

# YOUR ELEVATOR PITCH & PITCH DECK

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# PRESENTATION SUMMARY

Part 1: The Elevator Pitch: *Use a Brief Conversation for Specific Goals*

Part 2: The Pitch Deck: *Practical Tips*

Part 3: The Pitch Deck: *Things to Avoid/Things to Say*

Part 4: The Pitch Deck: *Structure*

Part 5: Slides 1-15



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# Part 1--The Elevator Pitch: A Few Well-Placed Words.

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# Uno Piano=Elevator Pitch

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What is the *purpose* of the one-story elevator pitch?

1. To get listener to remember *something* about you.
2. To get permission to deliver the deck.
3. To get a meeting.



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# Make. It. Simple.

## Subject. Verb. Object.

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Use simple sentences—the kind you would use when you meet anyone.

6 sentences:

- 5 explanatory sentences: **me, us, now, next, need**
- 1 call to action



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# Uno Piano:

## 5 Steps. 5 Sentences. 1 Call to Action

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**Me:** Who I am.

**Us:** What we are or what we do.

**Now:** Where we are in our plan.

**Next:** What we plan to do next.

**Need:** What we need for the next steps.

*Call to Action*



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**First: High Concept.**  
**Memorable description of your company.**

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**The Tie Society:** Netflix for ties & pocket squares.

**Liveli:** Flash sales for Italian designers.

**Attooma:** Build your own smartphone apps without coding.



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# High Concept Examples: Think of Movies

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**Cowboys & Aliens:** Cowboys & indians

**Titanic:** Romeo & Juliet on a  
doomed ship.

**(Now you try it):** ??????





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## Uno Piano: The Rest.

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**Now:** “Our site is launched and we have our first round of money.”

**Next:** “Our next steps are to launch our mobile apps and build our team.”

**Need:** “We are looking for \$250K.”



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## Uno Piano: The Call to Action.

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“I’ll send you the Pitch Deck tomorrow.”

“Is that something of interest to your fund?”

“Could you introduce me to other funds that would be interested?”

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## Uno Piano: 5 Steps + The Call.

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**Me:** Ms. Smith, I am Martina, CEO of Wanoxy.

**Us:** Wanoxy integrates Google Docs across all devices.

**Now:** We have launched our iOS v2.0. After six months, we have 2 million users.

**Next:** We plan to launch our Android version in three quarters.

**Need:** We are looking for \$1m.

**Call:** I'll send you the Pitch Deck tomorrow.

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## HINT: Pitch Decks Have a Similar Structure.

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Me = “Hi, I am Jane, co-founder of Wanoxy, a Google  
Docs integration platform

Us = what we do

Now = where we are today

Next = where we need to go

[Market] = new section

[Financial building blocks] = new section

Need = need

Team = new section



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## Understand Reality: Pauses, etc.

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There will be pauses, questions, etc.—e.g., between “me” and “us.”

*“Hi, Martina, pleasure to meet you. What does Wanoxy do?”*

Don’t rush it.

Don’t gulp your words.

Have a normal conversation.

Look them in the eye, too!



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# Part 2--The Pitch Deck: Practical Tips.

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## Many Audiences: Different Pitch Decks.

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This presentations discusses  
the initial Pitch Deck—for  
seed, angel & Series A  
investments

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Remember: Something will be wrong to  
someone every time you pitch.

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Oral & Written: Pitch Decks will live on after  
you have made the presentation.

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## The “Enduring” Pitch Decks:

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VCs will want a copy of your Pitch Deck.  
Therefore:

Make sure that the Pitch Deck can “stand alone” as a document—i.e., that it explains enough when someone reads it that he or she will want to meet you.



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# The Purpose of Pitch Decks:

## Show your skills and get the next meeting

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It's not (really) about the idea:

It's about how *you* explain how you will make the idea come true by . . .

