

# How to make a great pitch

*Or how to avoid the common mistakes...*

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Entrepreneurship meet-up #7

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Inspired from the CTI Business Concept, *Marc Gruber*  
Startup Weekend Paris, *Nezar Kadhem & Tomas Paulauskas*

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# Pitch

**A short summary used to quickly and simply** define a profession, product, service, organization, or event and its value proposition.

Reflects the idea that it should be possible to deliver the **summary in the time span of an elevator ride**

30 s — 1' — 1'30 — 2' — 5'

If **interesting and value adding**, the conversation will either continue after the elevator ride, or end in exchange of business cards or a scheduled meeting.

THEM

YOU



THEM

HOW TO **SELL** THE WHOLE **F#@!ING** UNIVERSE TO **EVERYBODY**... ONCE AND FOR ALL!



# HOW TO

# SELL

## THE WHOLE

# F#@!ING

# UNIVERSE

# TO EVERYBODY... ONCE AND FOR ALL!

(A Commercial 'Magnum Opus' by SIR MILLARD MULCH)

Record Label Owned by Trey Spruance of **Mr. Bungle** Fame!



HOW TO **SELL** THE WHOLE **F#@!ING** UNIVERSE TO **EVERYBODY**... ONCE AND FOR ALL!

**FFICIAL BOOK MAKING LE BUY'S THEY WANT NEED!**



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**THE ULTIMATE GUIDE TO SOCIAL METAPHYSICS FOR SALESMEN, ARTISTS, MAGICIANS, AND ALL OTHER TYPES OF MANIPULATIVE FAKES & LIARS!**  
With Contributions from: **Virgil Donati** (Steve Vai, Planet X, Modern Drummer), **Dave Meros** (Spock's Beard, Eric Burdon Band), **Nick D'Virgilio** (Tears For Fears, Mike Keneally Band), **Lale Larson** (Shawn Lane, Electrocution 250), **Morgan Agren** (Mats / Morgan, Fredrick Thordendal, Zappa's Universe, Dweezil Zappa), **Larry Boothroyd** (Victims Family / Hellworms / Saturns Flea Collar / Alternative Tentacles Records), **Nils Frykdahl** (Sleepytime Gorilla Museum, Idiot Flesh), **Mark Critchley** (Itch), **Ian Strong** (Haight Street), **Will Maier** (Jack Japan & The Japanimaniacs), **Chris Parsons** (Estradasphere), **Devin Townsend** (Strapping Young Lad), **Paul Mazurkiewicz** (Cannibal Corpse), And Other Famous Wizards You've Never Heard Of!

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26. The World's Greatest Salesman! 27. All Sales Finale! 28. The Great Strength of our Professional Affiliations / How To Spend Music Industry Currency 29. Bankruptcy & Beyond! 30. WoM Battle Theme (-\$6,000)

### DISC 3 (TRANSMUTATION)

1. Mundus Imaginalis / Journey To The Underworld of Buyer's Remorse



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HOW TO SELL THE WHOLE F#@!ING UNIVERSE TO EVERYBODY... ONCE AND FOR ALL!



# HOW TO

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AND FOR ALL!

