

# UMBC

Alex Brown Center for Entrepreneurship

# Make an Outstanding Pitch

John Schweibinz

[john.schweibinz@paxridge.com](mailto:john.schweibinz@paxridge.com)

# **C**lear + **C**oncise + **C**oncrete + **C**ompelling = **C**onvincing

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- Have you ever won an argument?
  - Why did you win? How did you feel?

You used **FACTS** as your foundation

You spoke **CLEARLY** with **EMOTION**

You used **POWERFUL WORDS** with **SPECIFIC MEANING**

You appealed to the **IMAGINATION** of your audience

You used **EXAMPLES** that were **FAMILIAR** and **MEANINGFUL**

# Build from Facts

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- Your pitch should be built on facts
- How do you establish facts?
  - Research
  - Experimentation
  - Surveys
  - Standards, Laws and Accepted Guidelines

Example

# Speak Clearly

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- Speak loudly
- Speak at a moderate speed
- Speak to the audience
- Make it a conversation
- Know what you are saying...really...know it

Example

# Use Emotion to Your Benefit

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- Most presenters are nervous! You are not alone!
- Use “mistakes” as opportunities for some humor
- Harness and channel your nervous energy
  - You must believe in your idea and in yourself
  - Demonstrate your excitement and commitment to your idea
  - Be happy! You will captivate your audience!
  - Use gestures. Move around. Speak with authority.

Example

# Use Powerful Words

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- Every domain has words that carry important meaning
  - Business, Biology, Law Enforcement, etc.
- What words are most important in business?
  - Customer, Market, Product, Service, Revenue, Profit Margin, Production, Risk, Growth, Scale, etc.
- What words are most important in your domain?
- What words conjure up powerful imagery?

Example

# Know Your Audience

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- Do your research!
- Who is your audience?
  - