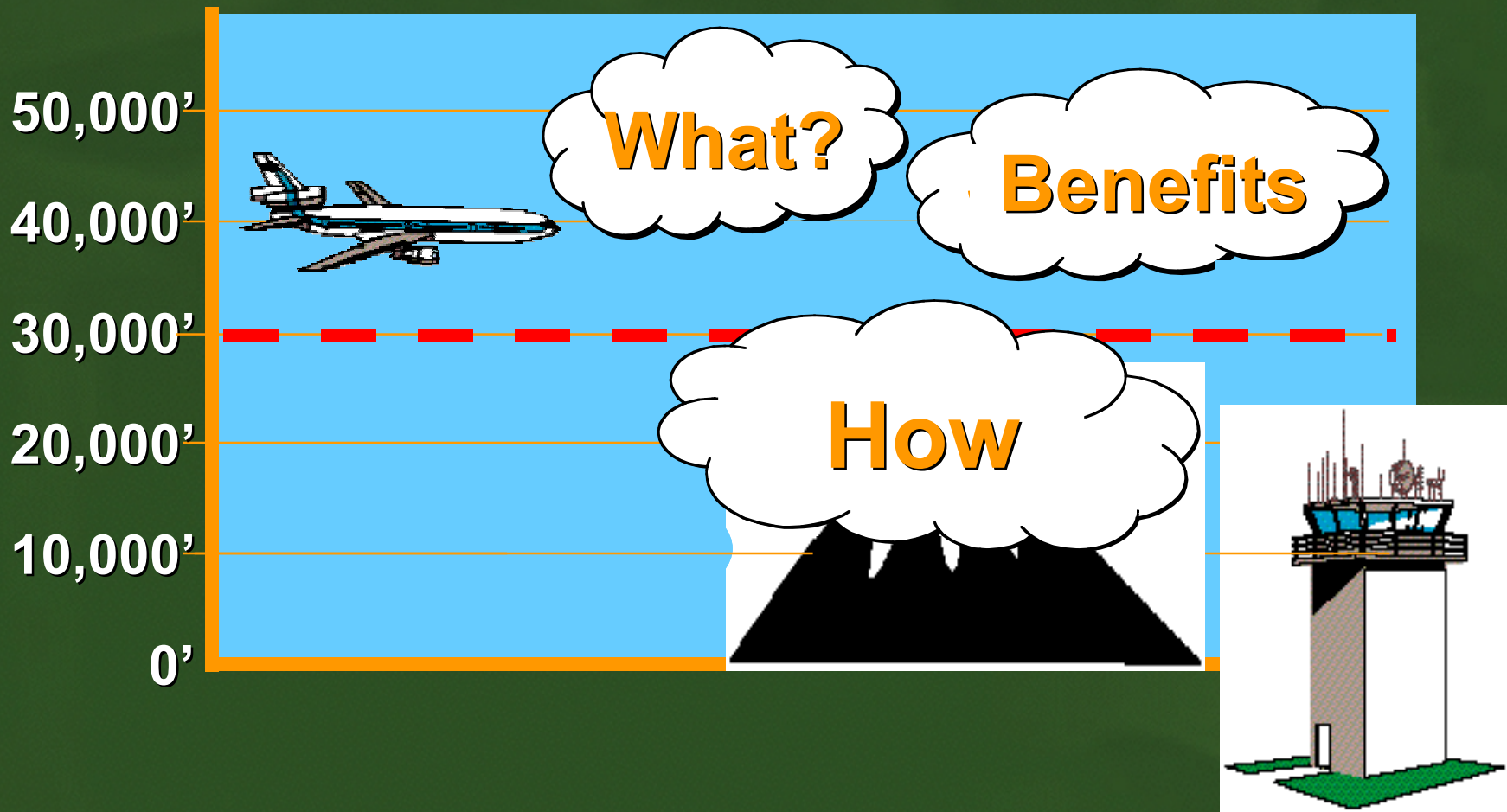
Close ‘em



2 Bait the hook

...*don't* force-feed the fish

Stay High





3 Watch your “altitude”

...and make your *“so what”*
benefits tangible

A stylized cityscape with several buildings of different colors and heights. A yellow speech bubble with a black outline points to a red square on the top of a blue building. The background is a solid dark green color.

