Creating Your First Pitch Deck

San Antonio Startup Week
October 23, 2018
Presented by Iris Gonzalez
Founder of StartupsSanAntonio.com

What We'll Cover Today

- Outlining your pitch deck
- Tailoring your pitch
- Shrinking your pitch
- Pitch writing challenges
- Q&A and Resources

Get Ready to Pitch

- What is a pitch?
- Why pitch?
- How will you pitch?
  - In person?
  - Send ahead, then follow up
- Who will you pitch?
- What's needed to create a pitch deck?

Two types of pitch decks

- Give it in person
- 10-20 slides
- Should be:
  - SHORT
  - Informative
  - Visual
  - Not a reading test!

Presentation

- More detailed
- Stand-alone doc
- Should anticipate reader's questions
- Design like a minibook
- Not a novel!

Reading

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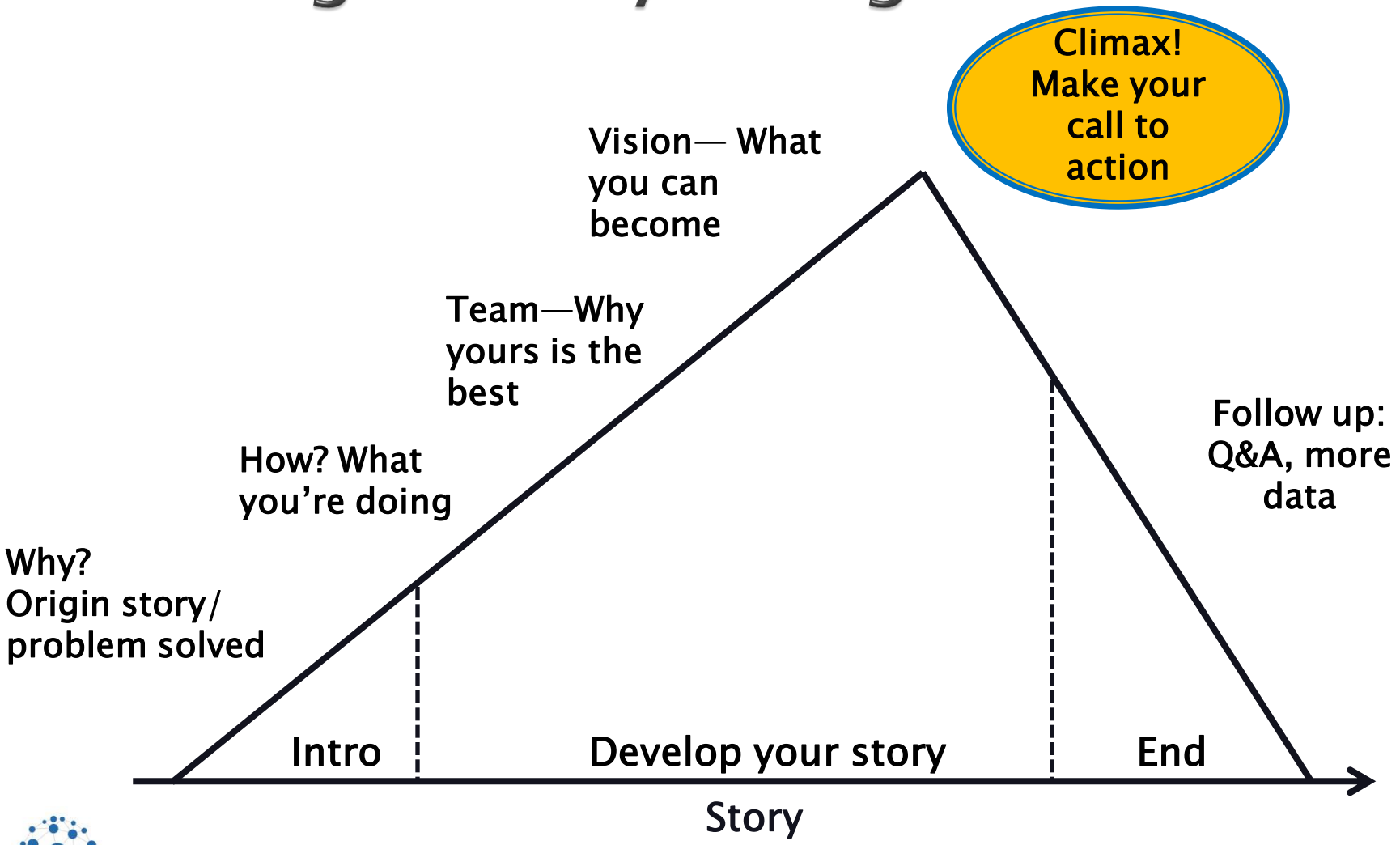
Pitch Deck Outline

- Problem
- Solution
- Business Model
- Competition
- Founding Team
- Marketing Plan
- Fundraising
- *CALL TO ACTION*

Can always add backups, but don't overload your audience!

