



# Pitching to Win

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IT'S LIKE AN INVESTOR PITCH WITH SOME DIFFERENCES.

A group of diverse people, including men and women of various ethnicities, are standing in a professional setting, possibly a conference or meeting. They are dressed in business casual attire. The image is overlaid with a semi-transparent white background containing text.

# How to be a great VC

Before looking at money let's review

Say

**NO!**

***A LOT!***

# What gets investors excited?

The business model works

Validated the model through interviewing or initial sales traction

You know how to land customers effectively

You have a good starting (go-to-market) plan

You know how you'll grow

You'll grow to a scalable and sustainable enterprise

**An impactful pitch is  
not dependent upon  
its length...it's the  
power of its story**



# Your plot: the elevator pitch

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TELLING YOUR BUSINESS' STORY IN UNDER A MINUTE

# Business Thesis: Your Plot

- Customer Statement: “Our company helps [specify people]...”
- Problem statement: “who have [specific problem or aspiration]”
- Solution Statement: “by providing...”
- Value proposition statement: “resulting in...”
- Unique market position statement: “better than [current alternative and why and by how much]...”
- And here’s how we make money! (*How we sustain the program for Social*)

Condense this to less than 1 minutes and you might have a business!

The background features a dark, semi-transparent overlay of a bar chart and a clock. The bar chart has four bars labeled Q1, Q2, Q3, and Q4, with a vertical axis marked at 1,000. The clock is positioned in the lower right, showing a time around 10:10. The text is centered over the chart area.

An investor pitch is an extended telling of our business thesis story combined with relevant data about your plan to bring your business to market

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**“Let me tell you about my Customer”**

CUSTOMER DEFINITION

# Who is this Person?

Buildings don't buy, people do!

Demographics—defining them  
as a person

Title/Position/Situation—is the  
customer's occupation  
important?

Motivation—is the customer's  
attitude or behavior important?

Maybe it's you? Maybe a  
personal story



What is a customer segment?

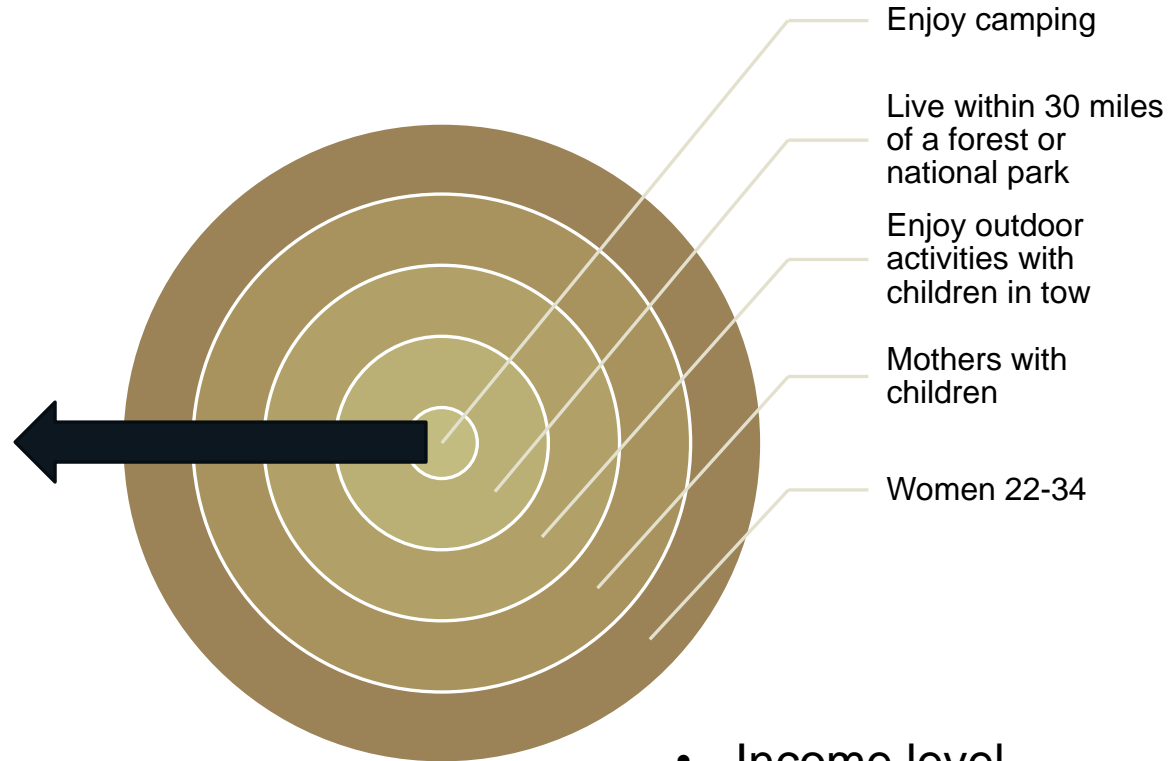
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Distinct *groups of people* sharing traits relevant to any dimension of your proposed solution.

