



GELLIFY

WE CONDENSE INNOVATION

DIFT

DIGITAL INTRAPRENEURS FAST TRACK

EXPLORE



SESSION 6

Story-Selling

**I have a great idea, a great team, a great
business model and a great value proposition.
Now I need to tell it to the world!
Let's build the Pitch Deck together!**



6. Sell your story

PITCH LIKE A STARTUP

Defining the structure of your pitch, based on the SEQUOIA standard from the Venture Capital industry.

STORYTELLING

Understanding how to engage your audience using storytelling techniques.

DATA VISUALIZATION

Using the power of data visualization to support your story with compelling evidence.

REHEARSAL

Final rehearsal of your pitch before going live.

Session 6: goals & outputs

Learning goal

To be able to explain your idea and achieve what you need

Topics

Learn how to understand your key messages and how to tell them in an effective way

Output

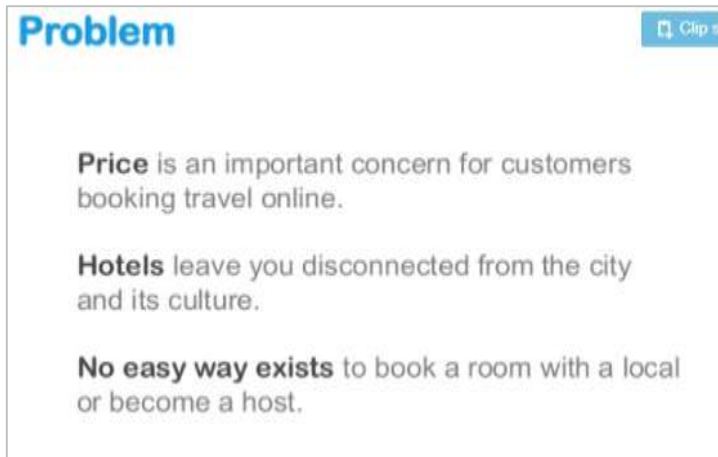
- PITCH CANVAS to visualize the core messages and the goal of your presentation
- PITCH DECK ready for the show!

Introduction to Pitch Structure

What happens when you are in the elevator with an investor and it is the only chance to convince him to invest in your project?

Some awesome Pitch Decks

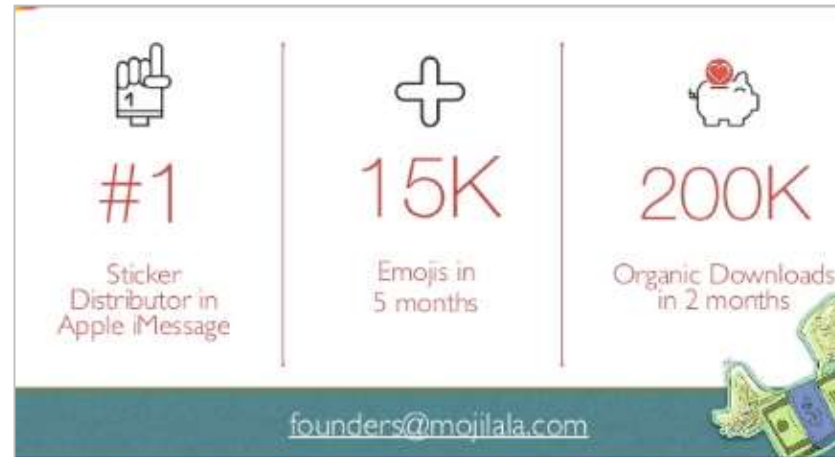
AirB&B (2009)



One of the best examples so far.. Awesome Problem slide.
3 simple bullets.

<https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>

Mojilala (2018)



Clear slide on what they have accomplished so far.

<https://www.slideshare.net/500startups/500-demo-day-batch-19-mojilala>

Atooma (2014)



Keep it simple! The how it works is explained in a way that everyone will understand.

<https://www.slideshare.net/Codemotion/startup-in-action-atooma-pitch>

What do these epic pitches show us?

LESSONS LEARNED

- State clearly the **problem** you aim to solve and your **solution** – use metaphors or examples if helpful.
- Give context to the listener, he knows nothing, **put him in your shoes**.
- Follow the guidelines and the well-known pitch deck, use a **common language** with your interlocutor.
- Close with a “**call to action**”: Money, Support, Follow-ups...
- **Do not deep-dive in technicalities**, there will be time for that in the future.
- **Be prepared** for the Q&A session.

**Wasting time is always bad...
...if there are millions on the table is
worse.**

Deep dive into Pitch Structure



Pitch Structure

Model

This model is inspired by the famous Sequoia Venture Capital Fund template for structuring effective pitches.

