

FREE VERSION

PART I: Basics

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PART I: Basics

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Who do you pitch to

You are always pitching
to

Customers

Employees

Partners

Investors

Jury

Pitch Formats in Minutes

High-Level •

Elevator → ①

Lean → ③

Demo Day → ③ → ⑥

Pitching Battle → ③

Investor → ③ → ⑥ → ⑩

Pitch Formats Detailed



High Level (Mantra)	One Sentence	n.m.	n.m.	1:1
Elevator	No slides No demo	Yes/No	1	1:1 1:n
Lean	Lean Canvas	Yes/No	3	1:1 1:n
Demo Day	Slides No slides	Yes/No	3-6	1:n
Pitching battle	Slides No slides	Yes	3	1:n
Investor	Slide Deck 7-12	Yes	3 – 10	1:n 1:1

n.m. = not meaningful

Slides: Basic Rules I

- Black or White Background
- Font size 30
- Use common Font Type
- No Abbreviation
- Pictures instead of Text
- No Animation (only if needed)
- Only one level Bullet Points

Slides: Basic Rules II

- Don't try to make it perfect
- Just keep it simple
- Never invest in a Graphic Artist

Be Prepared - Murphy is Everywhere

Practice, Practice, Practice!

Bring

- Backups (memorystick)
- Own Computer (just in case)

Turn off all notification on

- Mobile
- Computer

On Stage: Basic Rules

- Dress casual
- Know your Audience
- Do not talk fast
- Do not talk too much
- Know how to handle Mic & Slider
- Never use a Pointer
- Hands out of your pocket

On Stage: Call for Action

Say what you need:

- Funds
- Network
- Partner
- Team members

On Stage: Live Demo

Hardware

- Bring prototype model on stage

Software

- Show screenshots of web solution

Q&A: Basics

More important than Perfect Pitch

- Hard to prepare (except slides)
- Unpredictable
- Provocative
- Makes team visible
- Creates emotions

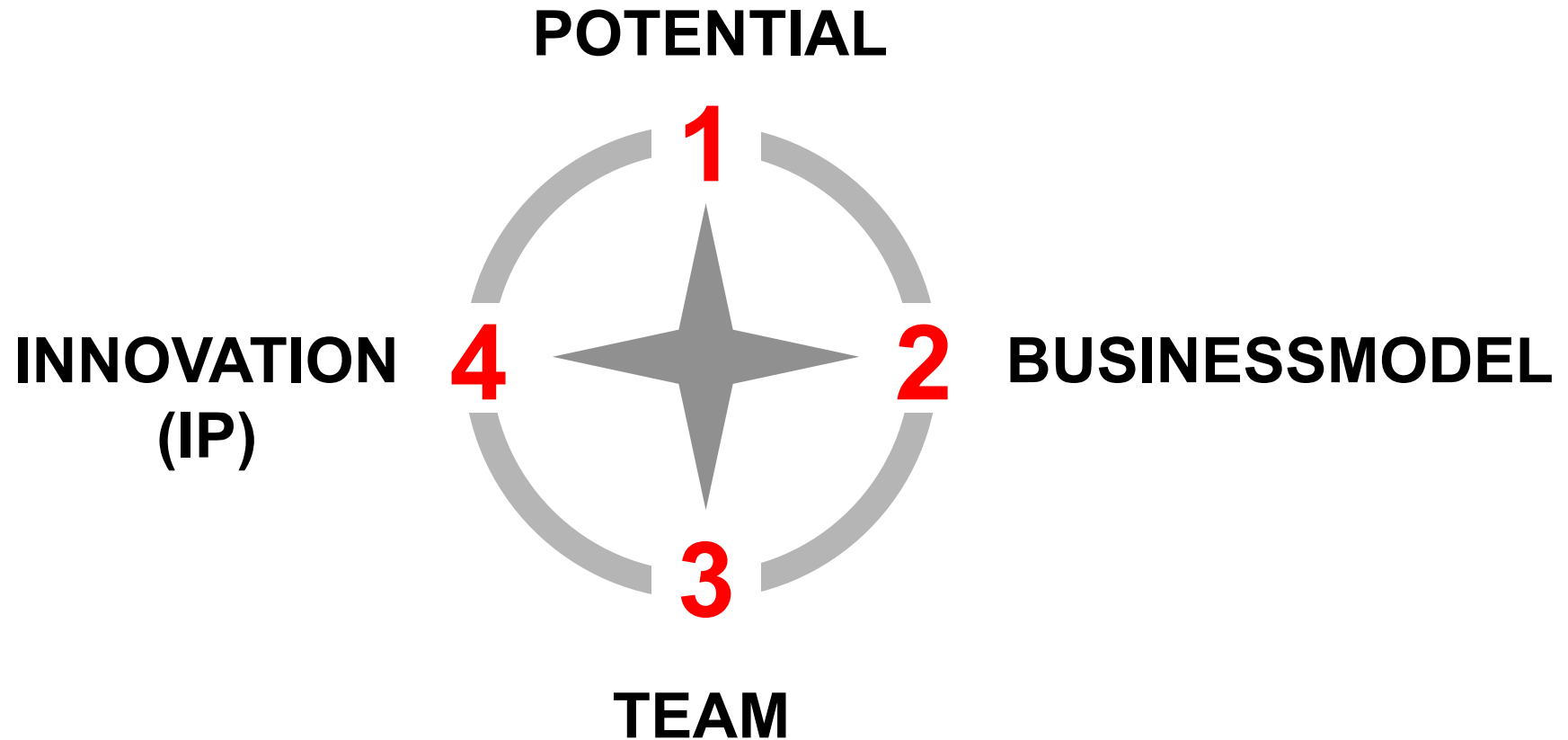
Q&A: Rules

- First listen and understand
- Answer precisely and short
- Get more questions
- Never say YES, BUT or NO, BUT
- If you have no answer, admit it
- Take notes & promise to get back

Goal of a Pitch

- Be on Radar Screen
- Arrange Meetings
- Send Information
- Win Contests

Investors: What they look for I



Investors: What they look for II

What they

LOVE:

- Passion
- Authenticity
- Energy

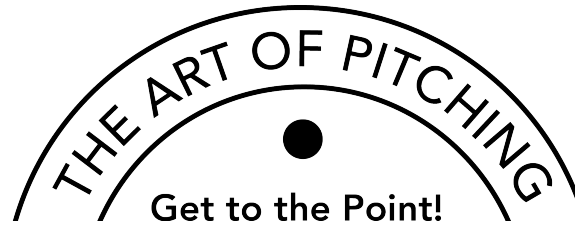
HATE:

- Arrogance
- Uncoachability
- Salesman talkers
- One man Shows

Secret of a good Pitch

- Respect Time**
Never be late, never exceed time
- Get opening statement right**
Be focused, clear and lean
- Problem & Solution**
Potential, Impact & Facts
- Call for action**
Know and say what you need

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