

Entrepreneurship Meet-Up #105

<https://indico.cern.ch/category/9699/>



PITCHING

1

TARGET AUDIENCE

Friends and co-founders

Customers

Investors, accelerators or incubators

TARGET AUDIENCE

2

KEY MESSAGES

“This was a very clear description of the idea”

“What an exciting idea!”

“This is a strong team. I really like them”

“Investing in this team will be successful”

“This would be a great opportunity for someone in my network”

KEY MESSAGES

Text
Soundbites
Images
Stories
...

KEY MESSAGES

3

PREPARING THE SLIDES

Find pitch deck examples
Look at other start-up pitches
Powerpoint templates

TEMPLATES

INVESTOR PITCH DECK

1. Vision & Value
Proposition

2. Problem

3. Solution

4. Market

5. Business Model /
Revenue Model

6. Competition

7. Traction

8. Strategy

9. Team

10. Financials

11. The ASK
Investment needed &
how to spend it



COLORS

Use **DIFFERENT** font styles and sizes

Use **DIFFERENT** *font styles and sizes*

But **not** too much...

Dear Sudeley,

Since you paid me a visit in Cornwall I have been wondering whether you know Lord Clifden or if not if you could get placed before him that our Syndicate have proved that alluvial tin in the Moors of Cornwall can be worked at a profit by the new methods now being so satisfactorily carried out in Australia and New Zealand.

I know that some of his land has alluvial tin in it, in fact, our Syndicate are working some of it now, but perhaps he would allow you to have a rough map showing where the rest of his land is situated in Cornwall and I would then send my Nephew to see whether there is likelihood of its also containing workable alluvial.

In the event of its proving to be likely my Nephew could apply for a Prospecting Licence in the usual way, which give the promise of a Lease of 21 years subject to the Cornish Custom of a royalty of 5%.

I should not like, however, to go into the matter unless my position and knowledge of the subject was explained.

You of course could tell him of my long 19 years' experience in this district under the ground

TEXT

The Knowledge Transfer group at CERN aims to engage with experts in science, technology and industry in order to create opportunities for the transfer of CERN's technology and know-how. The ultimate goal is to accelerate innovation and maximise the global positive impact of CERN on society. This is done by promoting and transferring the technological and human capital developed at CERN. The CERN KT group promotes CERN as a centre of technological excellence, and promotes the positive impact of fundamental research organisations on society.

- Places like CERN contribute to the kind of knowledge that not only enriches humanity, but also provides the wellspring of ideas that become the technologies of the future.
- Whether you work in a large company, an SME or a start-up, we can help you incorporate CERN technology or know-how into your business.
- We help you make the most of the latest technology that you have developed.

TEXT

$$5 \times 5$$

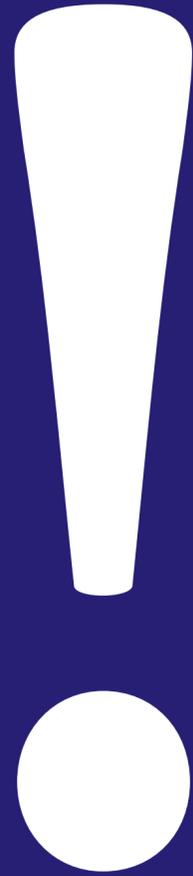
TEXT



ATTENTION

Surprise
Statement
Shock
Engage
...

THE HOOK



SURPRISE

“You will live seven and a half minutes longer than you would have otherwise, just because you watched this talk”

- Jane McGonigal

STATEMENT

“We are effectively wasting over \$1.2 billion per year on producing clothes no one will ever purchase”

SHOCK

A night photograph of a forest with a fire in the background. The scene is illuminated by the orange glow of the fire, which is visible as a bright, hazy area in the distance. The foreground is dark, with the silhouettes of evergreen trees. The number '1381' is overlaid in large white font in the upper center, and the word 'SHOCK' is overlaid in white font in the lower right.

1381

SHOCK

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DELIVERY



PREPARATION

*93 % of communication is
non-verbal*

BODY LANGUAGE



Q&A