SPENDING *THEIR* MONEY TO  
ACHIEVE *SPECIFIED* GOALS



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That is the MOST Important Message:

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HOW YOU WILL SPEND *THEIR*  
MONEY TO ACHIEVE *SPECIFIED*  
GOALS

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Repeat After Me:

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“OUR PITCH DECK WILL SHOW HOW  
WE WILL SPEND THEIR MONEY TO  
ACHIEVE SPECIFIED GOALS.”

*Rinse and repeat as necessary.*

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## Pitch Decks are NOT the Product: A Tool to Impress.

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- It's not a school assignment: **Don't act like you have memorized it.**
- Show your knowledge & your leadership.
- Don't be hesitant & don't be shy.



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## Be Assertive: Use Active Verbs (not Nouns)

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For example: Section titles . . .

Our Platform

*but*

Our Platform Monetizes Visitors

*Or*

How We Make Money: We Aggregate Traffic



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**Be Simple: Subject. Verb. Object**

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**This is not a reading comprehension test!**

**Don't make readers work.**

**It is not obvious to them.**

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# Make Slides Simple: One Thesis per slide

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1 Thesis (a thesis is a *statement*, not a topic)

1. Maximum of 3 supporting points
2. That includes graphics (graphics are good)
3. Only 2 points is better than having 3.



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# Example: Google Docs Integration

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## 1<sup>st</sup> Thesis Statement (1<sup>st</sup> group of slides):

- Answers the questions of what we do

Slide 1: We enable users to integrate Google Docs across all devices and all software—without coding.

Slide 2: A graphic of how it works.



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## Example: Google Docs Integration (cont'd)

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2<sup>nd</sup> Thesis Statement (2<sup>nd</sup> group of slides):

- Explains Milestones

Slide 1: We have launched iOS private beta.

Slide 2: Our milestones are . . .

Slide 3: Milestones chart



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## Example: Google Docs Integration (cont'd)

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3<sup>rd</sup> Thesis Statement (3<sup>rd</sup> group of slides):

- Explains how you make money, on a micro and macro level

Slide 1: We make money by selling the app online and in-app advertising.

Slide 2: Our ARPU/ARPPU (financial building blocks)

Slide 3: Financial chart



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Part 3--Pitch Decks:  
Things to Avoid/Things to Say.

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Your Are *not* the Next Facebook.

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Facebook itself was not the next Facebook.

*You are the right team that will spend their money  
to achieve the goals specified in the Pitch Deck.*

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Never Say: **We Want 1% of the Market.**

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Never *ever* be conservative with your projections.

- They are only guesses.

***Show realistic optimism.***



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Never Say:  
€500K to Grow to €2m in 2 Years.

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That is a research grant.

*Projected* ROI *must* be 10X Series A  
investment.

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# Avoid Break-even or EBITDA Milestones.

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That's a private equity play NOT a venture-backed startup.

- *Break-even starves a startup of investment in the scaling phase (usually Series B)*
- *Break-even is for “normal” companies. Venture capital is not looking for them.*



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# Technology Does Not Matter (Much).

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Facebook platform is not rocket  
science.

Optimal Solution = scalable for now.

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# The Team Matters the Most.

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Startup & sector experience.

Missing people are OK.

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# GTM & Milestones are Next in Importance.

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How do you plan to use VC money to get to  
your objectives?

*Milestones are more important than GTM*

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**Milestones:** This is the 2<sup>nd</sup> MOST IMPORTANT message of this presentation.

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What are you doing in the next x time periods to achieve *what*?

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## Create Milestones for the Immediate Future.

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Present 3Q milestones for product/features release, money/traffic, team and market penetration.

- Only out 3 quarters from funding.



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In other words:  
Multiple Slides for Multiple Topics.

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- Product/features release
- Money/traffic
- Team
- Market penetration



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Where We Are. Where We Are Going.  
What Steps to Get There.

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3Q milestones for product/features release,  
money/traffic, team and market penetration.

The heart of your Pitch Deck





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# Part 4--The Pitch Deck: Structure

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## Pitch Decks: 8 Things to Say.

