The Pitch
(No Pressure)

Tim Dick
Serial Entrepreneur Turned VC

• First date... match.com
• IPO...
• Global trust standard (non-profit)
• Eight years too early finally exited in 2010
• One “controversy”
• One turnaround
• $300 million raised > $1.2 billion exit valuations
• Top performing mainland & Honolulu VC has invested over $5M in Hawaii companies
Six Criteria...

- Market size, growth & attractiveness: 20%
- Product need & USP: 20%
- Competitive advantage: 20%
- Market Subtotal: 60%
- Why? Because the market always wins
- Technical & operational viability: 20%
- Team capability: 10%
- Capital required & financial forecast: 10%
- Can You Do It? Subtotal: 40%
Four Tough Judges

• Piia Aarma: CEO Pineapple-Tweed early-stage company PR & media firm
  • Ex Bankoh Corp. Communications
  • Market entry & product positioning
• Steve Baker: Micronesia Registry
  • Ex Citibank, Lankabell (telecom)
  • BD & Strategy
• Pat Oki, CPA, CFE, CFF: Managing Partner PKF Pacific
  • Ex Grant Thornton
  • Financials & Financing
• Tab Bowers: EVP Marketing & BD ASB
  • Ex McKinsey
  • Strategy & Finance
17 (Very) Different Competitors...

• 808 Battery
• AfriaCrowd
• Aloha Bridal Connections
• Auwai
• Backyard Aquaponics
• Chew Far
• Hawaii Native Seeds
• Hello Makana
• Ho'oulu Pacific
• Human Resource Dynamics
• Metro Gardens
• Moving Paks
• Nanodiagnostics
• Pixelated Technologies
• Rubbish-2-Resource
• SmarTummy
• Sustainable Living

Celebrate your diversity while focusing on basics
One Team (Yours)

- Focus on your complementary strengths
- Acknowledge gaps to be filled
- Get great advisors and / or board members
  - It’s hard to see the picture if you’re inside the frame
  - Eugene Kleiner, cofounder of Kleiner Perkins, VC
Ten Hot Minutes, Ten Hot Slides

1. Team: Focus on complementary roles 10%
2. Summary (demo optional)
3. Our big, profitable & growing market 20%
4. Why customers will love OUR unique product 10%
   • (optional show sales or survey if you have one)
5. How we get new customers economically 10%
6. How we sustainably beat our competitors (IP) 20%
7. How we make our product economically 20%
8. How our economics work (the numbers slide) 5%
9. The big ask ($, resources) 5%
10. Reprise: Focus on strongest points
Summary Slide Sets Up A Conversation

- **Mantra:** Finally, a framastat for you!
- **Pain:** framastats are expensive & suck
- **Painkiller:** Cheap & cool iFramastat!
- **Initial Market:** $XB personal framastat market
- **Customer acquisition:** viral Ponzi scheme
- **Competitive barrier:** patented & lower cost
- **Technology:** unique one-piece framoscope
- **Invested:** $0.57 from family & former friends
- **Seeking:** $3B from VCs and other suckers
Find Your Mantra...

• 5 words max.
• Tells the world (and your team) what you are about

• Know these mantras?
  • 1,000 songs in your pocket
  • Ultimate Driving Machine
  • It’s free and always will be
Q: Who Is Your Customer?

- Is it you?
- If it’s not you...
- How do you know that your customers...
- Deeply
- Passionately
- Want your product so much
- (More than any of your competitors)
- That they are willing to pay you more for it than it costs you to make?
Do (Just) One Thing... GREAT
The Difference Between Visionaries And Dreamers...

...Visionaries Make It Happen

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