



Objectives

WHY Small Businesses and Startups fail to get Funding

HOW increase the odds of Fundraising Success

WHAT Investors and Customers are Looking For

HOW to Write Compelling Copy for Investor Pitches

To provide the framework to build a great pitch *efficiently* through **agile principles**.



Key Learning Outcomes

- Tactics to make a deck quickly / efficiently
- Get to market quickly with a pitch
- Key factors to a great pitch
- How to get feedback to improve deck
- Listen, Learn, Iterate & Pivot!



Agile Pitch

v. Old School Pitch

Visuals matter

Short is better

Few days to create

One version

Make better over time

Great at making friends

Peers are proud

Written words matter

Captures everything

Deck takes weeks

Multiple versions

Near perfect to start

Great for a lecture

Your mom is proud



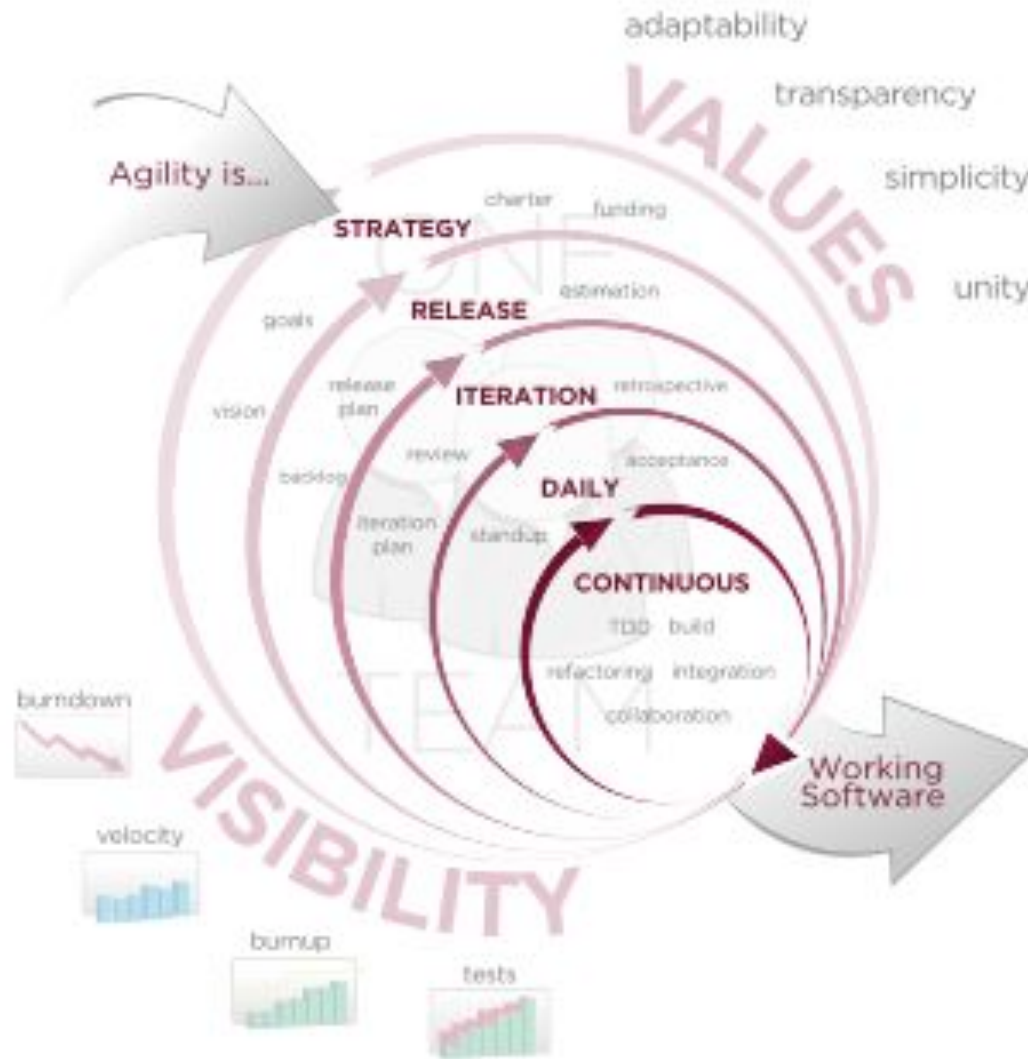
Agile Pitching

Leveraging the Lean Startup and Agile Development principles to efficiently deliver information to potential influencers and investors to solicit feedback and iterate.

Agile Pitching is not an excuse not to have done your "homework". It is a methodology to give presentations with the purpose to build relationships, learn and improve.



AGILE DEVELOPMENT



ACCELERATE DELIVERY

What is a Pitch Deck?

A simple set of visuals that create interests for the audience to learn more.

What is Needed?

Visuals

- Presentation
- Demo
- Video



What a Pitch Deck is NOT

A Business Plan

Comprehensive



Creating the Agile Pitch Deck

The Purpose "Why"

The Problem / Solution / Demo "How"

Insights on Company and Opportunity "What"

The Request: What is Needed and Why

See: Simon Sinek Ted Talk

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html



Components of an Agile Pitch Deck

- Few words
- Highly visual
- Short



"An Enchanting Pitch" - Guy Kawasaki

- Slide 1: Title page
- Slide 2: Overview
- Slide 3: Problem/Opportunity
- Slide 4: Unfair Advantage
- Slide 5: Demo
- Slide 6: Sales and Marketing
- Slide 7: Competition
- Slide 8: Business Model
- Slide 9: Forecast
- Slide 10: Team
- Slide 11: Status and Milestones



David S. Rose: 10 things to know before you pitch a VC for

Company Logo

Strategic Relationships

Business Overview

Competition

Management Team

Barriers to Entry

Market

Financial Overview

Product

Use of Proceeds

Business Model

Capital & Valuation



Why Use Agile Pitching?

- Quicker
- Better
- Simpler
- Multi-purpose
- More Engaging



Who can use Agile Pitching?

Everyone.

The bigger issue in business is people not having conversations with the **right people** that can support their purpose / mission.

Inventors & Entrepreneurs are especially prone to this.



Where to Start

When Agile Pitching, start practicing with:

1. Your team (co-founders, board members)
2. Your close business associates (fellow members of clubs, organizations)
3. Pitch contests / clinics (1 Million Cups)
4. Influencers
5. Investors



Agile Pitching - Iterative Approach

The success factor in Agile Pitching is the ability **to listen** closely to the audience. The goal is to **learn** what is resonating with them and what is not.

The objective is to stir the audience's imagination and to have them make the story **THEIR STORY.**



Signs of a Great Pitch

Audience is engaged!

Majority of the time will be spent on Q&A

Audience makes it their story

Concrete Action Items

- Introductions
- Follow-up meeting



Action Plan

- Outline the Pitch Deck
- Assemble visuals to represent key points
- Create Highly Visual 10 page Pitch Deck
- Find 10 people that you can present to
 - Go
 - Iterate
 - Rinse
 - Repeat



ReCap

WHY Small Businesses and Startups fail to get Funding

-> Don't get out and talk to people / not enough funnell

HOW increase the odds of Fundraising Success

-> Get out and talk to people!

WHAT Investors and Customers are Looking For

-> Real, easy to understand, clear and compelling

HOW to Write Compelling Copy for Investor Pitches

-> Trust and Emotion moves Money!

