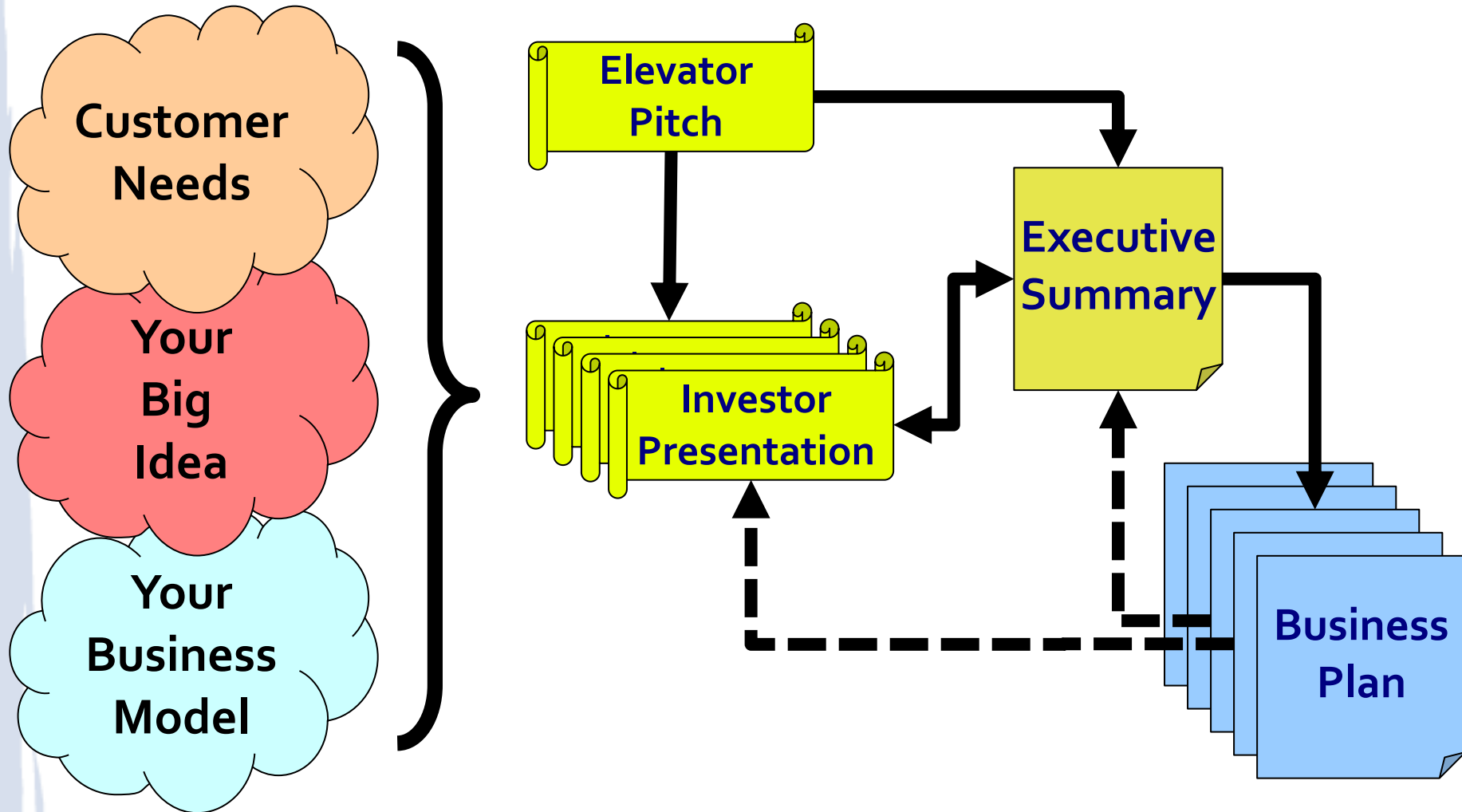


# **The Start-Up Communications Toolkit**

**Marty Kaszubowski**  
**President, General Ideas**

# The tools you need



# The “Elevator