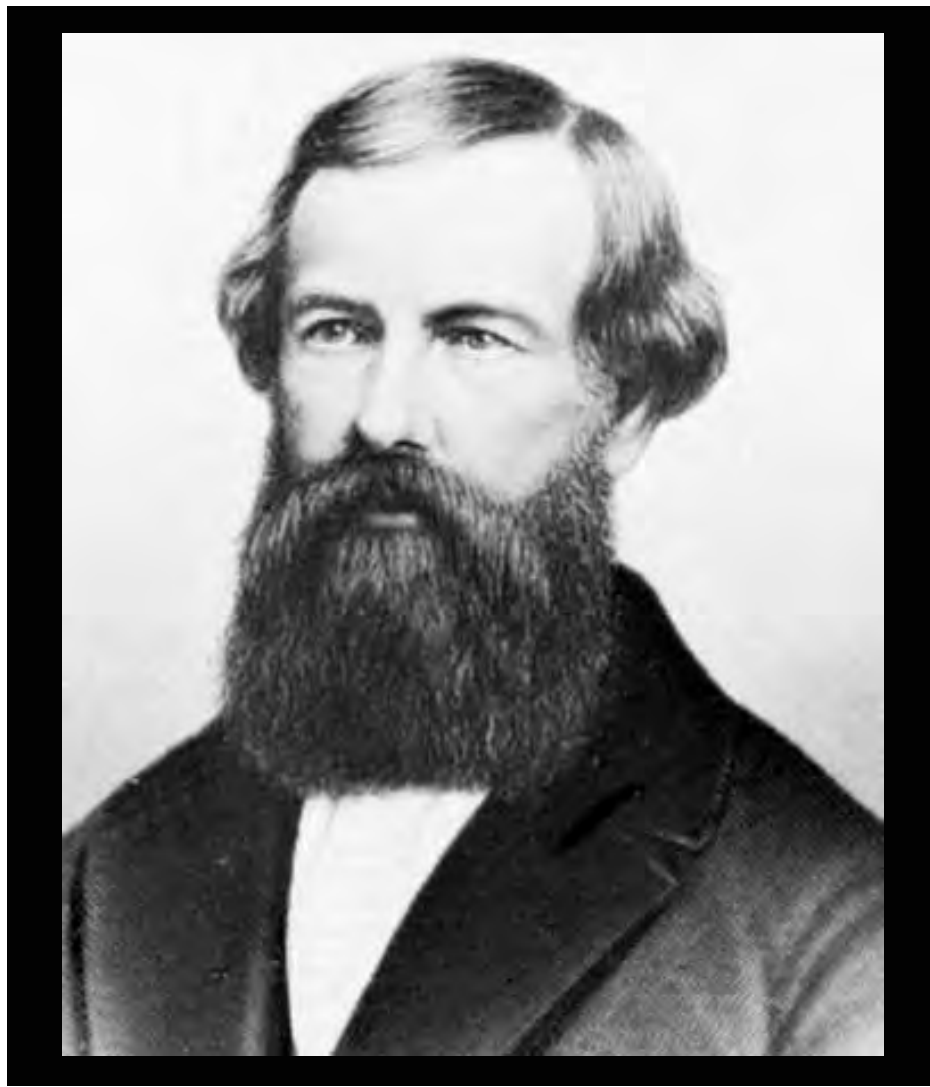


ACCELERATORS
INCUBATORS
PITCH DECKS
RAISING FINANCE
& THAT KINDA STUFF.







INGREDIENTS

1. WHY

2. WHAT

3. AHA

4. INVITE..



WHY

- **PEOPLE DON'T BUY WHAT YOU DO
THEY BUY WHY YOU DO IT**

START

WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

Few People or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations Communicate from the INSIDE OUT

Law of DIFFUSION of INNOVATION



We KNOW How we do it

I BELIEVE

We KNOW WHAT we do...