WOM 023

A COMMERCIAL 'MAGNUM OPUS' BY SIR MILLARD MULCH

THREE COMPACT DISCS

## DISC 1 (CREATION)

1. Principles of Egyptian Salesmanship 2. Dr. Whilton Popples Personal Slave II 3. Fantastic! 4. Brian Tracy Caesar Salad 5. Chariots of the Sales Gods 6. I'm An Artist And I Shouldn't Have To Work For A Living! 7. Hardball 2 (Estradasphere) 8. Cap'n Jack's Straight-From-The-Can Applefish! 9. James Pitts In Bondage IV : Moving Target 10. Maximum Volumizer 11. Higher (Creed) 12. H2o2verphone Telethon 13. The Boy With The Perfectly Square Butthole Strikes Back 14. Drink The Secret Milkshake 15. Every Child Is A Creator 16. I Don't Wanna Be A Salesman! 17. Ring Around The Hedgehog 18. Metronomes & Make-Up 19. You're Not My Hero Anymore 20. Brunch With Bronco Nagasaki 21. Not Ready For Retail? 22. Check Out Our Exclusive Fall Season Spectacular of Indestructible Bra Hooks 23. When The Sales Gods Compute Your Karmic Worth, You Can Join Your Mystic Brethren In The Center Of The Earth 24. Let's Move (Dance Mix) 25. The Monkey Steals The Peaches 26. Fake Boobies! 27. How To Pretend You're Stupid Like Everyone Else So You Can Become Gainfully Employed And Enjoy Your Limited Time On This Fucking Useless Planet In Just Five-Zillion Easy Steps! 28. I Hate Retro! 29. Poking The Eye Of The Beholder 30. Prelude To Mundus Imaginalis 31. Dennis Rodman Fukking Basketball 1998 32. Mary Go Buy, Buy, Buy, Buy, Buy, Buy, Buy, Buy, Buy, Buy! 33. Ultimate Radio Interview That Will Make Me Famous Forever 34. The World Is Brainwashed Catering, LLC

## DISC 2 (MOTIVATION)

1. What Is The Concept Behind This Huge, Unlistenable Album? 2. Hemisphere III : Hermes i. All Hail Hermes! ii. The Sacred Craft iii. Foundations of Irony in the 21st Century iv. How To Sell The Whole F#@!ing Universe To Everybody, Once And For All! v. Come Sale Away (Styx) vi. The Thirteen Beautiful Brazen Pillars of Nincompoopery vii. The Final Battle Between Art & Commerce viii. Executive Producer Brings The Rock Opera To A Cost-Effective Ending ix. All Hail Hermes! (Reprise) 3. If A Composer Falls In The Woods... 4. TJ's Original Surrogate Activity Soup! (Made from 100% Instead of Ingredients!) 5. The Best Job In The World (Sales Is) 6. The Ultimate Artistic Medium Is The Consciousness Of Other People 7. Food Pirates of Galpheve IV 8. Normal Life Is Boring! 9. No-No, The Headless Ant 10. There's A Market For Everything But Me 11. God Bless The RIAA! 12. Coagula Et Solve Or Something 13. Bad Imitation of Buckethead? 14. Food Magnetizer 15. How To Quit Your Job and Make Millions! 16. Sir Millard Mulch's Olde Tyme Parade of Magickal Amusements 17. From Selling Nothing To Selling Nothing 18. And The Merchants Of Earth Shall Weep And Mourn 19. Shit From An Old Minutemen Song 20. I'm Just An Artsy Chick With An Acoustic Guitar (You Think) 21. Geophagyopathy & You! 22. The Modern Day Comparison Refuses To Die! 23. Saleswoman Of The Year 24. Unknown Triumph (Schlegel) 25. And Now, The Moment You've All Been Waiting For... 26. The World's Greatest Salesman! 27. All Sales Finale! 28. The Great Strength of our Professional Affiliations / How To Spend Music Industry Currency 29. Bankruptcy & Beyond! 30. WoM Battle Theme (-\$6,000)

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## DISC 3 (TRANSMUTATION)

1. Mundus Imaginalis / Journey To The Underworld of Buyer's Remorse



A COMMERCIAL 'MAGNUM OPUS' BY SIR MILLARD MULCH

WOM 023

The purpose of a pitch

*Stimulate Interest*



# BUILD TRUST





**Start a conversation**

The content of a pitch

# 1. Value Proposition

Why people would buy  
what you are selling

## 2. Business Case

How you will make money

# 3. Call for Action

How you are going  
to make it happen

The delivery of a pitch

Why Some Ideas Survive and Others Die...

