

What the s#*t is pitching?





Hi! I'm Holly

I'll take you through this 30 minute session on pitching & storytelling!

After 30 minutes you will know:

- What pitching is;
- How to cover the ABC of pitching in just nine slides;
- Your core kaupapa in ten words or less;
- What to do, and what not to do in your pitch.



What is pitching?

There is one word that is synonymous with pitching: investors.

But it's not just this.

At its core pitching is about telling a story: you are bringing your imagination and spirit into a room to bring an idea to life with an audience.

I pitch **every single week**:

- To potential clients;
- On behalf of current clients;
- And to my current clients, who might not yet be 100 per cent sold on my way of approaching something.



Why are you pitching?

To be the NZ Startup Bootcamp Champion of course! As judged by these guys...



Dame Julie Christie



Malcolm Rands



Elly Strang



Vaughan Fergusson

They **are looking for the reason to give you \$20,000** in cash prizes - so let's tell them a story that will have them throwing the prize at you!



A good pitch will...

Make it personal: you want your audience to be engaged in your presentation and invested in the outcome.

Do a risk-reward analysis, being clear about the opportunities and challenges. Being transparent will give you credibility and allow your audience to make an informed decision.

Show the change you will create: **communicate exactly how you are going to help** them with their challenges.

Remember the audience: **you are talking to human beings** - people want to be entertained and engaged.



How do we pitch?

There is an ABC to pitching:

A: An opportunity

B: Be about you

C: Credibility

In just nine slides you can cover all this.



A: An Opportunity

If pitching is about bringing an idea to life with an audience, you must cover these four things, which describe **an opportunity**:

1. CUSTOMER PROBLEM
2. CUSTOMER SOLUTION (core kaupapa)
3. WHO IS YOUR CUSTOMER
4. BUSINESS MODEL



1. CUSTOMER PROBLEM

Define the problem

Is there a current solution?



2. CUSTOMER SOLUTION

Define your product or service & solution.
What makes it better than competitors?

3. WHO IS YOUR CUSTOMER

Define the customer

Market size? Validated Market?

Any paying customers?

4. BUSINESS MODEL

Revenue streams aka how will you make money?

How will the customer pay / points of sale?

What is your business model?



B: Be about people

If pitching is bringing your imagination and spirit into a room, then I must hear about you and your team, from the real you and your team - it must **be about people:**

5. WHY YOU?
6. COMPETITORS?



5. WHY YOU?

Tell us who you are?

What makes your team qualified?

Expertise? Experience? Qualities? Drive?

6. COMPETITORS

Who else is providing solutions even if they're not exactly the same as yours?

How many? Are they direct or indirect?



C: Credibility

If pitching is about telling a story, then that story must not be found in the fiction section of the library: I want some realism and some facts, show me your **credibility**:

7. TIMEFRAME
8. RISKS & CHALLENGES
9. THE ASK



7. TIMEFRAME

How fast to market? When can it be delivered?

Why is the timing right for this product or service?

Why now?



8. RISKS & CHALLENGES

Tell us about the risks of this business not succeeding
e.g lack of market validation, lack of expertise in the
team, seed money limit, growth and staffing
challenges.



9. THE ASK

What outcome do you want?

Partners? Customers? Investment?

Include contact details!



So where to start?

Let's start now and nail down your core kaupapa! Look at these taglines...

| Tagline | Business? |
|--|-----------|
| We classify and count everything and anything using the power of AI. | |
| Discover new nearby experiences loved by locals. | |
| Making political engagement simple. | |



So where to start?

| Tagline | Business? |
|--|---------------------------------|
| We classify and count everything and anything using the power of AI. | Aware Group (Brandon) |
| Discover new nearby experiences loved by locals. | Romer App (Emily) |
| Making political engagement simple. | HSB Govt Relations (Me!) |



You have ten seconds

Use ten words (or less) to describe what your startup does.





Your core kaupapa

Those ten words (or less) should go to the **heart** what your startup does **your core kaupapa!** Turning to your teammates, you now have 5 minutes to nail this as a group. Put your post-it notes together, and pull out the best 10 word (or under!) tagline.





With your core kaupapa

You now have your relevancy meter (or sive) to test all pitch content against.
Anything that goes into the pitch should line up to your core kaupapa.
If it doesn't ask yourself does it need to be in the pitch?

(hint: the answer is probably no!)



Don't !!

(please)

- **Don't** put everything and the kitchen sink in your presentation: less is more.
- **Don't** use small fonts or put too much information on a slide.
- **Don't** clutter your presentation: clear colours, no patterns and distracting fonts. Make it easy to consume.
- **Don't** use technical terms, scientific schemes or jargon.
- **Don't** talking too much about the solution! Talk about the business, making money and solving a customer's problem!
- **Don't** come across as being needy.
- **Don't** try be perfect, be authentic :)



Do!!

- **Do** show the benefit to the audience.
- **Do** show that you are coachable and flexible.
- **Do** set out your outcomes and milestones.
- **Do** pick the right person in the team to answer specific questions from the panel (know your strengths).
- **Do** be realistic.
- **Do** have an ask.
- **Do** have fun!



That's it!

30 mins on pitching & storytelling!

Done.

You now know:

- What pitching is;
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Remember

When you think you can't pitch, remember this whole session now **was a pitch.**

An opportunity I have explained pitching to you, outlining what we are going to be learning, and explained to you why it's important.

Be about you I have been my real (crazy) myself to bring you along with what I am saying, and keep you engaged with questions, tasks and visuals.

Credibility I have brought credibility, not just through a snazzy powerpoint and real-world examples, but by reiterating what I wanted the audience (you) to take away (the learnings).

Go forth & pitch!



You're all freaking awesome.
You're all freaking awesome.