MARTIN LUTHER KING

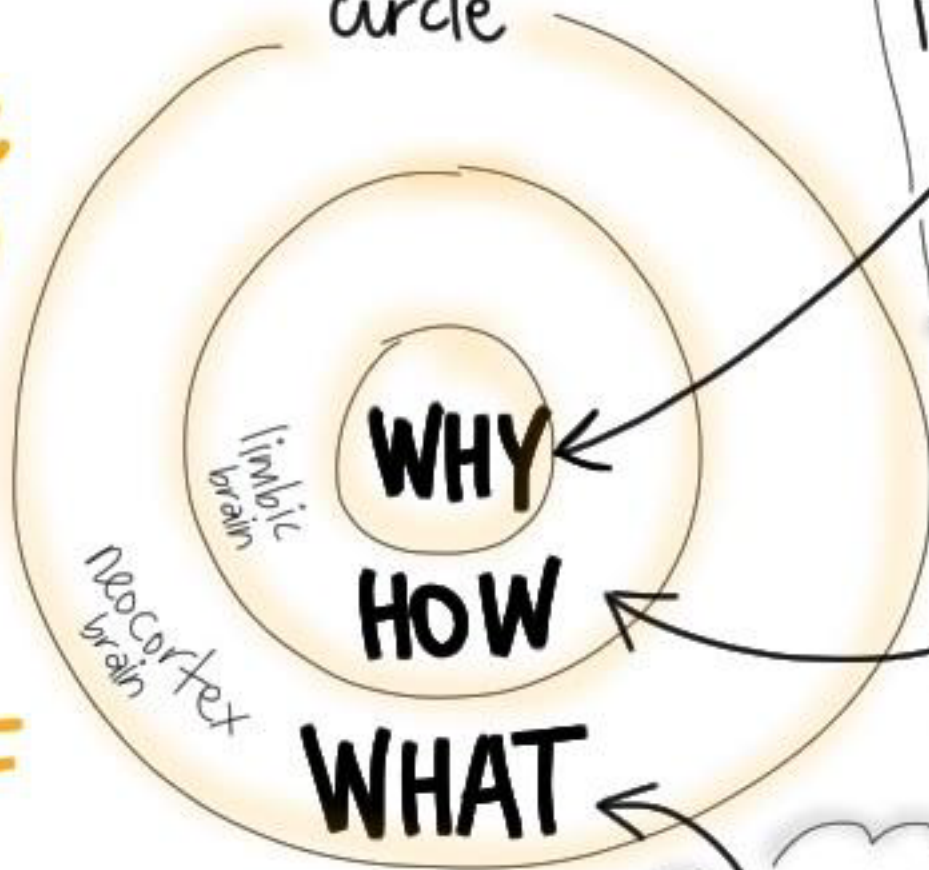
by www.lynnecazaly.com

All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea



The GOLDEN circle



YOUR PURPOSE (not PROFIT)

YOUR cause

YOUR BELIEF

Why should anyone care?



WHAT?

- TEE UP THE PROBLEM OR CHALLENGE?



AHA

- **NAIL THE SOLUTION & WHY YOUR TEAM IS THE RIGHT ONE FOR THE JOB**



INVITE...

- **CLEARLY SAY WHAT YOU NEED & INVITE YOUR LISTENERS TO JOIN YOU**

THE ONLY 10 SLIDES YOU NEED IN A PITCH



The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission. Your objective is to generate enough interest to get a second meeting.

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides—the more slides you need, the less compelling your idea.

THE TEN SLIDES ARE:

1

TITLE

Provide company name, your name and title, address, email, and cell number.

2

PROBLEM/OPPORTUNITY

Describe the pain that you're alleviating or the pleasure you're providing.

3

VALUE PROPOSITION

Explain the value of the pain you alleviate or the value of the pleasure you provide.

4

UNDERLYING MAGIC

Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the time to transition to it. As Glen Shires of Google said, "If a picture is worth 1000 words, a prototype is worth 10,000 slides."

5

BUSINESS MODEL

Explain who has your money temporarily in his pocket and how you're going to get it into yours.

6

GO-TO-MARKET PLAN

Explain how you are going to reach your customer without breaking the bank.

7

COMPETITIVE ANALYSIS

Provide a complete view of the competitive landscape. Too much is better than too little.

8

MANAGEMENT TEAM

Describe the key players of your management team, board of directors, and board of advisors, as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't need to be pitching.