Pitch”

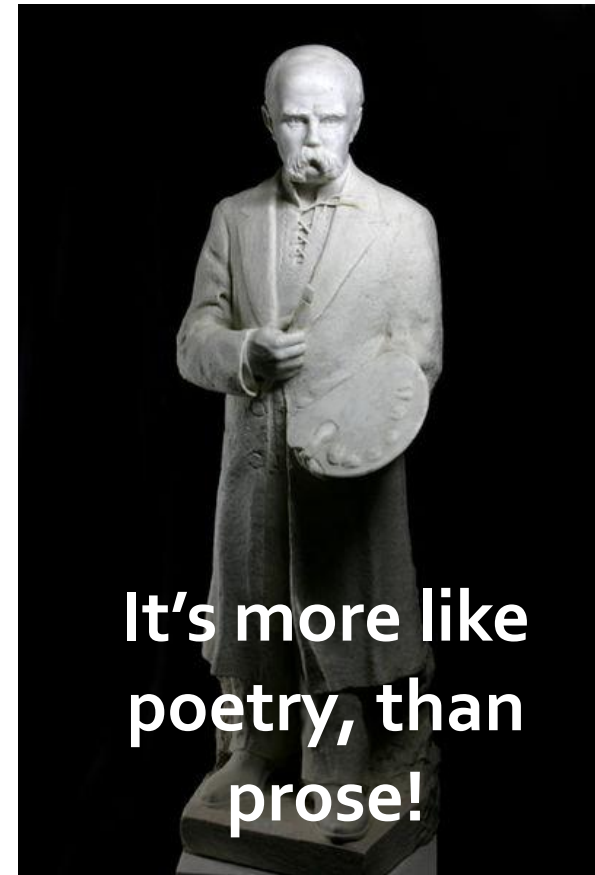
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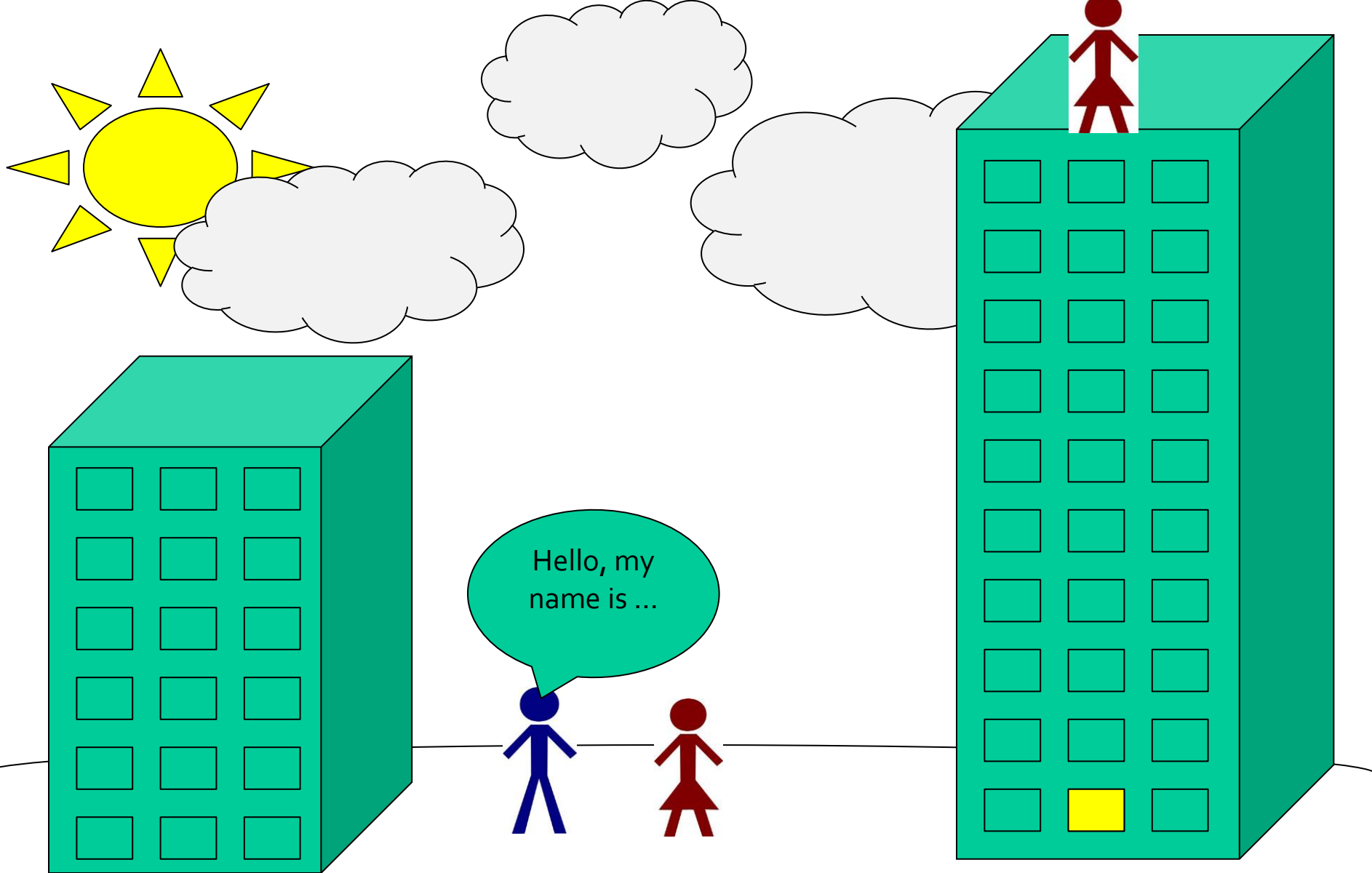
# What IS an “Elevator Pitch” ?