# MADE to STICK



## **SIMPLE**

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?



## **UNEXPECTED**

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.



## **CONCRETE**

To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.



## **CREDIBLE**

Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)



## **EMOTIONAL**

People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)



## **STORIES**

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning's World Bank tale) help people see how an existing problem might change.

S



# SEE HOW A GUY AND A SANDWICH MADE HISTORY.



LEARN HOW HE STARTED A REVOLUTION  
AND HOW HE KEPT IT GOING.



10 years of keeping it off.





## **Simple**

Eat sandwiches and lose weight.

## **Unexpected**

A guy lost a lot of weight by eating fast food!

## **Concrete**

He shows his oversized pants, mentions specific sandwiches.

## **Credible**

We can see how a guy who used to wear 60-inch pants and XXL shirts is now slender.

## **Emotional**

We care more about an individual — Jared — than about a faceless person in a crowd.

## **Story**

The protagonist overcomes big odds to triumph. He inspires the rest of us to do the same.



# Elevator Pitch Example

Try to recognize

- 1.** Value Proposition

- 2.** Business Case

- 3.** Call for Action



# 1. Value Proposition

## The Concept

### We have the most effective form of advertising

Our advertisements are exposed to customers for 2.22 second on average. Now what kind of advertising has that kind of 3 exposure time?

Ladies and gentlemen, **we advertise on coffee cups.** That's right. We put your brand in their hands.

### How does coffee cup advertising work?

Well, we got an advertiser. They pay us money. We produce paper coffee cups with their advertising or brand on it. Then we give these coffee cups to coffee stands for free.

## Unique value for customers

### Why does someone want to advertise on a coffee cup?

Because it takes an individual 37 minutes to drink up a coffee on average. That person's gonna have to look at the cup, drink, look at the cup, drink, twenty times before it is fully consumed. And that person is going to move around like a mobile billboard exposing their brand to at least six different individuals before that cup is drunk.

## Unique value for partners

### What is in it for the coffee stand?

When most people think about coffee stands, they think about Starbucks. What about the 25,000 coffees stands that have plain white cups like this? They don't have the economy of scale to put their own brand on the cup. So we give them free cups. They save \$15,000 a year by not buying cups. They like the savings so much that 80% of the stands we contacted have signed exclusivity agreement to distribute our cups.

## Competitors... ?

## 2. Business Case

## 3. Call for action

How we make money

### What's in it for Cup Ad?

We make 13 cents profit on every single coffee cup we distribute

Progress

### What kind of momentum have we started for this company?

The last month alone, we got 58 coffee stands in California sign exclusivity agreements with us, to distribute our cups.

If we continue to get 58 coffee stands every single month for the next 12 months, we will have 700 coffee stands at the end of the year.

Why & How make it happen

With 700 coffee stands, we can move 8 million cups a month. And at a 13 cents profit, 8 million cups a month, we are making over a million dollars of profit every single month.

**We have already started. In fact, our first customer overstock.com will see their cups hit the California market in 21 days.**

What's next

What we need from you

Call for action

# Tailoring a Custom-Fit Pitch

## The common mistakes



## 1. Get to the point

**START EVERY MOBILE PHONE CONVERSATION WITH 'MY PHONE'S ABOUT TO DIE' SO THEY DON'T WASTE MY TIME.**



What's your story? otibank

2. Make the story about them (not you).  
Listen before pitching

# 3. Understand their needs



# 4. Feel their pain

em • pa • thy

*noun*

The ability to step into the shoes of another person aiming to understand their feelings and perspectives, and to use that understanding to guide our action

5. Show, don't tell.



“Company Overview” “20 Years of Impact”

“Challenges”

“A Leader in the Community”

“Introduction”

“Dell attributes \$3M in revenue to

“Signs of ROI” Twitter posts”

“A Shift Toward Social Business”