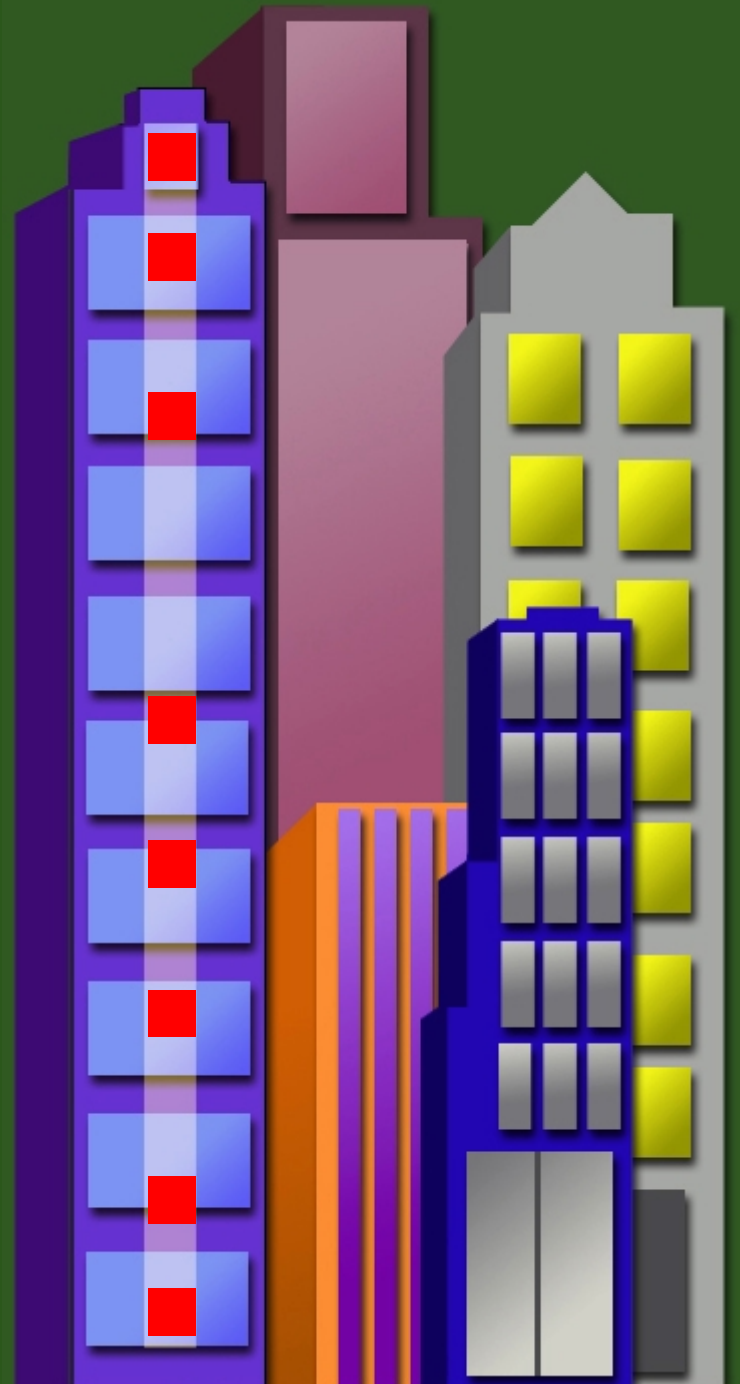
**“Wait a minute . .
Tell me more!”**

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4 Assume short buildings

Call to Action?
Mission Statement
So What? Benefits
30,000' View
What?
Unique Opportunity
Problem and Opportunity Size
Burning Problem
Tag Line





5 Be passionate!

...it must *change* the pulse rate

Kill “MBA Speak”

~~We provide the leading business-to-business solution for clinical data capture and management for the pharmaceutical and biotech industry.~~

We streamline processes to speed important new drug therapies to market.

Kill “Geek Speak”

~~Utilizing the 2048-bit Diffie-Hellman key exchange and 168-bit triple-DES, we provide intrusion protection for digital voice, fax and wireless communications.~~

We safeguard your communications.