# Why Targeting is Important



Enjoys Mountain Biking



- Income level
- Related interests
- Media choices

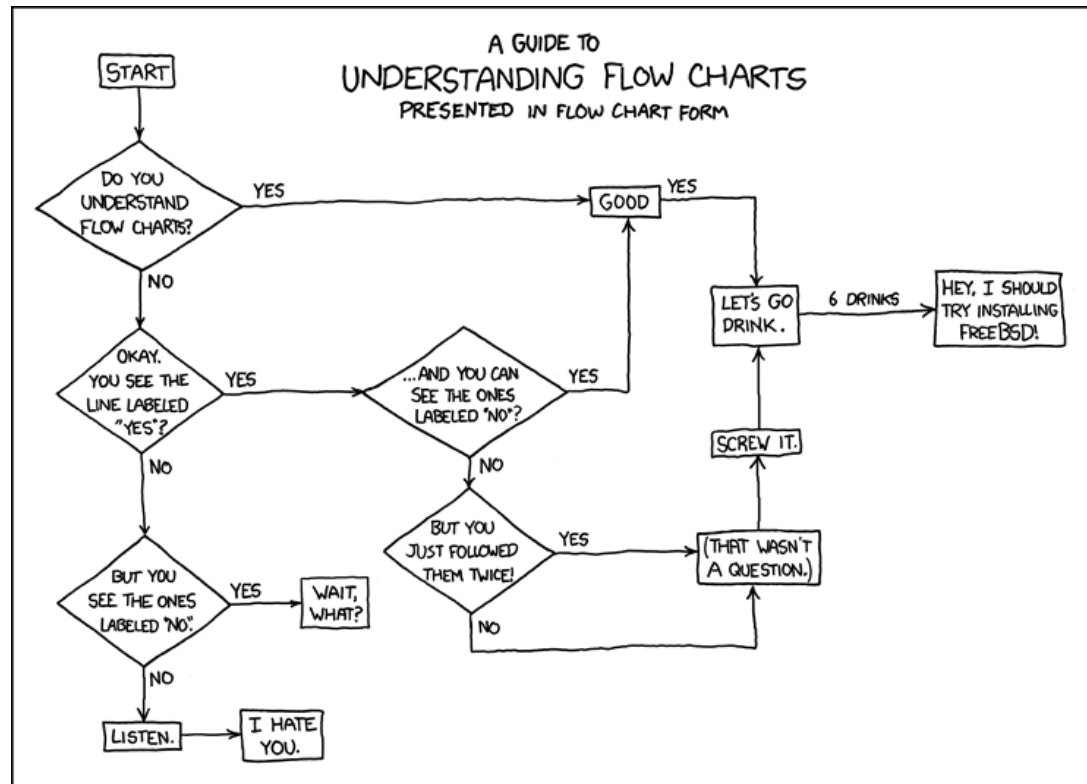
If the customer is not clearly defined the rest of the story won't work?