- An Elevator Pitch is a quick and simple description of your product, service, or organization that focuses on the “Value Proposition.”
- The term “Elevator Pitch” implies that it should be possible to deliver the summary in the time span of an elevator ride, or approximately 30 seconds.
- An Elevator Pitch should be known and used by everyone (!) in your company.
- An Elevator Pitch can be oral, written, or video (or Tweet, Facebook, etc.!).

# What IS an “Elevator Pitch” ?

- Your Elevator Pitch should grab attention and say a lot in a few words.
- The Elevator Pitch should be well crafted and applicable to any situation -- it can act as an excellent introduction to others.
- Creating a good Elevator Pitch is **HARD WORK (!)**, requires practice, and needs refinement as the company matures.





What will you say that will get her attention and will produce a positive action ???

# IT'S NOT ABOUT YOU !!!

What do people NOT care about?

NOT your research, your technology, your discovery ...

NOT how big your company is or how many employees you have

NOT how many degrees you have or how many papers you've written

# IT'S ABOUT SOLVING PROBLEMS !!!

People care about ...

How you solve an important problem

What makes your solution different

What you need or want from them

# An Example “Elevator Pitch”

For mobile workers who need to find a temporary place to work, LiquidSpace offers a location-based mobile application that lets you find the workspace you need, when you need it, wherever you are. Instead of searching the web or asking strangers for advice, with LiquidSpace on your phone, you always see the best workspace available nearby, right now, because our database is filled with high-end business centers, friendly office spaces, hip startup co-working spaces, and even hotel conference rooms that want you to use their space on a temporary basis! LiquidSpace will launch on iPhone and iPad, but additional platforms are coming soon. LiquidSpace is seeking beta testers and additional funding.


# An “Elevator Pitch” has two components

## A “Value Proposition”:

- What problem do you solve?
- What makes you different?

## “The Ask”:

- What do you need and what can I do to help?



And do it all  
in 30  
seconds ...

