



An ABO Webinar: “Power Pitch 101”

Introduction by
Mary Rosenthal, ABO Executive Director
and
Elizabeth Willett, ABO Board Member and
Mars Symbioscience

GoToWebinar Attendee Interface

1. Viewer Window

The screenshot shows a window titled "GoToWebinar Viewer". The main content area displays a presentation slide with the following information:

- CB Presentations™**
- Give Online Punch**
- Audio: Use your microphone and speakers (VoIP) or call in using your telephone.
- Dial: (805) 879-4135
- Access Code: 105-748-644
- Audio PIN: 74

Below the slide, there is a profile picture of Corena Bahr, CEO and Founder of CB Presentations. The Citrix logo is visible in the bottom left corner of the viewer window.

2. Control Panel

The screenshot shows the "Control Panel" window with the following sections:

- Audio:** A menu is open showing options: Full Screen, Window (checked), Auto-hide the Control Panel (checked), Hide Control Panel, Default Control Panel Layout, and Save this Startup Layout. A note below says "If you're already on the call, press #74# now." A blue circle highlights the "Auto-hide the Control Panel" option.
- Questions:** A section titled "Questions Log" with a text area containing "Welcome! Please type any questions/comments in the Question and Answer section of your control panel." and a "[Enter a question for staff]" input field with a "Send" button. A blue circle highlights the "Questions" header.
- Footer:** "Give Online Punch" and "Webinar ID: 576-794-892" are displayed, along with the "GoToWebinar™" logo.

What an Investor Wants to Learn in Your Pitch

Todd Taylor
Algal Biomass Organization
Webinar
August 17, 2010

Big Picture

- **Your job is to sell your idea, not explain the details**
- **Stay focused**
- **Tell why you are different**
- **Tell a Story, not a Business Plan**
- **One Message per Slide (except this slide...)**

Key to Success

- You will live or die based on your ability to give a “clear & defensible presentation of an **opportunity** (big problem + big market), your plan for addressing it (your **solution**) and identifying the **team** that is uniquely positioned to do so.”
 - Canaan Partners Entrepreneur Pitch Workbook

Structure

- **Introduction** - Who you are, what you do, what you want. One sentence each.
- **Team** – This is who will make it happen
- **Opportunity** – This is why we can make money
- **Solution** – This is how we make money
- **Competition** – This is who we will beat to make money
- **Business Model** – The details about how we will make money
- **The Ask** – What we need from You so that we can make you lots of money

Introduction

- **Who you are**
- **What you do**
- **What you want**
- **One sentence each**
- **One Message: You are Unique and Necessary!**

The Team

- **The Buck Stops with _____ and I have earned that right by _____**
- **Our Scientists are _____ (they are all brilliant)**
- **Our Financial/Marketing/other people are _____ (they are brilliant too)**
- **Alas, we need to add someone who does _____, but we have a plan to find them**
- **One Message: We can do it**

The Opportunity

- Opportunity is knocking
- Dig deep, no one is ever “just” a technology.
- You are an aspirin for someone’s pain right now
- Do not be a vitamin to prevent something later
- **One Message: Big Opportunity**

Opportunity

- Big Problem
 - I have a blister is a small problem...my arm is missing is a big problem
 - Prove it
 - Use graphs and fascinating statistics
- Big Market
 - Niche Markets are for Quilt stores
 - Big Markets are for Big players
- **One Message: Big Problem, Big Market**

Your Solution

- Demonstrate, don't describe
- Validate
- Explain your technology / IP...so your lawyer can understand
- Tell why your Solution is better
- **One Message: We will solve the Problem**

More Solution

- **Your Solution is a company, not just a feature**
- **Unless you are a feature, targeting a deal with a company**
- **Why are you Different?**
- **Your competitive advantage?**
- **One Message: Unique Selling Proposition**

Competition

- Everyone has competition
- Status Quo
- Describe who you compete against and how you compare
- Be honest
- Describe why you can beat them
- **One Message: Why we can win**

Business Model

- What you have done so far
- What resources you have available
- What will you accomplish next and by when
- How will you generate revenue
- Be prepared to discuss key assumptions
- **One Message: Here is how we can use our Solution to solve the Problem**

The Ask

- Hardest part of the Pitch
- Be clear and direct.
- What you need to be successful
- What you want in an investment or strategic partner
- **One Message: I need _____ from you to make this business a success and I want a partner than can _____ for me**

Tips for a good Power Point

- Do not read from the slides
- Use them like Cliff Notes
- Do not write really, really long sentences that are hard to read up on a screen and that contain more than one thought, it is really hard to follow those kinds of bullet points...See?
- Bullets=good. Pictures & Diagrams=better

More tips

- Use Big Text Avoid small text
- Practice, Revise and Perfect (PReP)
- Time yourself
- Practice in front of others
- Turn off your cell phone

A great resource for you

- North Venture Partners created a power point on 12 Ways to Blow Your Investor Pitch.
- It is terrific
- [12 Ways to Blow Your Investor Pitch](#)

Conclusion

- Good luck
- We are all happy to help you
- Call or email me at:
 - ttaylor@fredlaw.com
 - 612-325-5036 (mobile)
 - 612-492-7355 (office)
 - @cleantechczar (if you tweet)