**“My Customer has a Problem”**

# First you need to define the customer “job”

What is the prospective customer doing that you want to improve?



Not a title:  
an **activity** they do  
**frequently** that your  
innovation **affects**



There's nothing completely  
new, just ***new ways*** to  
solve ***existing problems.***

# Remember the “Bear Joke”



The Existential  
Problem  
*e.g., Washing the car*

You

The Current  
Alternative

# Problem Statement:

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Tangible

Relevant

Urgent

Easily stated



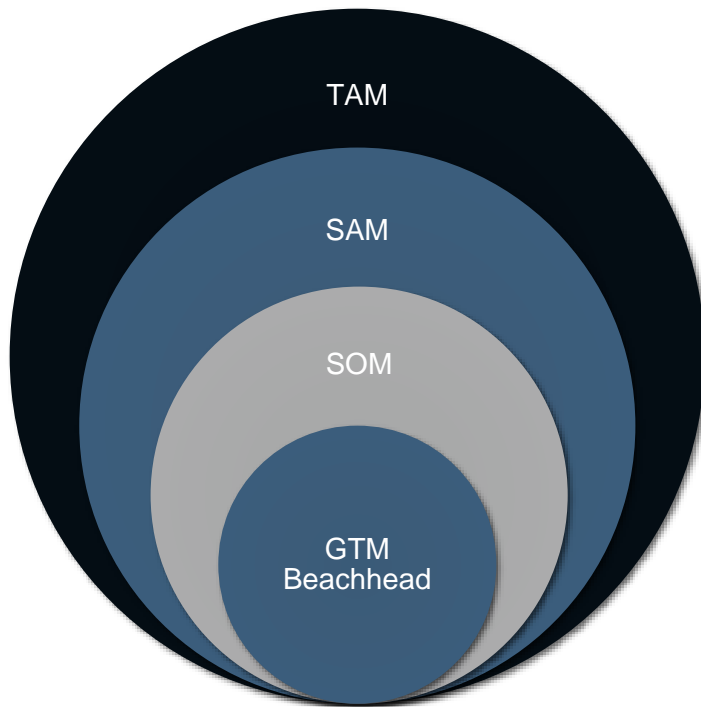
# Sizing the Market

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HELP JUDGES UNDERSTAND THAT THERE IS A SUFFICIENTLY BIG PROBLEM TO TACKLE

# Finalize Your GTM Segment

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- Total Addressable Market
  - “The revenue opportunity available for a product or service. TAM helps to prioritize business opportunities by serving as a quick metric of the underlying potential of a given opportunity.” Wikipedia
- Serviceable Addressable Market
  - “market share that can be fulfilled or served by all businesses that offer a particular solution, product, or service” (Management Mania)
- Serviceable Obtainable Market
  - “an estimate of the portion of revenue within a specific product segment that a company is able to capture. Another way of looking at it is as an estimate of the market share for a particular product that a company can garner.” Corporate Finance Institute

Your GTM Beachhead is the most critical for you in NVC. How would you use winnings to acquire your first customers

# Share of Addressable Market

This must match your initial customer segmentation scheme and realistically reflect your efforts!



**“We have built a solution to their problem”**

THE GEORGE  
WASHINGTON  
UNIVERSITY

WASHINGTON, DC

# Your Solution

Not a technical description

Simple, functional

Enough information to help the audience get what you do



**Picnic  
Pants**



# Why is your solution superior to the current alternative?



The Existential  
Problem  
*e.g., Washing the car*

You

The Current  
Alternative

# The Value Proposition

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THE BENEFITS THAT FLOW FROM THE IMPROVEMENTS YOU CREATE

Help them  
understand  
what you  
do to create  
value

“We eliminate the bottleneck in...”

“Whiten teeth, freshen breath”

“We create highly controlled microenvironments  
for cellular mutation analysis”

What you do has to be significant enough to  
change the behavior of your customer

Customers don't buy products or services



They buy the benefits the product or service provides



Investors want to buy value creation not product development

# Value Statement

# The Value Statement

Tangible

Measurable

Directly Relevant to customer pain/gain

**Verizon Wireless**



**5X More 3G Coverage**

Comparison based on square miles. Coverage not available



# WE CAME. WE SAW. WE CAME IN SECOND.

The driver with the quickest two out of three qualifying runs was given the choice of lane for the final, winner-take-all, no-holds-barred, for-all-the-marbles lap. In case you're curious, we've posted all the times from all the laps below.

WELCOME

SIGN THE PETITION

COMPARE THE CARS

RACE RESULTS

## MINI COOPER



## PORSCHE 911

QUALIFYING LAP 1: 1:10.620 \* \* \* \* \* 1:10.089 (2 SEC. CONE PENALTY)

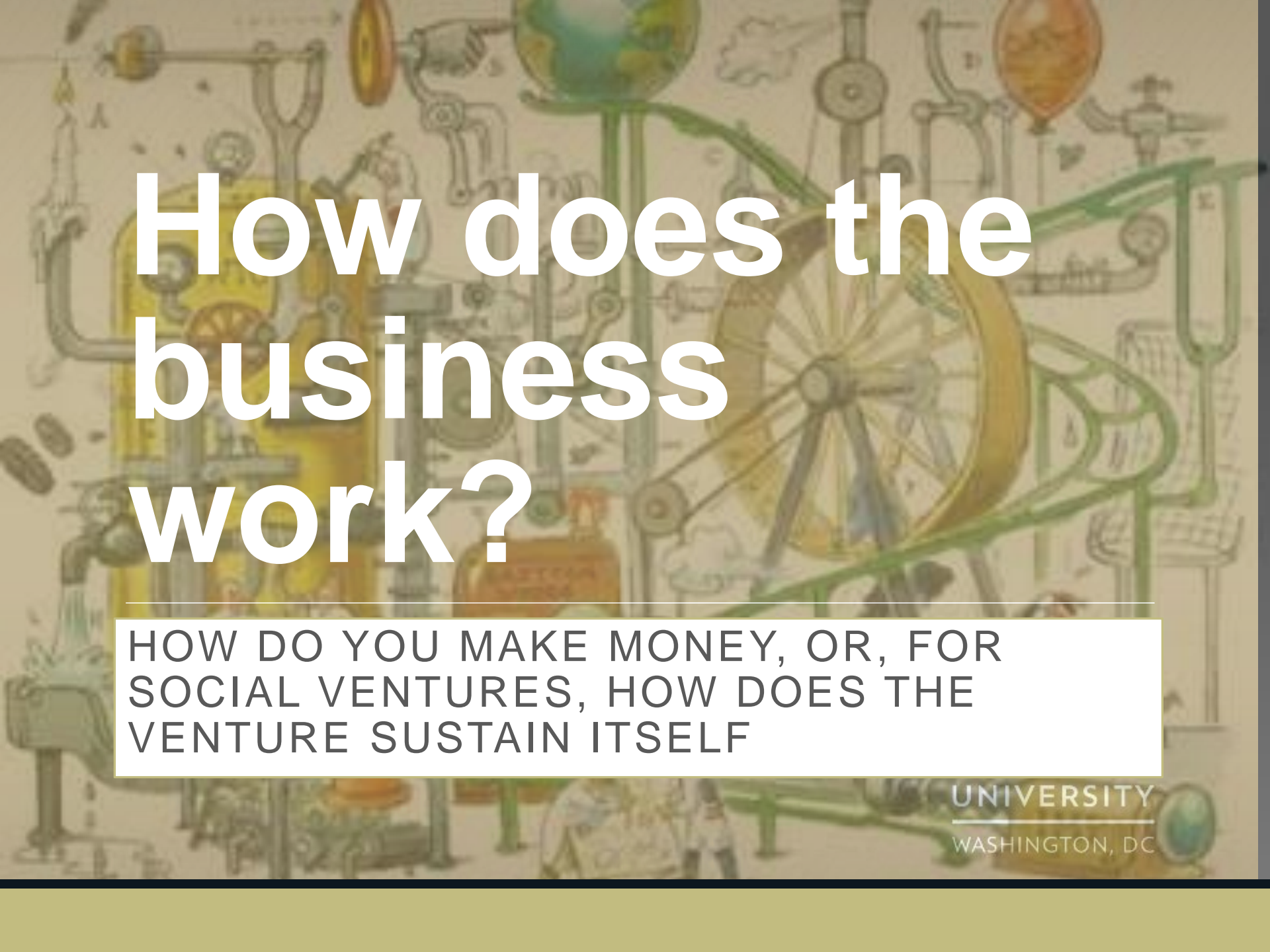
QUALIFYING LAP 2: 1:09.934 \* \* \* \* \* 1:08.274