9

FINANCIAL PROJECTIONS AND KEY METRICS

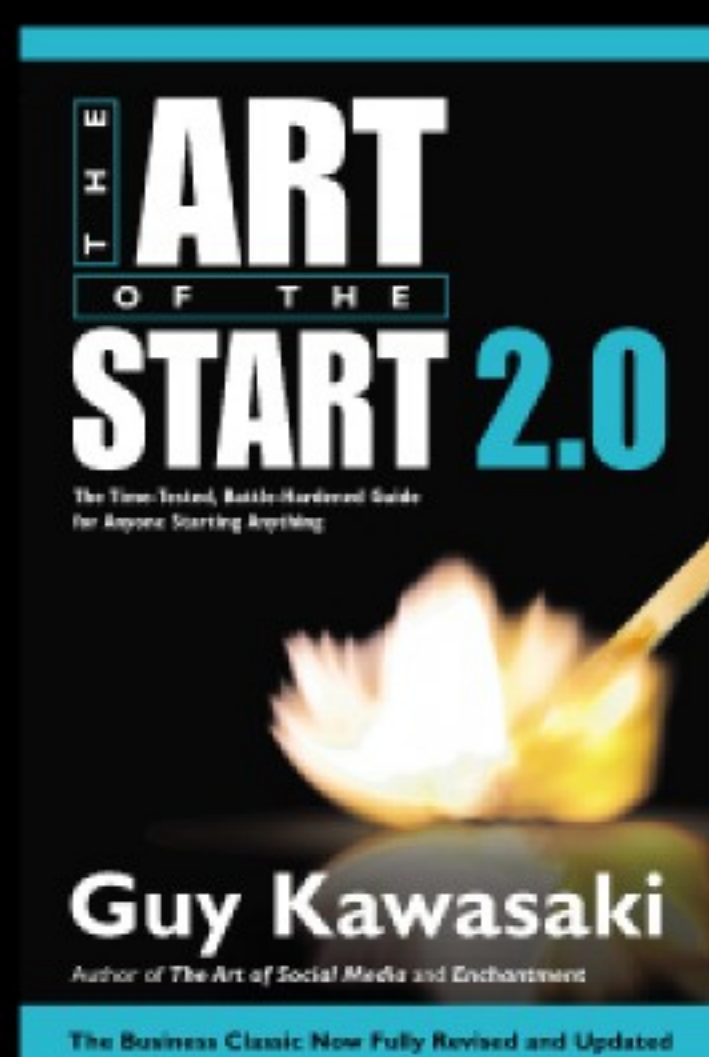
Provide a three-year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate. Do a bottom-up forecast, not top down.

10

CURRENT STATUS, ACCOMPLISHMENTS TO DATE, TIMELINE, AND USE OF FUNDS

Explain the current status of your product, what the near future looks like, and how you'll use the money you're trying to raise.

A word about liquidity: no entrepreneur knows when, how, or if she will achieve liquidity, and yet many include a slide that says, "There are two liquidity options: an IPO or an acquisition." Duh. If an investor asks about your exit strategy, it means he's clueless. If you answer with these two options, you have a lot in common.



Learn more about *The Art of the Start 2.0* at GuyKawasaki.com

BROUGHT TO YOU BY:



Your online creative services team

- 1. Problem**
- 2. Solution**
- 3. Why Now?**
- 4. Market Size**
- 5. Product**
- 6. Business Model**
- 7. Market Adoption**
- 8. Competition**
- 9. Team**
- 10. Advantages**

How BIG IS THIS OPPORTUNITY?

MARKET OPPORTUNITY/ANALYSIS

- Identify a Customer and Market Need
- Size the Market
- Competitors
- Growth Potential

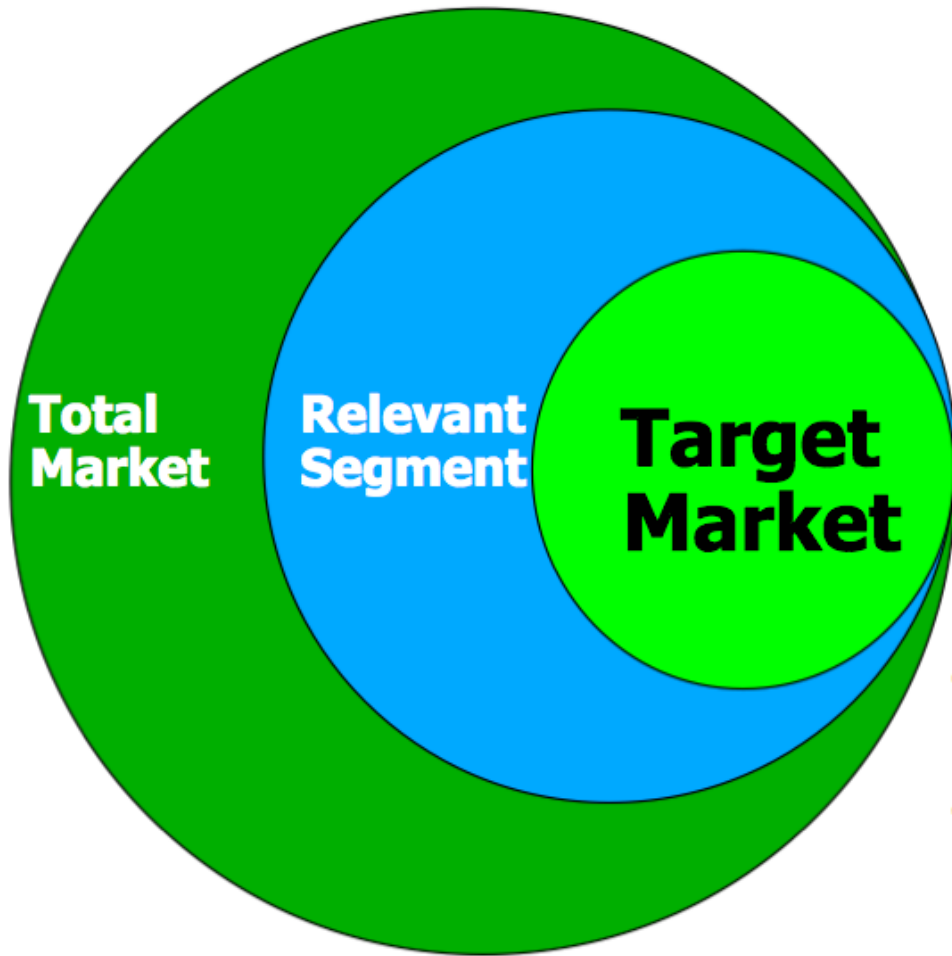
HERE'S THE SECRET:



**PITCH THE PROBLEM,
~~NOT THE SOLUTION~~**

DAVE HCCURE, 500 STARTUPS

500STARTUPS
www.500startups.com



Market needs to be **YOUR** specific market.
Triangulated – top down, plus bottom up
(price * number of customers, and customer growth time...).