# Value Proposition, Sentence #1

**For** {Insert a description of your target customer}

**who** {Insert a short statement of the “need” or problem the target customer has}

**we offer** {Insert a brief summary of your product or service}

**that** {Insert how it solves the problem or meets the need}.

- Example: **For small businesses who can't afford to purchase their own high-speed printing equipment, we offer printing of digital documents that are delivered directly to their offices.**
- Example: **For large businesses who need to know where their sales and marketing staff are working every day, we offer smartphone apps that automatically track their location.**

# Value Proposition, Sentence #2

**Unlike** {Insert a brief description of the current way the problem is solved}

**our product** {Insert a short description of how your product is different}

**because** {BRIEFLY describe the way it works}

- Example: **Unlike** commercial printers, our service doesn't require companies to leave their office to make copies **because** we allow them to upload documents directly to our machines through the internet and schedule a time for the copies to be delivered to their office.
- Example: **Rather than** forcing salesmen to report where they are every day **our software** saves time and money **because** it uses GPS and Google Maps to maintain a real-time awareness of the location of each device assigned to each employee.

# An Example “Value Proposition”

**For** mobile workers **who** need to find a temporary place to work, LiquidSpace **offers** a location-based mobile application **that** lets you find the workspace you need, when you need it, wherever you are.

*Instead of searching the web or asking strangers for advice, with*  
**LiquidSpace** on your phone, you always see the best workspace available nearby, right now, **because** our database is filled with high-end business centers, friendly office spaces, hip startup co-working spaces, and even hotel conference rooms that want you to use their space on a temporary basis! You can book space for 15 minutes or a day, invite your collaborators, and check-in securely to unlock access to Internet, printers, phones, parking and more. LiquidSpace is seeking beta testers and additional funding. LiquidSpace will launch on iPhone and iPad, but additional platforms are coming soon.

# An Example “Value Proposition”

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# What Problem Do You Solve?

Give some thought to:

- What gets you excited about your product or service?
- What does it do that makes someone's life better?
- Whose life are you trying to improve?

# What Makes Your Solution Different?

Customers care about price, time, function, and efficiency?

- How does your product save money or time?
- Does your product make current activities simpler and easier?
- Does your product make new activities possible?

# Recall: An “Elevator Pitch” has two components

## A “Value Proposition”:

- What problem do you solve?
- What makes you different?

## “The Ask”:

- What do you need and what can I do to help?

# "The Ask"

For mobile workers who need to find a temporary place to work, LiquidSpace offers a location-based mobile application that lets you find the workspace you need, when you need it, wherever you are. Instead of searching the web or asking strangers for advice, with LiquidSpace on your phone, you always see the best workspace available nearby, right now, because our database is filled with high-end business centers, friendly office spaces, hip startup co-working spaces, and even hotel conference rooms that want you to use their space on a temporary basis! You can book space for 15 minutes or a day, invite your collaborators, and check-in securely to unlock access to Internet, printers, phones, parking and more. . LiquidSpace will launch on iPhone and iPad, but additional platforms are coming soon.

**LiquidSpace is seeking beta testers and additional funding**

# What Do You Want From Me?

You need customers, partners, funding, employees, advice:

- Know who are you talking to.
- Are you comfortable asking for what you want?

Tomorrow morning, you'll have a chance to present us with your "Elevator Pitch"