Pitching is Storytelling



Pitching is Storytelling

Climax!
Make your

Remember, investors aren't there to like you or fall in love with your team.

They are there to make money.
Your job?
Convince them to invest in you.

Why?
Origin sto
problem s

Pitch Deck Best Practices

- **Problem**
- **Solution**
- **Business Model**
- **Competition**
- **Founding Team**
- **Marketing Plan**
- **Fundraising**
- *CALL TO ACTION*

- **Cover**: Clean, compelling
- **Overview**: Elevator pitch!
- **Problem**: Data on unmet need
- **Solution**: Be creative
- **Business model**: EBITDA, burn rate, runway, unit/customer acquisition $
- **Market/Competition**: How you compete, how big is market?
- **Product/Service**: How different?
- **Traction**: Show #s, revenue
- **Team**: Right fit? Stable? Gaps?
- **Plans**: How will you use $$?

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Pitching to Investors vs. Customers

Investors want to know

- Pitching your business idea or concept
- VCs looking for team, concept, growth, and vision
- Investors love disruption
- Call to action is usually follow up and get $$$

Customers looking for

- Pitching product or service
- Potential clients looking for product fit, service, training, support
- Customers HATE disruption
- CTA varied: Next steps, signing business contract, partnership

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What's Needed to Create a Pitch Deck?

- Microsoft PowerPoint or Apple's Keynote
  - Adventurous? Try Prezi, Canva, Haiku Deck
- Use images, hi-res photos, videos
  - Create your own, try Canva
- Your business plan helps- but remember, a pitch deck is NOT a business plan
- Financials: Past, present, and projected
- Customer testimonials? Product demo?
- Back up slides, just in case

Let's Review

- Creating your pitch deck
- Tailoring your pitch
- Shrinking your pitch
- Pitch writing challenges
- Q&A and Resources

Shrink your Pitch!

- Elevator pitch = executive summary
- 1 – 3 sentences max/60 seconds or less
- Practice; Different versions OK
- Tell a story, include:
  - Your name, title, and company
  - The problem or market opportunity
  - What you do (the product or service)
  - Who uses it (the customer/market)
  - Why people care (the benefit)

Try pitching in 1 minute or less

Give your Pitch in Seconds

- Know exactly where you want to go.
- Tell a story and embed in it:
  - Who are you?
  - What do you do?
  - What are you looking for?
- Should be something that's easy to repeat

- *Try pitching your company in 1 sentence.*

Overcoming Pitch Writer's Block

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Tips for Pitching Day

- Tell a story, engage people emotionally.
- Limit each slide to one idea
- Know, research, read your audience
- Memorize selectively, use trigger words
- Practice! Timing, gestures, length, answers
- Get your team involved in the pitch
- Keep a consistent look in presentation
- Convey urgency to invoke FOMO
- Know your metrics better than anyone
- Learn from NO
- **Questions?**

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Pitching Resources

Many online resources available- check entrepreneur websites like Founder Institute, Y Combinator, B Plans.

https://fi.co/insight/creating-a-startup-pitch-deck-start-with-this-easy-to-use-template

https://pitchdeckexamples.com/

https://blog.ycombinator.com/intro-to-the-yc-seed-deck/

https://articles.bplans.com/a-dozen-of-the-best-start-up-pitches-on-the-web-jonbischke-com/

https://neilpatel.com/blog/create-pitch-deck-investors/ [walks you through creating a Canva pitch deck]

https://presentyourstory.com/20129256-ways-to-make-your-leave-behind-deck-stand-out-html-2/

https://hackernoon.com/why-your-investor-pitch-is-ruining-your-sales-pitch-5ad769c4d3c6

https://www.themuse.com/advice/perfect-pitch-how-to-nail-your-elevator-speech

https://slidebean.com/blog/startups/elevator-pitch-examples [website also has free pitch deck templates]

https://www.businessinsider.com/how-to-tell-your-story-in-30-seconds-2013-11

https://fi.co/madlibs [Founder Institute's "mad lib" format for one-sentence pitch]

http://brandteamsix.com/wp-content/uploads/2016/05/The-Micro-Script-Rules.pdf

https://shockwaveinnovations.com/2016/05/01/preparing-for-a-pitching-event/

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"Your most unhappy customers are your greatest source of learning."
Bill Gates, Microsoft co-founder

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Bonus Material:
Why Do We Pitch New, Exciting, Short, and Simple Content?