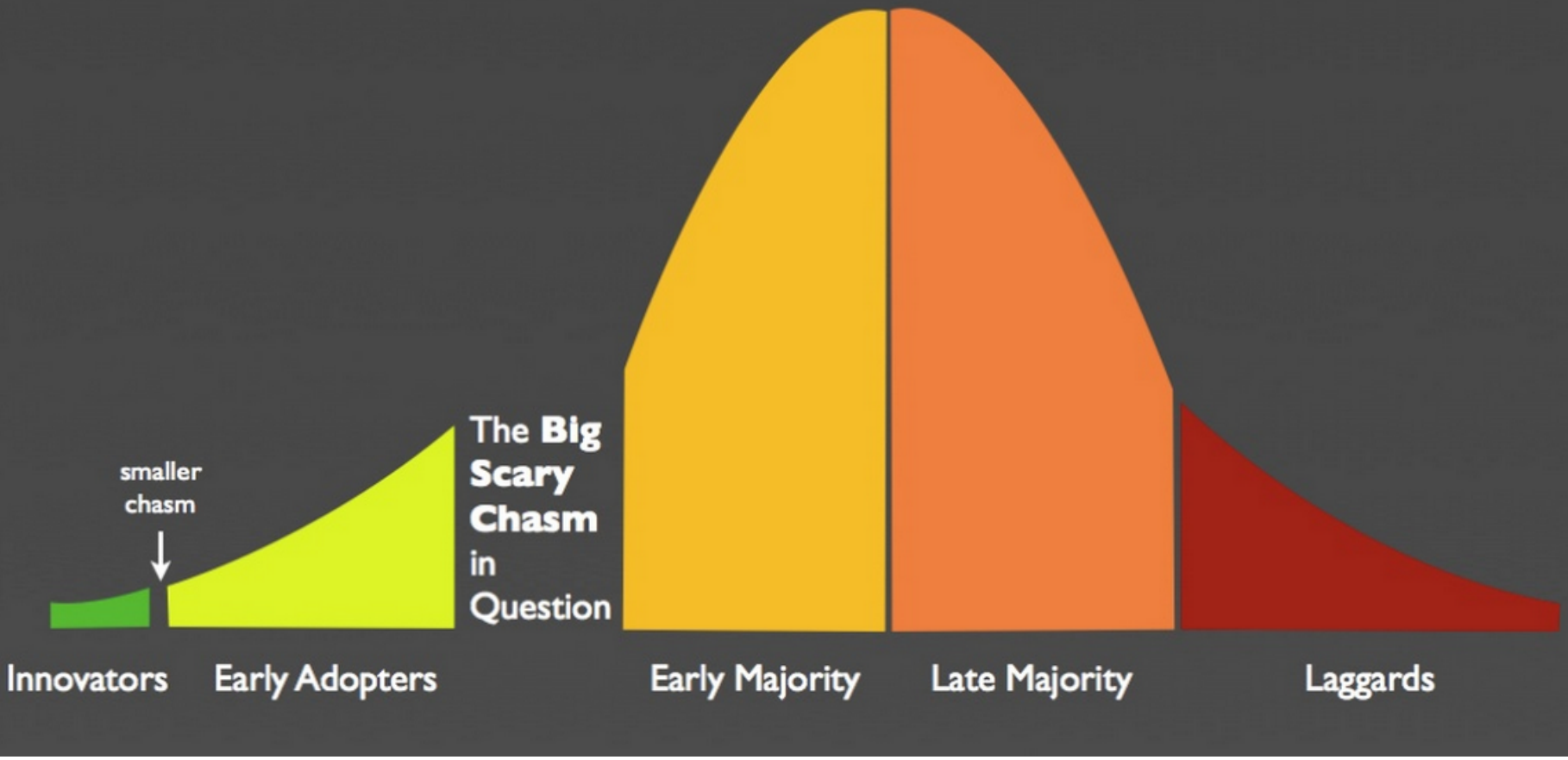
Support with data. If new market: use proxies, comparisons.

Classic mistakes:

Market size is for a broad category, not what you do
Arbitrary numbers – “if we only get 1% of the market..”
Ignoring competitors/substitutes/alternatives

Crossing the Chasm

Geoffrey Moore - 1991



CONSIDERATIONS

When Going Lean

- + Not for everyone
- + Scrimping on marketing
- + Fetish for failure
- + New venture vs. new product

Common approaches to pricing

Cost based

- Cost + markup
- Typically not a strategic way to price
- Driven by internal economics and not customer insight

Value based

- Based on buyer's perception of value (e.g. time saved, new efficiency created, etc.)
- Customers don't necessarily feel that they want to pay this way

Pricing & the competition

Nature of Market

- Pure competition
- Oligopoloy
- Monopoly

In existing markets: your pricing may be constrained by a price range expected by the market.

How they will react?

- What is their product?
- What are their costs and prices?
- “What pricing will make them feel the worst?”

More pricing considerations

- Freemium
 - 95:4:1 is typical but NOT guaranteed split
- Fixed List price
- Negotiated price
- Auction bids
 - Up (bidders bid up the price)
 - Down (Dutch auction)
- Dynamic pricing (ie airlines)

4. Does your economic model add up?

- Is the revenue enough to cover **costs**?
- How will the revenue grow materially (or even better dramatically) over time?
- Does the profitability get better, worse, or stay the same as the revenues get bigger?