6 Speak “English”

...KISS: Keep It Simple Stupid

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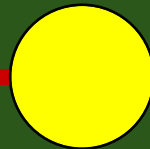
Where Does Your Executive Summary Belong?



“Bait the Hook”



Get ‘em Interested



Executive Summary



“Feed the Fish”

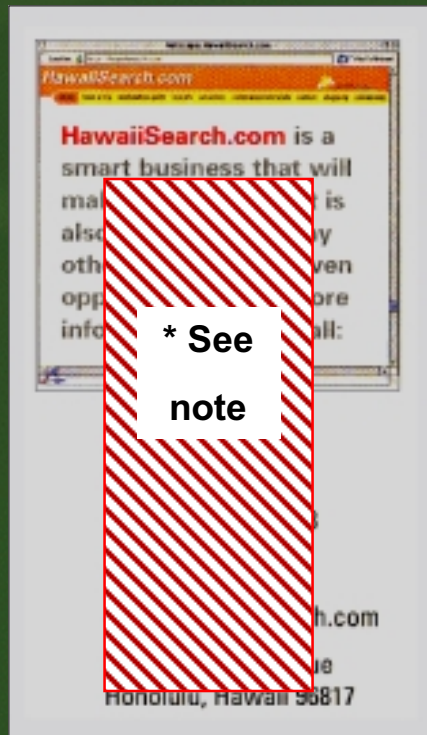


Close ‘em

Executive Summary

- No longer than 45 pages
- No fonts larger than 12 point
- No graphics or charts
- Make “No-Doz” to the 10 page cover letter

Pocket Pitch: **Front**



Mission

Call to Action

Contact information

* Note: HawaiiSearch.com gave Garage.com permission to flash their card in this presentation from the stage but asked that the detailed information not be distributed, hence the “blacked out” areas.

Pocket Pitch: Inner Flaps

*The
Overview*

The Overview

1. Travel is the biggest industry in the world. It's a multi-billion dollar industry that's growing rapidly. It's a multi-billion dollar industry that's growing rapidly.
2. The industry has been slow to embrace technology, but it's starting to. It's a multi-billion dollar industry that's growing rapidly.
3. Having a mobile app is a timely and important move for the industry. It's a multi-billion dollar industry that's growing rapidly.
4. Having a mobile app is a timely and important move for the industry. It's a multi-billion dollar industry that's growing rapidly.

The Pitch

1. Using HawaiiSearch.com as the platform, we've developed a mobile app that provides a comprehensive guide to Hawaii. It's a multi-billion dollar industry that's growing rapidly.
 2. Let's take the business in the Hawaii market to the next level. It's a multi-billion dollar industry that's growing rapidly.
 3. Bring us on to critical media outlets. It's a multi-billion dollar industry that's growing rapidly.
 4. Reach out to the media and let them know about our app. It's a multi-billion dollar industry that's growing rapidly.
- GO!**

*The
Pitch*

Pocket Pitch: Middle


HawaiiSearch.com
is an online travel guide for the US market. It is a net to Hawaii. Of the 4 million will do each year and the 4 billion. Versi online 2 million visitors.

Funding Sought
ent, ad to he site.

Search and you can buy!
From Hawaii shirts, a reg e-co built into

Research and planning tools:
Leisure travelers currently float the best for the b best provide both el ave, plan ave, at the man t the selected entries.

Book the trip:
Of the 4 million North American visitors, 1 million of them book their trip online to a site that book online opportunity to book.



Don't miss out on the best of Hawaii!
up an site on

Hawaii is a sticky site:
Hawaii as a destination ex co 35% of visitors are also the de from the ho n.

Sticky Content:
An interactive timeline his i will en ty to it an so, us ies and experiences.

Key Points

Pocket Pitch: **Back**

***Experienced
Team***

HawaiiSearch's team

has marketing
ing a sales. We
have community
and y.

Oren years
of ex
build Hawaii
bran

Rick ravel
prom marketing
tour nium
prop

John Hawaii
trav s negoti-
ated ational
med



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THE OBSESSED.

Executive Summary

Get
It?