Collaborative social organizations

“Social Business”

surpass barriers to growth

6. Write slide titles that tell the story.

# 7. Keep it fresh

*You can have the most creative logo, the slickest slogan (...) but if your elevator pitch is out of date, you're missing one of your most important opportunities to "brand."*

[bloomberg.com](http://bloomberg.com)





8. Put in more prep time.



9. *Liven it up*

10. A good voice is

Work on

Natural Strong

Volume Rate

Expressive Clear

Pitch Articulation



# 11. Check you body language



Slides for a 5' pitch

1. **Title**

*Your name and contact information.*

2. **The problem**

*What issue did you develop your product or service to solve?*

3. **Solution**

*How does your product or service solve a problem?*

4. **Business model**

*This covers your costs, distribution channels and how you'll charge.*

5. **The product's special charm**

*Explain what makes your offering unique.*

6. **Marketing and sales strategy**

*How you will reach customers for a reasonable cost.*

7. **Competition**

*A realistic assessment of the marketplace you are entering.*

8. **Management team**

*Outline their backgrounds and skills.*

9. **Financial projections**

*Include other pertinent fiscal information.*

10. **Current status, next steps**

*How you will use any money you raise.*

# 1. Logo



**COMPANY NAME**

- Nothing but your nice logo
- Introduce yourself

## 2. Problem statement

- What issue did you develop your product or service to solve ?
- And want your listeners to believe it ?
  - ▶ Start it off with a story
- How big is the problem
  - ▶ Can you relate it to someone who has the pain ? How many are like this person

# 3. Solution

- The solution is your **product or service**
- Name it and state your mantra
  - ▶ A mantra is a tagline that summarize your business in clear and concise framing of 2 sentences.
- Clearly explain how you alleviate the pain
  - ▶ Does the audience understand what you sell ? What is your value proposition to your customer ?

## 4. **How does it work**

- Clearly explain in **steps** how your product or service works
  - ▶ User open the URL
  - ▶ User get logged
  - ▶ How the user use the service
  - ▶ How the user can pay
- **Gives examples** showing your prototype, progress and how your team is able to execute well under pressure.

# 5. The facts !

- Prove that your customers want you !
  - ▶ Conduct survey (Numbers!)
  - ▶ Feedback and Interview (Quality)
  - ▶ Talk to your partners
- **Impress**
  - ▶ Add quote from people you spoke with « ... I would definitively pay... »
  - ▶ Tell how much they said they are willing to pay