QUALIFYING LAP 3: 1:10.111 \* \* \* \* \* 1:08.198

FINAL RACE LAP: 1:09.906 \* \* \* \* \* 1:07.854



You don't have to be #1, just the best solution for your customer



# How does the business work?

HOW DO YOU MAKE MONEY, OR, FOR SOCIAL VENTURES, HOW DOES THE VENTURE SUSTAIN ITSELF

UNIVERSITY

WASHINGTON, DC

# Unit Economics

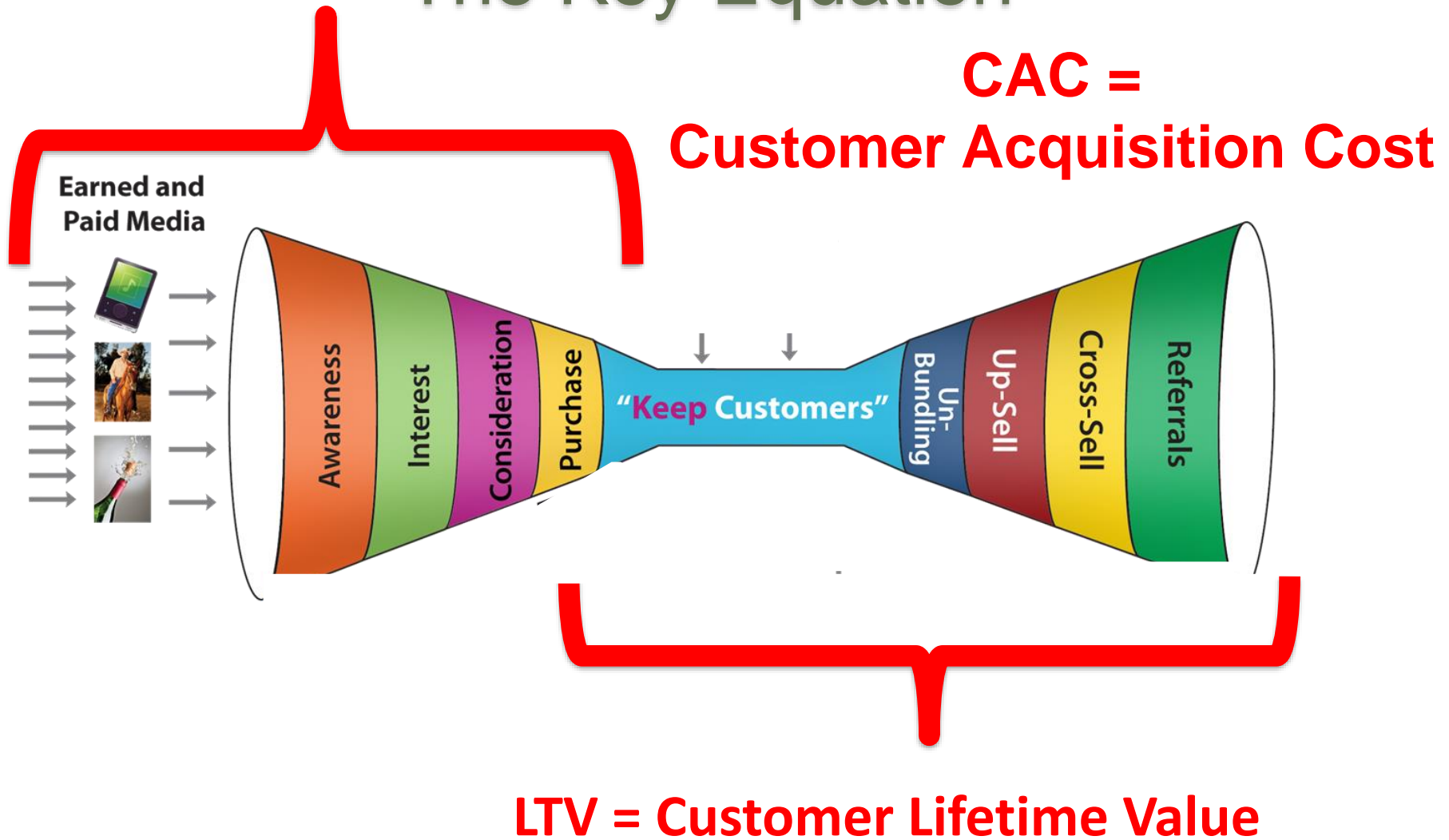
The basic  
financial  
building block  
of your  
enterprise