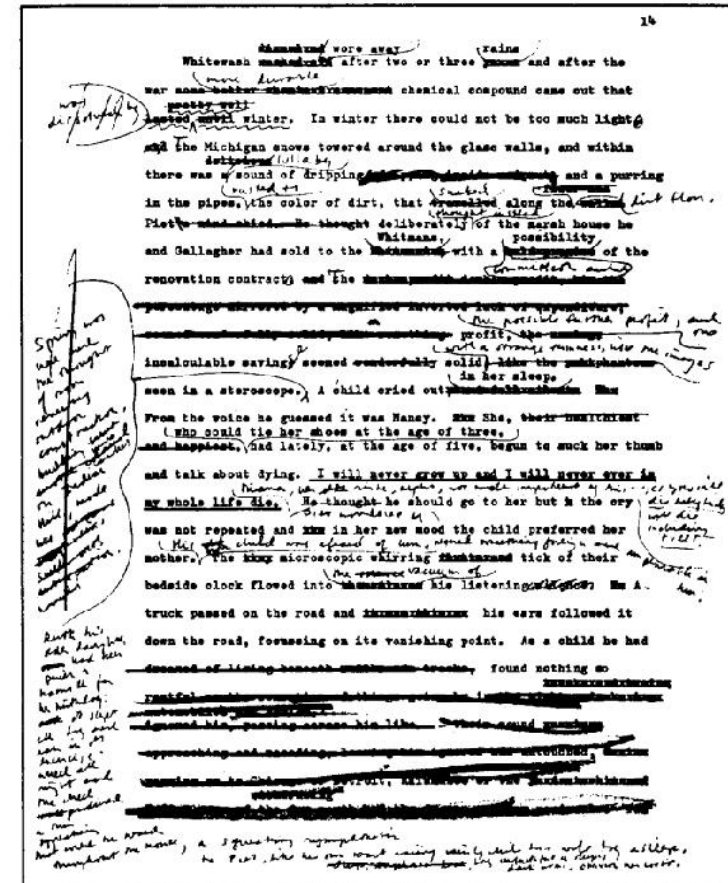
Craft 2-3 sentences that briefly describe your business:

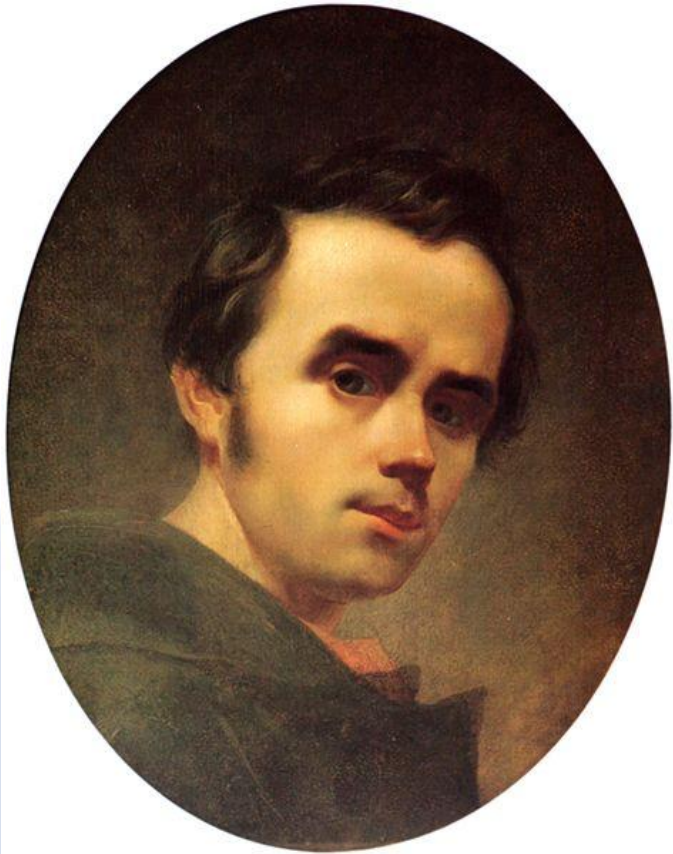
- What problem do you solve?
- What makes you different?
- What do you want?

The Value Proposition

The Ask

"I'm not a very good writer, but I'm an excellent re-writer" – James Michener





**No twilight but the dawn shall render  
And break forth into novel splendour....  
Brother, embrace! Your hopes possess,  
I beg you in all eagerness!**

-- Taras Shevchenko, 1845 (Translated by Andrusyshen & Kirkconnel)

**There you will find a heart that's true  
And words of welcome kind,  
There honesty, unvarnished truth  
And, maybe, fame you'll find ...**

-- Taras Shevchenko, 1839 (Translated by John Weir)

