Winning Pitches

It's like asking Uncle to invest.

How would you talk to Uncle?

- Engage instead of present.
- Bullets, not sentences.
- Know your subject matter.
- Present only what matters.
- Seed a viral elevator pitch.

Engage instead of present

- It's a conversation, stupid!
- Ask negative hard questions.
- Ask positive easy questions.
- Show the person, not the robot.
- Could you do it without the slides?
Bullets, not sentences

- If your powerpoint contains complete sentences, people will read your slides much faster than you can present them.
- Therefore, it’s much more effective and engaging to only publish a few bullet points to remind you of what to say instead of telling you what to say.
- Practice presenting your bullets everywhere and every time, e.g. car, bathroom, bus, sleep, lunch.

Know your subject matter

- Don’t refer me to a Web site.
- Don’t tell me to look it up in the plan.
- Keep a few hidden slides to answer the questions.
- Whip out the spreadsheet, live.

Present only what matters

- How much do you want me to invest and how are you going to repay me?
- Team: Superstars?
- Need: Problem solved?
- Potential: How big you get?
- Competitors: Don’t be shy
- Advantage: Show your 10x
Snow White & the 7 stories

- The fundamental business logic story
- The total available market (TAM) story
- This is a $50m to $100m business story
- The product can be differentiated story
- The product/service can be sold story
- This management team can do it story
- This is a good investment for the investor story

What’s the VC (viral coefficient)?

VC = coolness * understandability * explainability

Talking to Uncle

- No “Talk Haole”.
  – No “Dancing Al Gore” presentations.
- No “Make A”.
  – Know your subject matter
- Wiki wiki to what counts.
  – Only what matters
- Make him Akamai
  – High VC
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