Pitching to the Reptilian Brain

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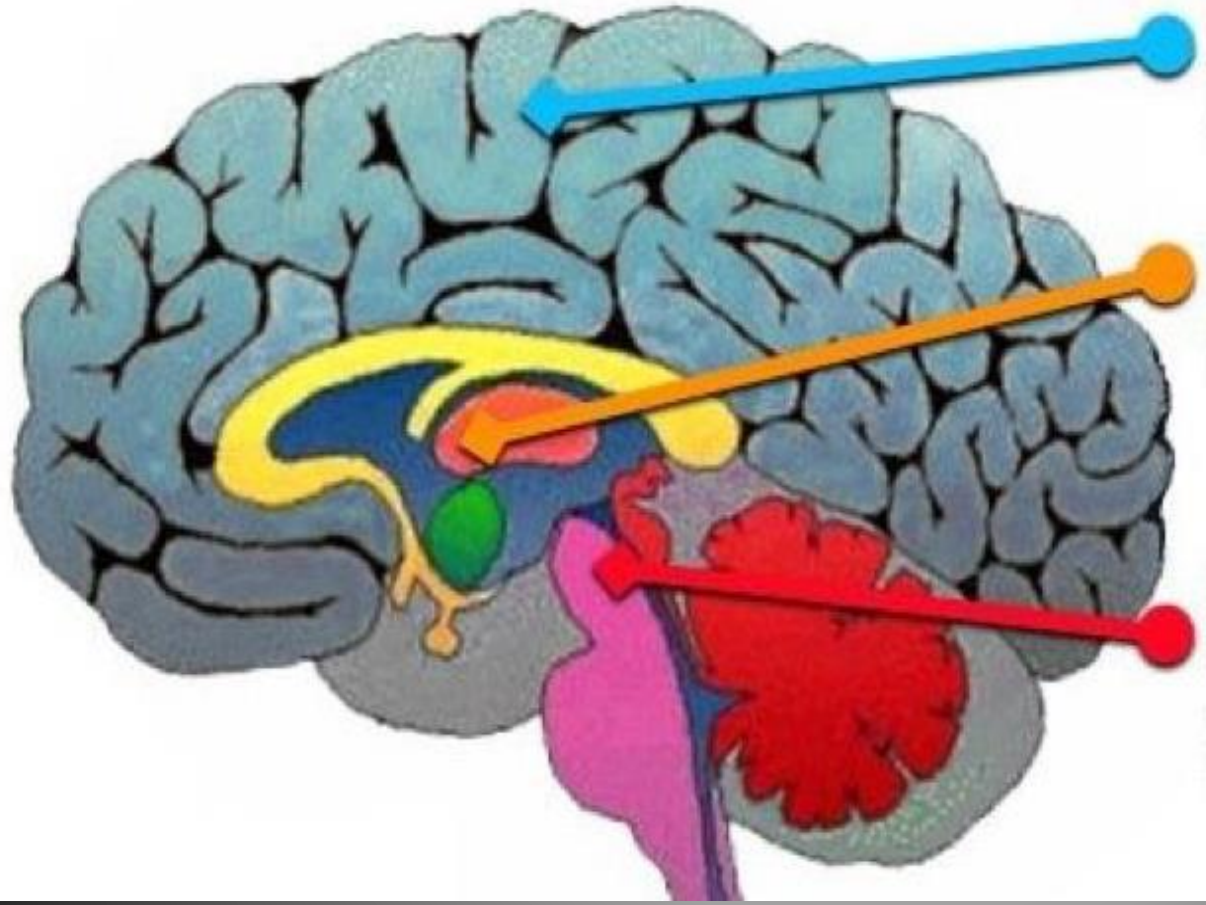
Your Brain Shapes Your Response