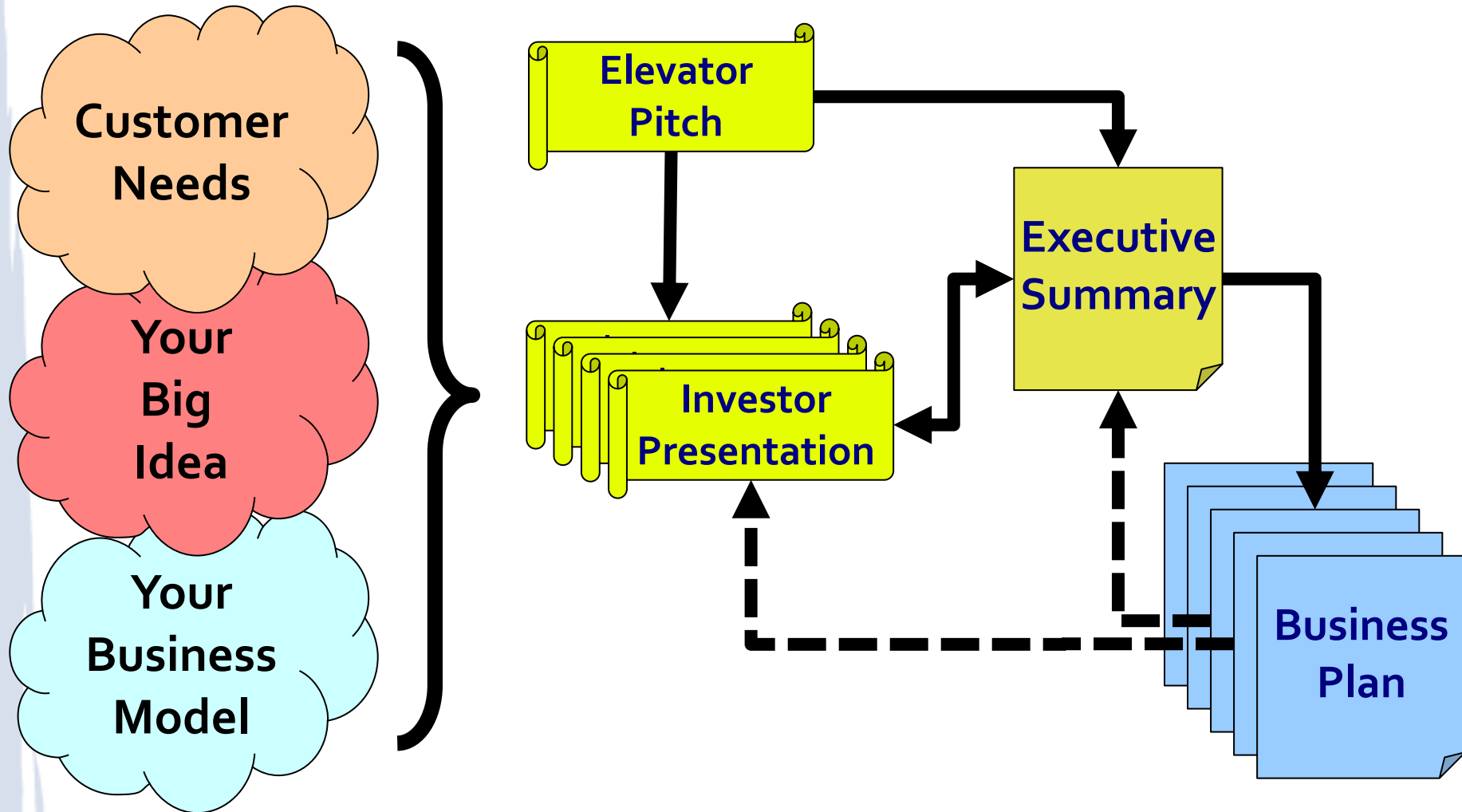
# Questions?



# Preparing Your Investor Presentation

Marty Kaszubowski  
General Ideas

# The tools you need



# Why do you need an Investor Presentation?

- The secret that no one ever tells you is ...
  - Very few investors read the full Business Plan
- The Investor Presentation is the first chance they have to “see you in action.”
  - Investors will use the first meeting to eliminate people they don't like, don't believe, don't trust, don't think can handle pressure or “think on their feet,” and so on ...