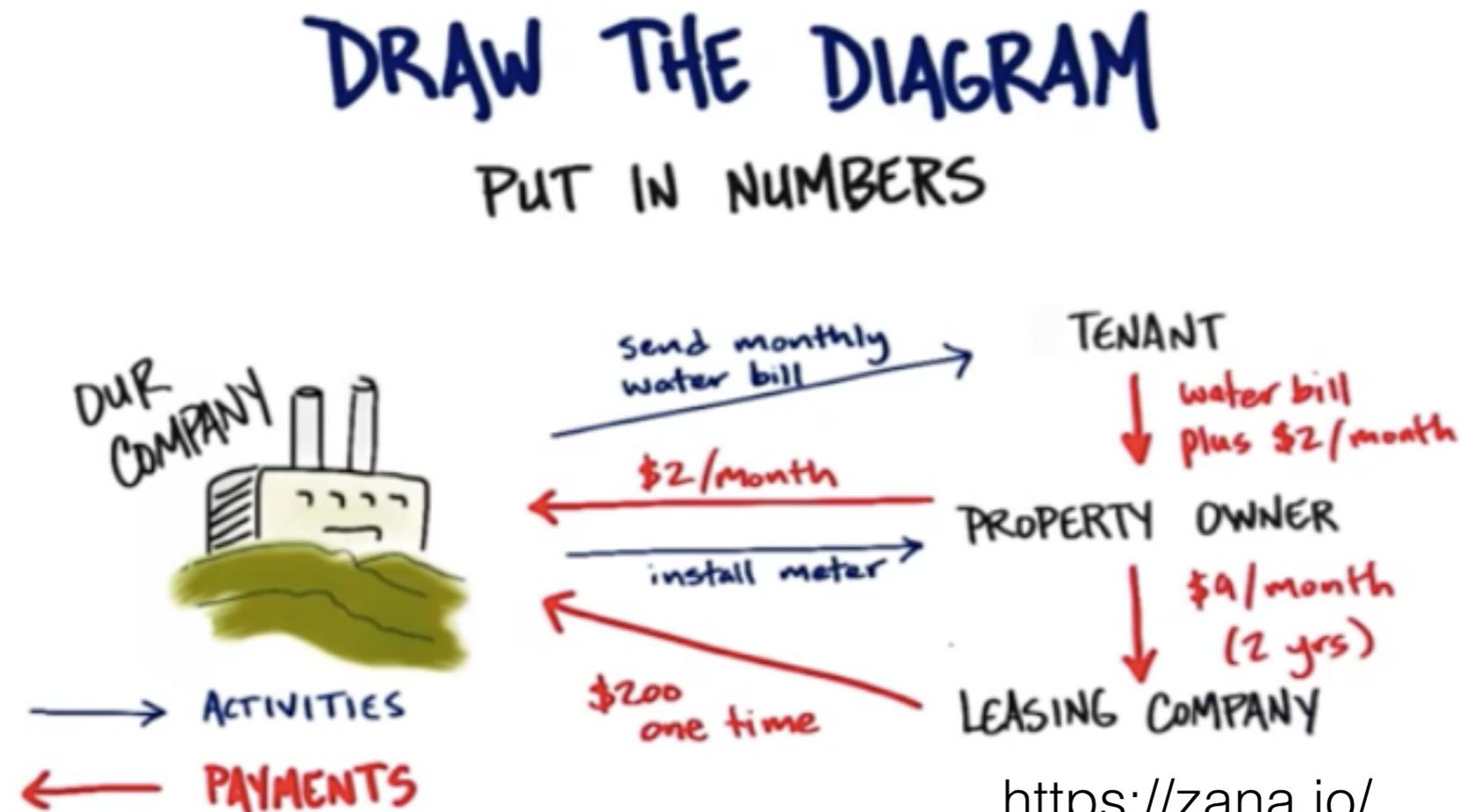
## 6. How you make money ?

- Clearly describe your business model Feedback and Interview (Quality)

▶ What are you **main revenue stream** ?

▶ Monetary inflow and outflow between you company and relevant stakeholders in exchange for value proposition.

- Example



<https://zana.io/>

# 7. Your market !

- Who is your customer ?
  - ▶ Specify your target customer
- How big is your market ?
  - ▶ Tell your addressable market
  - ▶ Explain how you got them
- Who is your competitor
  - ▶ How and why are you better ? What is your secret deal !?

# 8. Marketing

- What is your market-entry strategy
  - ▶ How are you going to reach your early adopters ?
  - ▶ What is your customer acquisition plan ?
  - ▶ Be creative.
- What are the milestones ?

# 9. Business economics

- Don't confuse the judges with excel tables
- Investors are looking for key numbers
  - ▶ What is the initial required investment to start you business ?
  - ▶ Pricing strategy
  - ▶ When do you forecast to breakeven ( the point at which cost or expenses and revenue are equal)
  - ▶ Show a graph of when your costs are going to decline or cash flow's are positive

# 10. **Last « killer » slide**

- Give a reason for them to believe that you are ready to rock !!!
- End by mentioning that you
  - ▶ have successfully identified a customer pain point
  - ▶ have a prototype
  - ▶ found a clear market entry strategy and that you need a precise amount of money to begin !
- No « thank you » slide but say it



**KEEP  
CALM  
AND  
FIND YOUR  
OWN STYLE**