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1. What you do.
2. Where you are.
3. Where you are going (steps to get there).
4. What's the market?
5. What are the financial building blocks and projections?
6. How you will go to market.
7. How much will your efforts cost and for how long?
8. Why this team and whom else will you need?



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# 10 Questions/20 Slides.

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What we do

Why it matters: Why do users need it?

**Who we are and why we can do it**

**How we do it**

Financials

**How we make money or build traffic**

Who else is doing it and how we differ

**Milestones & Metrics**

**What money we need**

**How we'll use the money**

Why would someone invest in it or buy it?

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# Ignore the Limit on Slides

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- In your first draft, use as many slides as you need, then edit it down.
- Do not “pack” the slides (remember: one thesis per slide, with no more than 3 examples)



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# 5 Minute Oral Presentation: 1-3-1 Model

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Manage your time to answer those questions:

1 minute: *What you do.*

3 minutes: *GTM, Milestones, Rev. Model.*

1 minute: *Why this team?*



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# The Entrepreneur's Error: 4-1 Model

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Founders spend too much time talking about their “new” product:

4 minutes: *What you do.*

1 minute: *Everything else.*



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## VCs Care About the Rest.

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1. What you do.
2. Where you are.
- 3. Where you are going (steps to get there).**
4. What's the market?
5. What are the financial building blocks and projections?
6. How you will go to market.
7. How much will your efforts cost and for how long?
- 8. Why this team and whom else will you need?**



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# Oral Presentation Goal:

## They Remember Your Startup

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- Don't overload them in oral presentations.  
They need to:
- Remember your startup
- Remember its sector (category)
- Remember your team
- Want to meet with you





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# Part 5--The Pitch Deck: Slides 1 through 15\*

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\* It could be 12, 23, 38 slides. The *number* does not matter.



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# Slide 1: Summary Slide

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Summary slide *summarizes* you now and in the future:

- We enable Google Docs to integrate across devices and across documents—without coding.
- We are in the EU and will expand to China with the next round of funding.
- We seek \$500K to expand to other platforms and markets and build the team.



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## Slide 2: What We Do (“We Make . . .”)

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Show what you do—screenshot, explanation?

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## Slide 3: What We Do (“We Make . . .”)

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**Flowchart?** *(Always a good idea.)*

**Screenshot?** (OK idea as slide *after flowchart*)

**Video?** (Bad idea: expensive & time-consuming)



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## Slide 4: Our Market [Needs] our Product . . .

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Market—size, growth rate

Suitable for graphics!!!



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Slides 5-6:  
(Almost) The Most Important Slide(s).

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Milestones

Where we are.

Where we will be.

*Milestones tell VCs how you will spend their money.*



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## Milestones: Use a graphic

