The 20-Minute Startup Pitch

Guidelines for Presenters
Quick Tips

- **Tell a good story**
  - Who are you, who is your team & why are you pursuing this?

- **Tell a short story**
  - Keep it to 20-minutes & 12 slides

- **Talk about the business; not the technology**
  - Keep the details about the tech for follow-on discussions

- **Keep the slide design & language simple**
  - No more than 3-4 bullets per slide
  - No tiny type or complicated tables
  - Keep the bullets short and to the point

- **Tailor the presentation to your audience**
  - Investor
  - Strategic partner
  - Potential customer
  - Potential employee / advisor

- **Repeat often**
  - The audience will retain about 10% of what you say

- **Practice, practice, practice**
  - Practice in front of people who are intimately acquainted w/ the company & people who aren’t
  - Record yourself
  - Watch the “ums,” “likes,” & “you knows”
We Repeat…

• Tell a good story
• Tell a short story
• It’s about the business; not the technology
• Keep the slide design & language simple
• Tailor the presentation to your audience
• Repeat often
  – (see what we did there?)
• Practice, practice, practice
Slide #1

• Company name
• Presenter’s name
• What you want out of the audience [optional]
• The Market
  – What’s the problem / pain?
  – What’s the opportunity?
  – What’s the size of the opportunity?
• Company story
  – Why you care about the problem / pain
  – Why should the audience care?
  – Why makes you uniquely positioned to grow & scale this business?
Slides #4 and #5

- Your solution(s)
- The benefit of your solution(s)
• The Technology
  – What is it?
  – Do you have any intellectual property, etc.?
  – Where is it in development?
The Competition

- Who are they?
- What are your barriers to entry?
- How ahead/behind are they?
- Don’t ever say there isn’t any competition
• Marketing & leverage points
  – How are you going to get the customer to buy?
• Money
  – How are you going to make money, i.e., what is the business model?
  – How much money will you make?
• Team
  – What expertise do you have?
  – What expertise do you need?
• Current situation
  – What’s the company’s status now?
  – What is the company’s timeline?
  – How will you use the funds you’re asking for? [If you’re asking for funds]
Recap

– The three things you want them to remember!