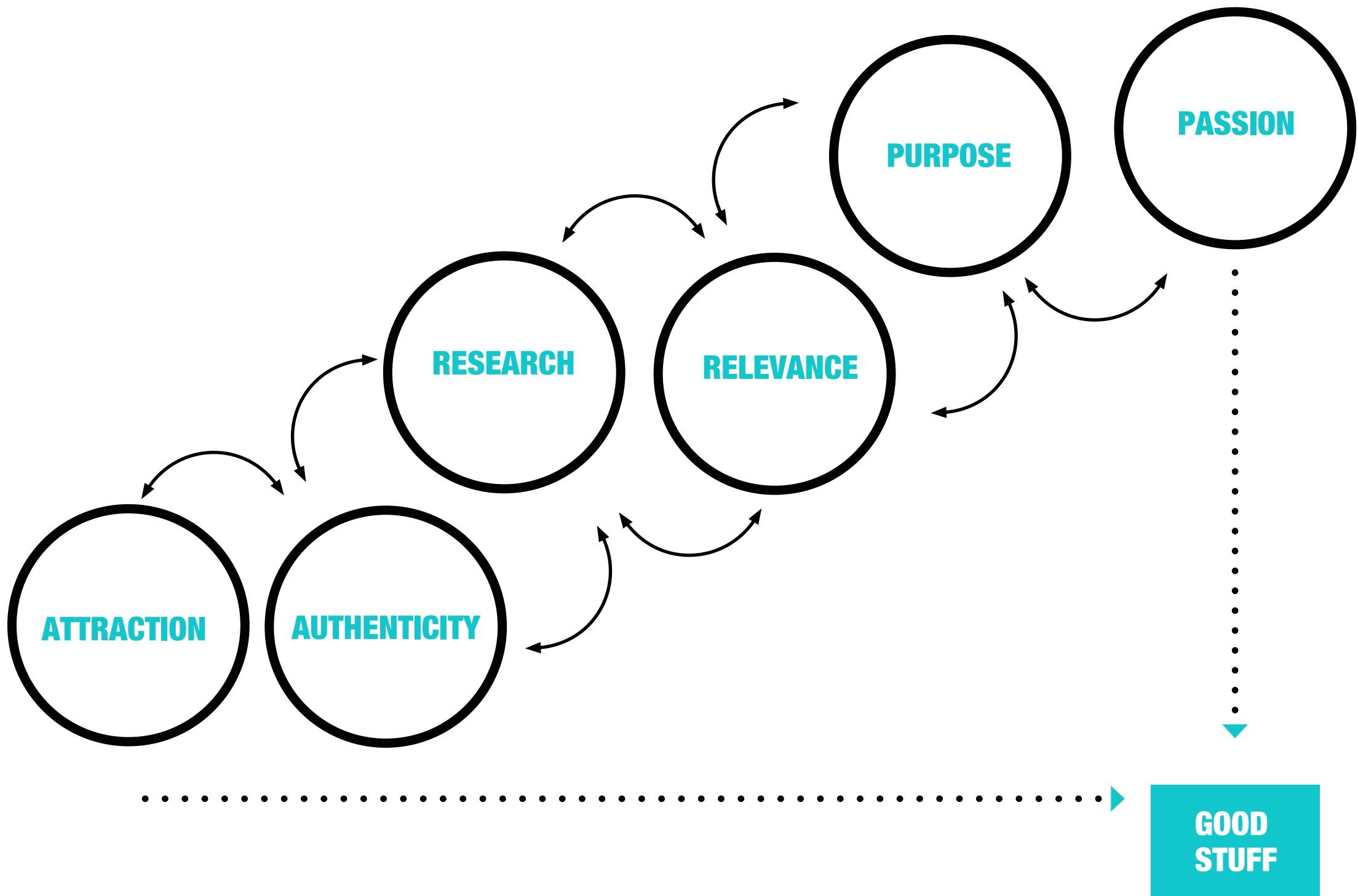
PRESTIGE PRICE

**MASS
MARKET**

EXCLUSIVITY

AFFORDABILITY





What's your story?



THE
P I X A R
PITCH

Once upon a time..
Every day..
One day..
Because of that..
Because of that..
Until finally..



ONCE UPON A TIME

THERE WAS NEMO THE ONLY SON OF A PROTECTIVE WIDOW

EVERY DAY

DAD WARNS NEMO OF THE DANGERS OF THE OPEN SEA

ONE DAY

NEMO IGNORES HIS DAD AND SWIMS INTO THE OPEN OCEAN

BECAUSE OF THAT

HE'S CAPTURED BY A DIVER & ENDS UP IN A FISH TANK OF A DENTIST IN SYDNEY

BECAUSE OF THAT

DAD SETS OFF WITH OTHER SEA CREATURES TO SAVE NEMO

UNTIL FINALLY

DAD AND SON FIND EACH OTHER, & REUNITE HAPPILY EVER AFTER.