# B-Plan or Presentation – Which comes first?



- Some entrepreneurs prefer to write a complete Business Plan and then “Summarize” for a presentation.

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"Who was first?"

- Others prefer to work out the Presentation as a way to decide on the major points to cover, and then write the Business Plan.

# Elements of an Investor Presentation

- **Problem**
- **Solution**
- **Market**
- **Revenue Model**
- **Strategic Partners**
- **Current Customers**
- **Distribution Channels**
- **Competition**
- **Management Team**
- **Financing Sought**
- **Financial Projections**
- **Exit Strategy**

# The Key Elements

- **Problem** – what is the overwhelming point of pain that the business is addressing?
- **Solution** – what is the company doing to alleviate this pain?
- **Market** – how big is this market and how fast is it growing?
- **Revenue Model** – how will the company generate sales, cash flow, and profits?

# The Key Elements

- **Current Customers** – If none, who is targeted?  
Why?
- **Distribution Channels** – how will the company bring its product to market and get customers?
- **Competition** – how else is the problem being solved and why does the company have a better answer?
- **Strategic Partners** – who are the partners that will help develop, promote, sell, and support the product (if any)?

# The Key Elements

- **Management Team & Advisers** – who are the leaders, what is their experience, and what skills are missing?
- **Financing Sought** – How much money are you raising (keep it simple)?
- **Financial Projections** – what are your three-year or five-year P&L projections?
- **Exit Strategy** – how will investors get their money back?

## Some Basics

- You'll usually have ~ 20 minutes to talk & 20 minutes of Q&A
  - 12 Slides +/-
  - BIG PRINT, Very Few Words
  - Use pictures, charts, & graphs wherever possible
- It's OK to ask the VC/Angel for their preferred template
- Bring a colleague to take notes and help with logistics
- Let them see your personality
- Practice, practice, practice ...

**You may end up with 3-4 versions of your  
Investor Presentation!**

# Pay Attention to the Details

- Ask about:
  - Will there be a projector, flat screen, or other display unit
  - Bring a laptop/netbook
  - Bring the presentation on a Thumb Drive just in case
  - Windows or Mac?
- Bring copies of the charts, but don't worry about color, expensive bindings, etc.
- Arrive early, but not TOO early ...
- Never, ever, ever ask them to sign an NDA.
- Never, ever, ever, ever try to do a live demo ...

# The big opportunity: Q&A

- The “Question & Answer” (Q&A) period offers you the chance to make your best impression!
- It’s OK to pause and collect your thoughts before answering their question
- They’re NOT trying to rip your plan apart, but ...
- If you don’t understand a question, say so and ask what they mean.
- Don’t ever say “I already covered that on Chart #x.”

# Some questions to expect

- Why are you the one to lead the company?
- What role would be best for you to play in the organization as it matures?
- Who are the key employees and what are their most important skills?
- What necessary skills are missing? How will you obtain/hire them?
- What are the major uncertainties in the business?
- How will you reduce those uncertainties?
- What are the first three things you'll use the money for?
- What market validation do you have for your plan?
- What are your sustainable competitive advantages?
- What are the barriers to entry in your industry?
- What is the current valuation?
- How much of the company will an investor get for the investment?
- What is your exit strategy?
- How much money will you put in the deal?

# When you're finished

- Thank everyone for listening and asking questions
- Thank your host for the opportunity to present
- Ask your colleague to list any action items you've heard during the Q&A
- Be prepared to schedule a follow-up meeting or phone call (have your calendar with you!)
- Shake hands, smile, and go ...

# Final Thoughts

- Writing a good Investor Presentation requires much more time and effort than you think but ...
- Like the Elevator Pitch, it is worth doing and worth doing well
- All the tools need to work together
- Tell a story, use descriptive language, but remember that this is your 1<sup>st</sup> chance to:
  - Show people you are serious
  - Show that you have thought through all the major topics
  - Have what it takes to be successful!

# Questions?