Executive Summary

The Overview

1. Travel is the biggest industry in the world and on the net.
2. The early net focus has been on business to business travel. Leisure travel is rising quickly and there are no successful models claiming the space.
3. Hawaii's visitor industry is the most sophisticated destination development model in the world. What can it teach the net?
4. HawaiiSearch.com is a timely and innovative online model for the future of destination driven travel.

The Pitch

1. Using HawaiiSearch.com as the profit-driven model, develop the most practical online travel planning and booking engine. Integrate a strong product e-commerce.
2. Leverage the Hawaii market and international partnerships.
3. Bring the network to mass, mate with a media partner, and go public.
4. Retire to your beach house on Maui, surf, golf, and start-up again.

“Retire to your beach house on Maui, surf, golf, and start-up again.”

GO!

Executive Summary: Want to Bet?

- The market is the **RACETRACK**
- Your business idea is the **HORSE**
- Smart bettors bet on **JOCKEYS**

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7 Focus on track records

Where Does Your Overview Presentation Belong?



“Bait the Hook”



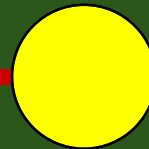
Get ‘em Interested



“Feed the Fish”



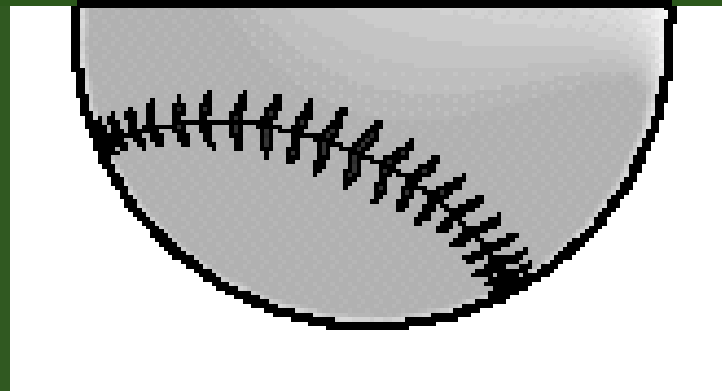
Close ‘em



Overview Presentation

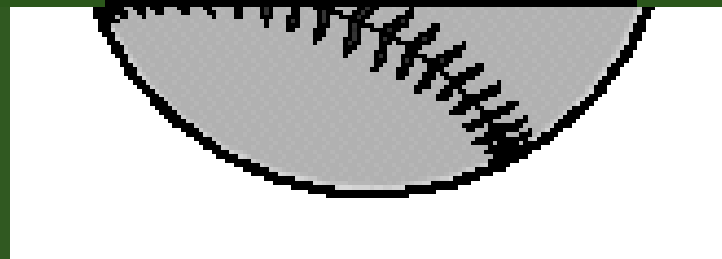
Pitch Decay

50% left after
just one *hour*



Pitch Decay

20% left after
just one *day*



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Pitch Decay

Only 10% left after
just one *week*



What's the Ten Percent that Matters?

“If you just remember three things today:

1. Big point *one*
2. Big point *two*
3. Big point *three*”

What's the Ten Percent that Matters?

- **Tell 'em** what you are going to tell 'em
- **Tell 'em**
- **Tell 'em** what you told 'em



8

Identify your “Must Remembers”

...plan and allow for pitch decay

Do it in About a Dozen Slides!

1 Title; Speaker intro; What \$ you are after	2 Company overview and elevator pitch; Mission stmt	3 <i>Racetrack</i> Problem buy- in; Market and opportunity size	4 Your solution and products; with benefits
5 <i>Horse</i> More solution details	6 Technologies	7 Competition	8 Marketing and leverage points
9 How you make money; How much?	10 <i>Jockeys</i> Team	11 Status; Timeline; Use of funds	12 Recap; Call-to- action



9 A dozen slides, fifteen minutes

(oh yes...you *can*)



10 Have fun

...these will become the
good old days



- 1. Less is more**
- 2. Bait the hook**
- 3. Watch your “altitude”**
- 4. Assume short buildings**
- 5. Be passionate**
- 6. Speak “English”**
- 7. Focus on track records**
- 8. Identify your “must remembers”**
- 9. Twelve slides; fifteen minutes**
- 10. Have fun!**

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