The pitch structure proposed is composed of 9 parts:

1. Vision
2. Problem
3. Solution
4. Why now
5. Market potential
6. Competition / alternatives
7. Business model
8. Financials & risks
9. Call to action

Pitch Structure (1/2)

1. VISION

- Define the business concept in a single declarative sentence, focusing on the outcome/impact you want to generate

2. PROBLEM

- Describe the pain of the customer (or the customer's customer)
- Outline how the customer addresses the issue today

3. SOLUTION

- Demonstrate your value proposition to make the customer's life better
- Show where your product physically sits
- Provide use cases

4. WHY NOW

- Set-up the historical evolution of your category
- Define recent trends that make your solution useful today

5. MARKET POTENTIAL

- Identify/profile the customer you cater to
- Calculate and state the TAM (top-down), SAM (bottoms-up), SOM

6. COMPETITION / ALTERNATIVES

- List competitors
- List competitive advantages of your product/service

Pitch Structure (2/2)

7. BUSINESS MODEL

- Revenue model
- Pricing
- Average account size and/or lifetime value
- Sales & distribution model
- Customer/pipeline list or interested clients

8. FINANCIALS & RISKS

- P&L
- Balance sheet
- Cash flow
- Feasibility check / risk analysis

9. CALL TO ACTION

- Request for resources required for the next steps

How to prepare your Pitch structure

Pitch Deck: how to

INGREDIENTS CHECKLIST, BEFORE TO START

In order to create a clear and effective pitch deck, you must have completed all the previous steps:

- Your **Value Proposition** is ready and works
- You know your **market size and dynamics** and your **competitors** (present and future)
- You know your **customer** and their journeys
- You have defined your **business model**
- You have somehow **tested** all the above

...so it's time to build and tell your story!

Pitch Canvas

TOOL: PITCH CANVAS




DIFT PITCH CANVAS EXPLORE G GELLIFY	
ONE LINER	
KEY ELEMENTS <input type="checkbox"/> Company Purpose <input type="checkbox"/> Problem <input type="checkbox"/> Solution <input type="checkbox"/> Why now <input type="checkbox"/> Market size <input type="checkbox"/> Competition <input type="checkbox"/> Product <input type="checkbox"/> Business Model <input type="checkbox"/> Team <input type="checkbox"/> Financials	SELLING POINTS
	STORY STRUCTURE
	EXPERIENCIAL ELEMENTS (TANGIBLE OR VISUAL)

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It's a structured way to have clear in your mind the messages of your future pitch.

- ▶ **ONE LINER:** gives the overall purpose of the project.
- ▶ **KEY ELEMENTS:** checklist for the Pitch.
- ▶ **SELLING POINTS:** where you want your interlocutor to focus on your deck?
- ▶ **STORY STRUCTURE:** what's your story in brief?
- ▶ **EXPERIENCIAL ELEMENTS:** do you already have an MVP, a prototype, or something else to show in order to make the pitch more experiential?

TOOL: PITCH CANVAS - IN ACTION (example for DollarShaveClub.com)

 <h1 style="text-align: center;">PITCH CANVAS</h1>  	
ONE LINER We give customer all they need for shaving, weekly.	
KEY ELEMENTS <ul style="list-style-type: none"> <input type="checkbox"/> Company Purpose <input type="checkbox"/> Problem <input type="checkbox"/> Solution <input type="checkbox"/> Why now <input type="checkbox"/> Market size <input type="checkbox"/> Competition <input type="checkbox"/> Product <input type="checkbox"/> Business Model <input type="checkbox"/> Team <input type="checkbox"/> Financials 	SELLING POINTS We have our first 1.000 customers, we need to scale to 1 Million
	STORY STRUCTURE Run out of shaving supplies is annoying, razor blades are expensive. We will give you what you need when you need it. It will be cheap, and you don't have to think about it.
	EXPERIENCIAL ELEMENTS (TANGIBLE OR VISUAL) Our first 1.000 customers reviews
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Insights on effective pitches from the Venture Capital world

OVERVIEW

- What is the **business** about?
- How **big** is the **market opportunity**?
- How **big** can the **business** get?

MARKET

- What **percentage of the market** do you plan to get over which period of time?
- Why does your business have **high growth potential**?

TEAM

- What **relevant domain experience** does the team have?
- Why is the team **uniquely capable to execute the business plan**?

PRODUCT

- Why do **users care** about your product or service?
- Provide a **demonstration of the product or service**.

COMPETITION

- What **advantages** does your **competition have over you**?
- What are the **barriers to entry**?

RISKS

- What do you see as the **principal risks** to the business?
- Do you have any **regulatory/legal risks**?

Next steps & offline activities

ACTIVITY OFFLINE

Pitch Canvas

1 week

DIFT		PITCH CANVAS		EXPLORE	G GELLIFY
ONE LINER					
KEY ELEMENTS <input type="checkbox"/> Company Purpose <input type="checkbox"/> Problem <input type="checkbox"/> Solution <input type="checkbox"/> Why now <input type="checkbox"/> Market size <input type="checkbox"/> Competition <input type="checkbox"/> Product <input type="checkbox"/> Business Model <input type="checkbox"/> Team <input type="checkbox"/> Financials	SELLING POINTS				
	STORY STRUCTURE				
	EXPERIENCIAL ELEMENTS (TANGIBLE OR VISUAL)				
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Complete the Pitch canvas:

- Start with your great ONE LINER payoff.
- Then complete SELLING POINTS, STORY STRUCTURE, and consider to include come EXPERIENCIAL ELEMENT.
- Use the key elements as checklist in order to structure your pitch and keep track of what is missing.

SESSION 6

Story-Selling