Not the same as financial projections

Cost / ad spend	\$400
Cost per thousand (CPM)	\$4
Impressions / reach	100,000
Click-through rate (CTR)	1%
Website visits	1,000
Conversion Rate (CVR)	2%
Orders	20
Average order value	\$70
Revenue	\$1,400
Margin	50%
Gross Profit	\$700
Return on Investment (ROI)	75%



# Customer Relationships: The Key Equation



**Customer Acquisition** is  
the **BIGGEST Cost** you will  
have in your startup!

*It's why no one expects you to make money right away*

# METRICS of your model are key!

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“Average order size of X”

“Lifetime customer value of \$Y over Z years”

Customer Acquisition Cost

“Low upfront investment, long-tail revenue stream”

“Gross margins in excess of industry standards”



# Go-to-Market Slides

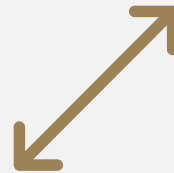
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Explaining your early path to market to help judges/investors know you will scale your efforts for maximum efficiency and impact

Where will  
you start?



Who are the very  
first customers?



How will you reach  
them?



What are you trying  
to prove?

# Roadmap Slide: Where will you go next?

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How do you grow the market?

How do you develop the product?

When do you need money?



**No one expects you to have all the answers today**

# The Financial Model

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A SIMPLE QUANTITATIVE  
REPRESENTATION OF THE PLAN YOU'VE  
OUTLINE

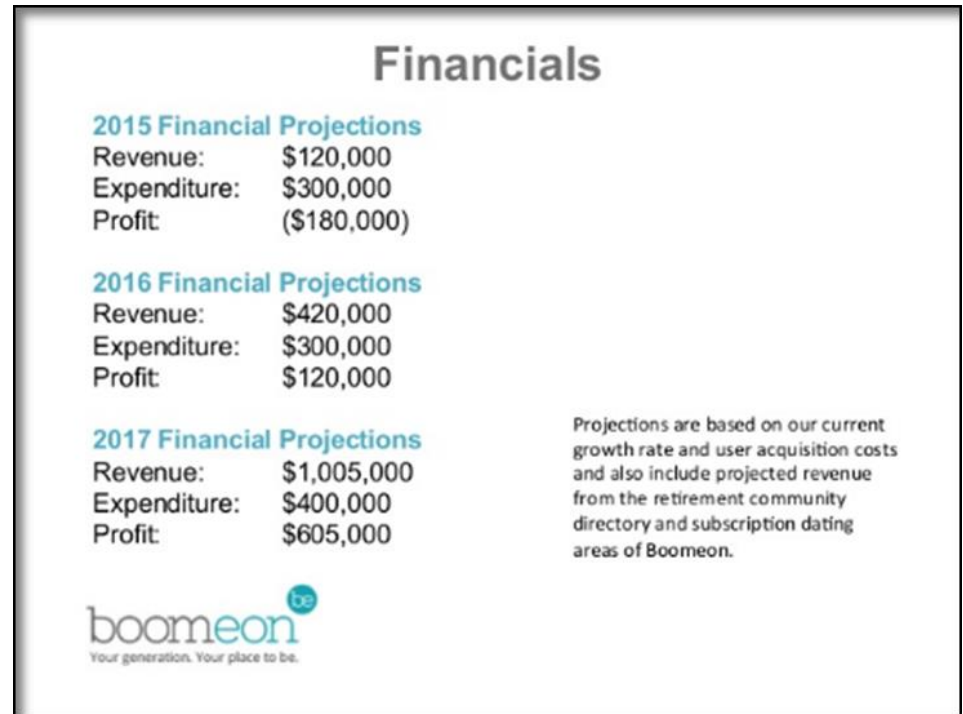
# Financial Slides

Simple and easy to read

Focus on **key metrics** vs. detailed P&L

Clean graphics can help make the point

The longer the timeline, the less believable





# Financial Projections

Do financial projections reflect the business model and early sales traction:

Is customer growth and CAC realistic?

How does the customer base change over time?

Does the team know how long they keep a customer and LTV?



Do other elements of financial plan support projected sales in Years 1-5:

How do revenues and costs change year to year?

Where are the risks to growth?

What will be the profit for the business?