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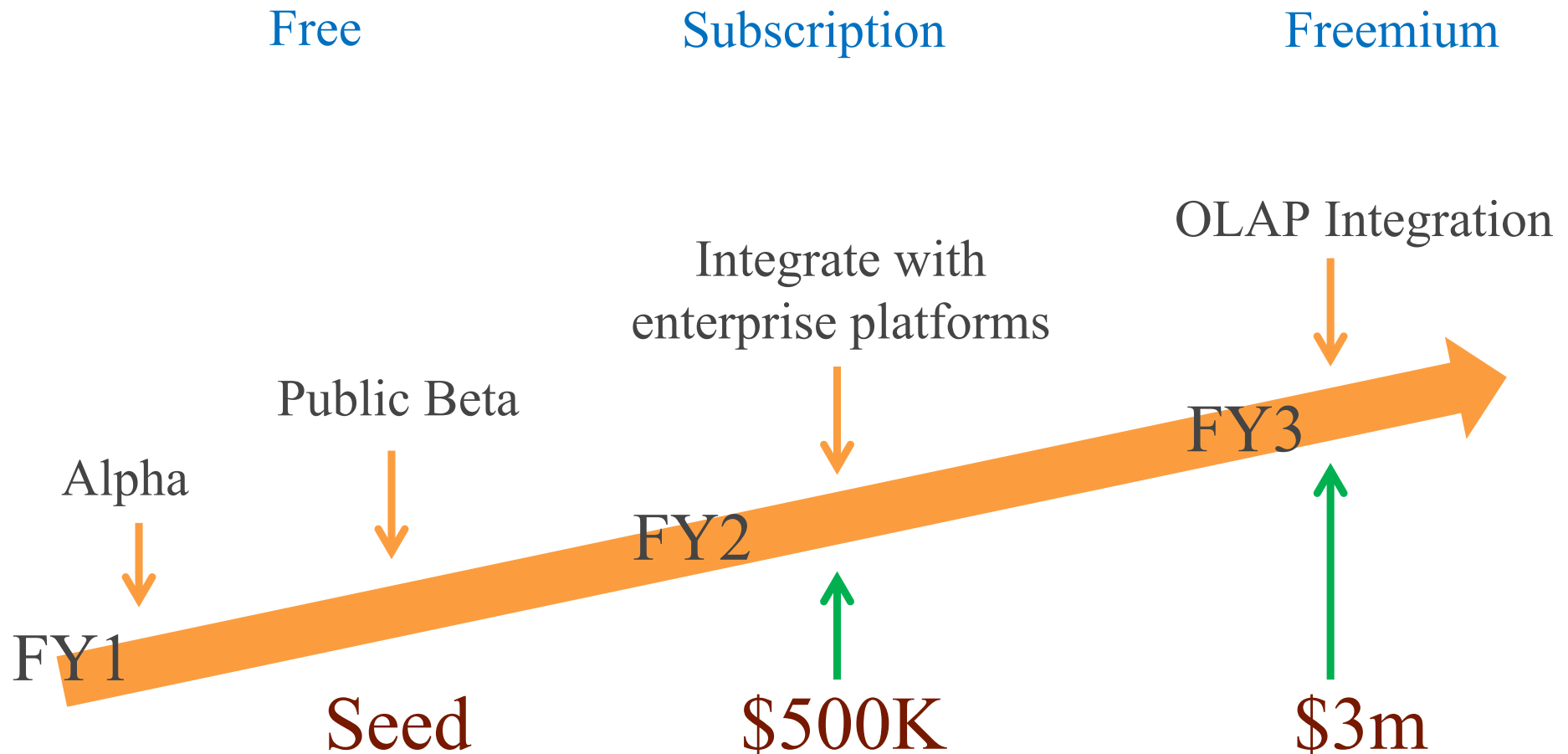
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- Horizontal or vertical works.
- Don't put too much information on one slide.
- Use one slide for each “category” (product development, team development, market penetration, etc.)



# Milestones & Money

TMI: Too Much Information?





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## Milestones: Use a GANTT Chart

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GANTT Chart = **Tasks over time\***

*\* The example on the next page is too complicated but conveys the intent.*





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Slide 7:  
(Almost) The Most Important Slide(s) #2.

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Go-to-Market Slides

How will you enter the market *over time*?



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## Slides 8-10: Financials Support the Idea.

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Financials Are not Real . . .

. . . but they should be reasonable and support the valuation.

Never have 5,874,420.18

(Use round #'s, e.g., \$5,900,000 )



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## Slides 8-10: ARPU/ARPPU Building Blocks.

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Use if money is the goal.

For social impact: How will you measure?

Traffic/MAU/DMAU



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## Slides 11-13: The Most Important Slide(s).

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### The Team

- Why you?
- What is relevant? Education? Clients?
- What will you need?

*“Brand names” (e.g., MIT, IBM) are good*



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## Slide 14: How Much?

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*Ask for What You Can Use x 1.5*

It depends on the funding level (seed, angel, Series A).

It must be more than what you need.

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## Slide 15: How Will You Use It?

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Match the expenditures to your milestones  
and GTM.

Horizontal expenditure milestone chart?

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Remember: Something will be wrong to  
someone every time you pitch.

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Thank you.

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