The Pitch
(How to Make a Killer Deck and Get Funded)
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Agenda

• Preparation
• Past winners
• Judges
• Killer deck
• Example
• Q&A
About me

• UH, BBA in Finance
• 16 years in JP, SG, SF and JP
• 2 startups, 2 exits
• 1 cool award
• 1 patent, 1 patent pending
• 3 years in a HI company
• 175 surf sessions
• 3 startups
Who’s in the audience?
Semi finalists

- AI Relate
- Body Flight Hawaii
- Gens Primus
- HCE
- HEIST
- Indoor Skydiving
- inFLOWmation
- Lanikai Brewing Company
- Life Ed
- MedResort
- MoongY
- Pili Pono (Hoala Lifestyles)
- PloXimer
- Renewable Water Technologies
- Summer Sessions Hawaii
## Past winners

### Traditional Category - Past Winners

<table>
<thead>
<tr>
<th>Year</th>
<th>Business Name</th>
<th>Group Members</th>
<th>Business Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Diagenetix</td>
<td>Ryo Kubota, Scott Shibata, Jimmy Saw</td>
<td>A technology that detects specific genomic DNA faster and cheaper than existing technology</td>
</tr>
<tr>
<td>2009</td>
<td>Ka Mahi'ai Ihi o Wailea</td>
<td>Richard Kido, Keali'i Lum, Kehaulani Lum, Charles Rose</td>
<td>A commercial venture in the State of Hawaii for the production and marketing of Hilo Maile</td>
</tr>
<tr>
<td>2007</td>
<td>Manoa Transgenics, Inc.</td>
<td>Renata Matcheva, Doris Miocinovic &amp; Pearl Ueranant</td>
<td>An innovative gene insertion technology to develop transgenic mice and proprietary gene delivery plasmids that aims to cure genetic disease in humans</td>
</tr>
<tr>
<td>2006</td>
<td>MicroNose Technology</td>
<td>Liangjie Dong, Harmoni Elliott, Daoping He, Jason Moran &amp; John Varlaro</td>
<td>A high efficiency, low cost water filtration systems media that removes arsenic and other toxic heavy metals from municipal drinking water systems</td>
</tr>
</tbody>
</table>
Know **who**
you are dealing with
Faruq Ahmad

• Palo Alto Capital Advisors
• CM Capital
• Mingly Capital
• Various startups
Jan Sullivan

• Oceanit COO
• C&C of Honolulu
• Capital formation
• Spin-off companies
Tim Dick

- StartupVC General Partner
- Adama CEO
- Superferry Founder
- Various startups
Dustin Sellers

- ProService Co-president
- Ingenio/Keen GM
- Potomac Partners Consultant
- Various companies
How to make a killer deck and get funded
Stories anchor ideas
10 slides
20 min
30 pt
Iterate,
Iterate,
Iterate!
Memorize
How to make a killer deck

A deck that tells a story
Best order with good flow

1. Team
2. Market
3. Demo
4. Traction
5. Distribution strategy
6. Business model
7. Competition
8. Fund raising status
Team

Arnold Yew  
Co-founder  
Rocket Science, FCB

Russel Cheng  
Co-founder  
Microsoft, 2X startups

Brian Dote  
Mobile App Lead  
Cisco, Apple

Ben Leong  
Co-founder  
BlueWater Multimedia

Paul Aumer-Ryan, PhD  
Technical Lead  
Univ of Hawaii

Arne Knudson  
Creative Lead  
GiddyMachine
Market

• Total market size--$1 bil
• Major market trends
• Idea relevance
• Put the investor in the mindset
Demo

- Do a live demo
- KISS, interesting and engaging
- Differentiate
Traction

- Charts convey traction numbers
- Relevant metrics to show growth
- Hockey stick growth = investor dream
- Social proof
Distribution strategy

- Customer acquisition channel
- How channel scales
- New distribution channels to explore
- Supporting data of channel success
Business model

• How will you make money?
• Revenue forecasts
• Data supported business model
Competitors

- Demonstrates market size
- Validates your market
- Reinforces differentiation
Fund raising status

• How much funds are needed
• Use of funds
• Who are previous investors
• Who is committed (social proof)
Pitch example
ASIA PACIFIC FILMS.COM
YOUR INSTANT GATEWAY TO THE FINEST ASIA PACIFIC CINEMA

December 15, 2010

Jeannette Hereniko, Founder and President, jhereniko@AsiaPacificFilms.com
2800 Woodlawn Drive, Suite 265, Honolulu, Hawaii 96822 USA, (808)469-4630
APF Snapshot

**Founder**
Jeannette Hereniko  
HIFF Founder, APF  
Located in Honolulu  
Founded in 2008

**Indie Contractors**
Philip Cheah  
Curator  
Shaoyi Sun, PhD  
Curator  
Aruna Vasudev, PhD  
Curator  
Teo Swee Leng  
Acquisition Manager  
Justin Park  
Project Manager  
Jesoni Vitusagavulu  
Business Consultant