Neocortex:
Rational or Thinking Brain

Limbic Brain:
Emotional or Feeling Brain

Reptilian Brain:
Instinctual or Dinosaur Brain

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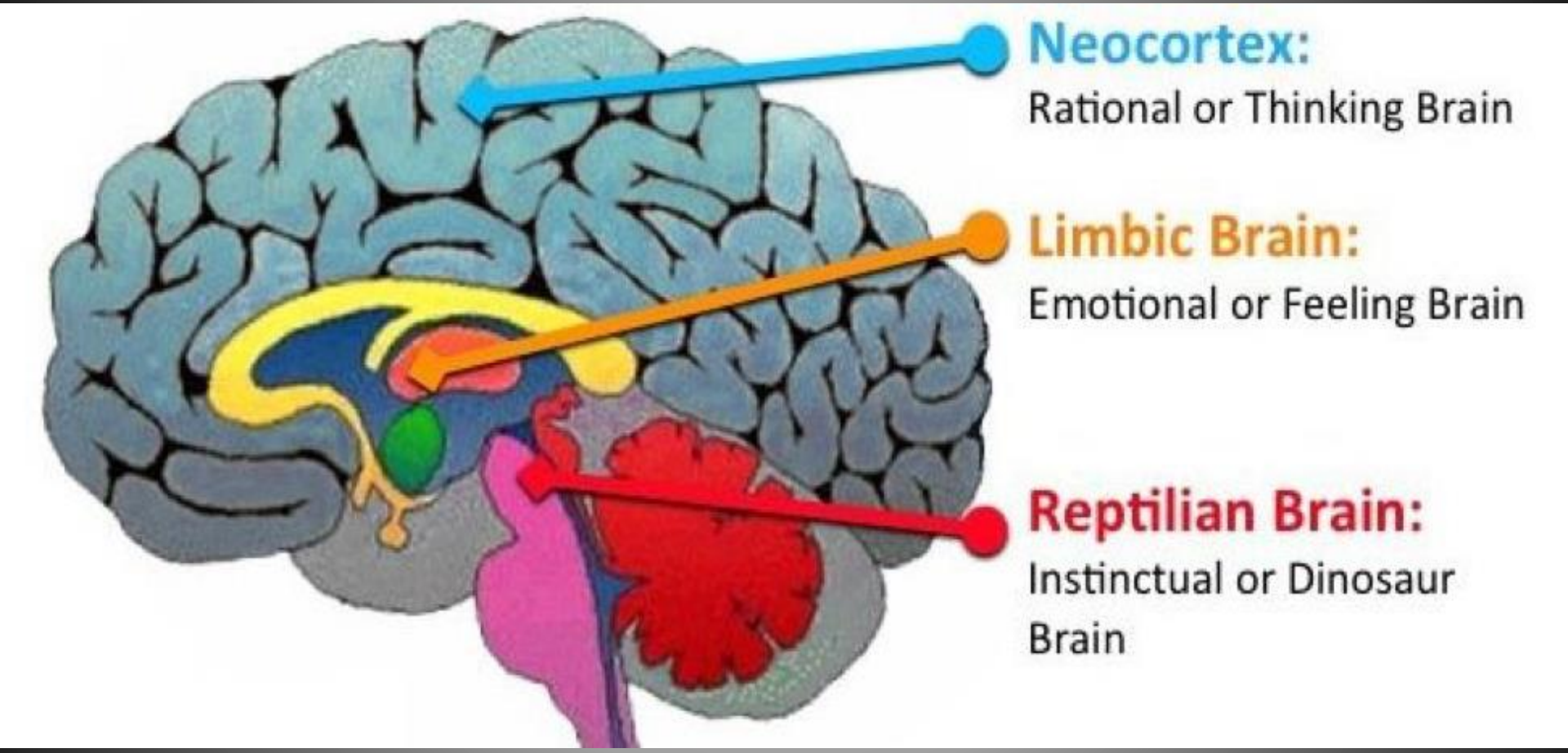
Your Brain Shapes Your Response



Pitch to the Reptilian Brain!

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How does your brain sort inputs?

Not Dangerous	

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How does your brain sort inputs?

Not Dangerous	**Not New & Exciting = BORING**

How does your brain sort inputs?

Not Dangerous	**Not New & Exciting = BORING**
New, but NOT exciting	

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How does your brain sort inputs?

Not Dangerous	**Not New & Exciting = BORING**
New, but NOT exciting	**New and Exciting!**

From: The Mindset Warrior, "Pitch Anything"

Time to go pitch slap!