Start-ups	End-ups
Want to be something	Already are something
Agile	Stable
Culture is forming	Culture has formed
Have little	Have lots
Have little to lose	Have lots to lose
Try something for the first time	Tried everything and know what works
Unproven	Proven
Do what needs to get done	Clear roles and responsibilities
Flat structure with empowerment	Hierarchical structure with rules
May come and go	Stand the test of time
Heterarchy	Hierarchy

from john Maeda

Your guide to European accelerator programmes

Accelerator programmes combine small amounts of investment with intensive mentoring and advice to help your business get the best possible start. Startup Factories is your guide to these programmes across the European Union with information about individual schemes, tips on how to apply and what to expect if you get accepted. [Find out more...](#)



PROGRAMMES

NEW MARKET ENTRY NEW FASHION PIONEER NEW FASHION VENTURE BUILDING BRAND EQUITY (BBE) FASH-TECH PROGRAMME

CFE FRONTROW FASH-TECH PROGRAMME

WHAT IS IT?

The CFE FrontRow Fash-Tech Programme supports fashion technology entrepreneurs who want to redefine the future of the industry. Bridging the gap between fashion, technology and digital industries, our tailored programme will provide successful applicants with the necessary support to validate, launch and scale tomorrow's big ideas.

WHAT DOES IT INCLUDE?

We will give you with the necessary skills and tools to develop your startup idea, including:

- Expert workshops on branding, marketing and PR, business planning and financial management, IP & legal issues, production, costing and pricing, personal and commercial skills and pitching for investment.
- One on one support from a highly experienced pool of industry advisors and mentors who will provide regular and bespoke business support.
- Access to the deep industry expertise and phenomenal network of the Centre for Fashion Enterprise. Over the last decade, CFE has played a central role in launching the careers of some of fashion's most exciting new talent.

A diagnostic review of every business will take place at the start of the programme in order to tailor the programme to best suit and benefit your startup. The FrontRow programme will run over a 3 month period between April and June. It is fully subsidised and no equity is taken.

At the end of the programme, all businesses will have a chance to pitch in front of a panel of investors and serial entrepreneurs in order to win a **£5,000 cash prize**.

YOUR UNFAIR ADVANTAGE

Helping ecommerce ideas form strong businesses, with funding and talent.



GOT AN IDEA? COME ALONG TO OUR OFFICE HOURS

[More details](#)

SOME OF THE COMPANIES WE'VE ALREADY INVESTED IN



TRUE START

OUR OFFER

ABOUT

EVENTS

BLOG

CONTACT

RETAIL AND CONSUMER
ACCELERATION AND SEED
INVESTMENT

LEARN MORE

Raising Venture Capital

BOTHSID.ES

[Startup Lessons](#)

[Marketing / PR](#)

[Sales](#)

[Future of TV](#)

[Upfront Ventures](#)


Search

Below you will find an outline for the posts I've done on how to raise VC.

The initial section covers what to do before you approach a VC (or if you should even raise VC at all), the middle section is what the presentation you send should look like and the final session covers what to do after the meeting. If there a post description but no link it means I have not written the post yet. If you need that covered urgently please write a comment and I'll prioritize it.



Mark Suster is a 2x entrepreneur turned VC. He joined Upfront

We use cookies to help provide you with the best possible online experience. By using this site, we'll assume that you're happy to receive cookies. 

[View Cookie Policy](#)

FACEWATCH: OVER 85% RAISED THANKS TO THE BACKING OF 100+ INVESTORS.

YOUR CAPITAL IS AT RISK PLEASE #INVESTAWARE

[READ MORE](#)

WE ARE HIRING
[FIND OUT MORE](#)

INVEST IN INNOVATIVE BRITISH BUSINESSES

Crowdcube is the world's leading investment crowdfunding platform. We enable anyone to invest alongside professional investors in start-up, early stage and growth businesses through equity, debt and investment fund options.

Join the 160,000-strong crowd looking for more interesting investments - it's free, quick and has no obligations.



£80,651,910

SUCCESSFULLY FUNDED



163,563

REGISTERED INVESTORS



235 BUSINESSES

SUCCESSFULLY FUNDED

EVERLANE


WOMEN

MEN

JOIN EVERLANE

ABOUT

BLOG



#CrowdFundCanada

Supporting business growth

How to give a presentation: 10 tips to move your audience

Delivering great pitches and presentations is an essential skill for entrepreneurs. Jonas Altman shares his top tips

Jonas Altman

Tuesday 4 November 2014 09.59 GMT



Shares
345



Is using a blackboard key for a great presentation? Photograph: Alamy

<http://bit.ly/1zvDMt6>