**Investors**
Hawaii Angels Oahu, Maui  
Robert Robinson  
Kolohala Ventures  
Nancy Makowski  
Maui Angels  
Virendra Nath  
HDEP International  
Lubuw Falanruw  
Digital Mediums  
Kim Coco Iwamoto  
Board of Education  
Doug Levin  
Levin & Hu

**Board of Directors**
Jeannette Hereniko  
HIFF Founder, APF  
Robert Robinson  
Kolohala Ventures  
Virendra Nath  
HDEP International  
Christian Gaines  
Amazon  
Vilsoni Hereniko  
Professor

**Financials**
QHTB approved $1.5 MM  
$500k Raised 10/2009  
$1 MM Remaining for Series A

**Technology**
Ruby on Rails  
Brightcove
APF 2010 By the Numbers

Revenue
$6,800 in 2009
$105,000 in 2010

Usage
07:10 Average time on site
2,150 Active users month
50 Active individual subscribers
10 Institutional subscribers
70 films in 2009 exclusive rights
550 films in 2010 exclusive rights

Markets to go get
7,000 AAS members
450 Universities
563 Asia Pacific libraries
3,000 MESA members
60 Institutions
39 Organizations

Activity Stream
$600/month Server cost
$89,000 Web development cost

Independent contractors
1 Headcount
2 Consultants
8 Free interns
APF 2009

Key events

• Launched AsiaPacificFilms.com on October 19 during HIFF
• First Asia and Pacific Island film streaming site on internet
• Jeannette Hereniko named Digital Media’s Entrepreneur of the Year by HVCA

Lessons learned

• Publicity doesn’t mean you bring in a lot of money. It does mean nice buzz in the community though
• With these films and this website, it’s easier to get educational customers than individual customers
Key events
- Cut operating expense by 64%, increased revenue 15x
- Acquired 550 Film Festival type films
- Roger Ebert and TechCrunch loved the site
- 10 university and library subscriptions

Lessons learned
- Lean startup and stretch cash in tough times
- Cultivating .edu clients takes time but results in larger sales
- Social media is required to attract and engage individual subscribers
- SEO and SEM is needed. 360,000 monthly keywords searches for “Asian movies,” and we are missing these folks
Flowers of the Sky
watch now

FEATURED FILM FESTIVAL

SIGN UP BENEFITS

Why Sign Up?

Discover our collection of culturally significant films from Asia and the Pacific. They will entertain, educate and inspire you to think beyond boundaries and borders.

* It's QUICK. It's EASY. No installation required.
* Latest streaming technology. No buffering.
* Full access to premier films in DVD Quality.
* Convenient - Watch anytime, anywhere. PC or Mac.
* Flat fee, no additional costs. Unlimited viewings.
**Original Title:** Iskwaterpangk

**Released:** 2007

**Country:** Philippines

**Director:** Khavn De La Cruz

**Language:** English

**Theme:** Social & Economic Issues

**Genre:** Documentary

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**Summary**

Set in the slums of Manila where law enforcement is rare, Squatterpunk chronicles the punk lifestyles of the youth as they scavenge the garbage beach for a living while still managing to play around. A film that casts a tenderly poetic eye at the squalor of Philippine society.

**Awards/Festivals:** Grand Jury Prize, Cinemanila International Film Festival; Opening Film, Sonatrop Film Festival; Rotterdam International Film Festival; Singapore International Film Festival: Urban Nomad
Live customers

- University of California, Santa Cruz
- University of Hawaii, Manoa
- Duke University
- National Library Board of Singapore
- Singapore Management University
- Nanyang Technological University (Singapore)
- Ngee Ann University in Singapore
- Griffith Film School in Brisbane Australia
- University of South Pacific in Suva, Fiji
- KLIFE (broadcast rights)

Negotiating

- Wellesley College
- University of Southern California
- University of California, Los Angeles
- University of California, Berkeley
- Columbia University
- University of Kalamazoo
- Cornell University
- New York City University
- Australian National University,
- Australian Radio and Television University
- University of Melbourne
- University of Victoria, British Columbia
- Asia Society
- San Francisco Center for Asian American Media
- Visual Communication in Los Angeles
2011 Where we are going

- Sweet spot of 2,500 film library
- Acquire 30 institutions and universities
- Re-vamp and monetize web site for individual subscribers, SEO, blogs, viewer interaction and engagement
- 6,000 Asian scholars at AAS and ICAS Conference in Honolulu – 450 universities (Mar 31)

We need

- To improve website so it is engaging with viewers
- Develop a major marketing campaign - SEM, online marketing, event planning
- Bring on Business Development to oversee finance, technology, monetization; Customer Service for individual sales, marketing and public relations;
- Continue to acquire content, provide vision for company and oversee the educational sales.
- GOAL: INCREASE REVENUE to $650,000 and $1.9 MM in 2012
- Close remaining Series A of $1 MM
Q&A

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StartupHUI
BEEBLECO
Asia Pacific Films.com