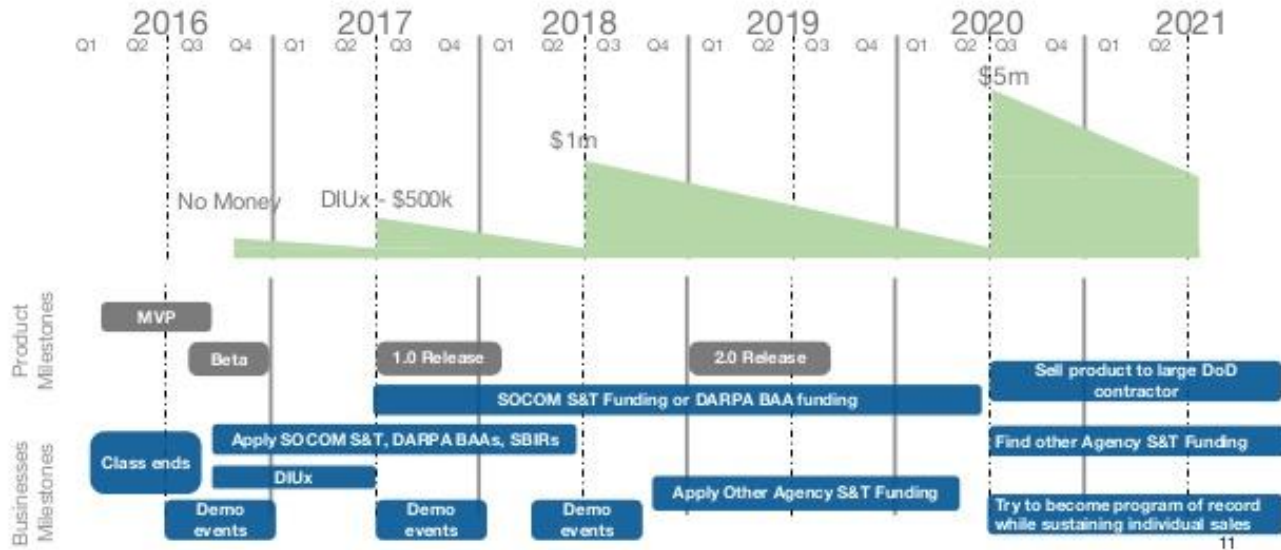


Does the team have a funding strategy?

What are the proposed funding phases and levels?

What is the use of funds for initial fundraising search?

# Finance and Operations Timeline



Eventually you'll need one of these



# What's Your “Ask”?

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## Investment

We are seeking a \$600,000 seed round in exchange for 20% equity in Boomeon based on a valuation of \$2,400,000.

This valuation is based on projected 2017 earnings of approximately \$600,000 with a 4x multiplier, which is conservatively below historical industry multipliers.

Anticipated proportional expenditure as % of total raise:

- 25% existing staff salaries
- 10% new hires
- 50% sales and marketing
- 10% new product development
- 5% infrastructure and overhead



## Investment Slide

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How much do you need?

How far does the money get you?

How will you spend it?

Valuation or other deal terms not required

# The Team

The knowledge, skill set and experience necessary to develop a long-lasting, profitable business.



## Bill Johnson — Founder & CEO

Bill was the VP of Marketing for Sugar CRM for 5 years, helping the company grow to become a dominant player in the market. Bill's responsible for creating the vision and direction for the company, and working with the rest of the executive team to plan how this will be accomplished.



## Jennifer Thomas — CMO

After 8 years of experience as a Marketing Executive at eBay, Jennifer joined the Symbiosis team in 2009 as the Chief Marketing Officer. Her major responsibilities include creating an innovative marketing strategy to meet the company's overall goals for sales and revenue. She is also responsible for overseeing the execution of the overall strategy for the sales and marketing teams.



## Michael Russman — CFO

Michael has over 15 years of experience as a CFO for a variety of growing technology companies. At Symbiosis his major responsibilities include managing the company's resources effectively to effectively execute the company vision, with respect to the company's goals for consistent growth.



## John Bryant — Founder & CTO

John brings wide ranging technological expertise and experience to the team. From 2003-2006, John was the lead UI Engineer for the CRM division at BizAutomation. John also has significant experience heading teams specialized in both front and back-end engineering. John's major responsibilities include product development and managing ongoing system improvements.

# The Team

GIVE THE JUDGES/INVESTORS  
CONFIDENCE THAT YOU HAVE THE BEST  
PEOPLE FOR THE JOB.

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

# The Three Key Roles...Generally

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**The Hustler:** They have the tendency to be the most misunderstood member of this trio. The Hipster is likely to accuse the Hustler of having sold out to the man because of their constant question of "It's cool, but is it something our partners and clients want?"



**The Hacker:** The one most likely to sit quietly through a board meeting until uttering the three sentences that answers the all-important question of "how?" the new idea or initiative can be brought into reality.



**The Hipster:** Usually working their way into the mix as the designer or creative genius, they'll make sure the final product is cooler than anything else out there.

*Descriptions courtesy of Forbes, "The Dream Team: Hipster, Hacker and Hustler"*



# Other Tips

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## Partners and Channels

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Do you have a way to make every dollar stretch?

Can you get to potential customers cheaper and easier?

Can someone help get the word out?

Are their existing capabilities you can dip into?



If your product or service customarily is delivered through channels, it's essential to tell that story.



## Some other quick tips

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Don't do an ugly pitch deck!

Organize presentation to best tell your story

Never forget that you're a performer

Remember why you're there. Stay on message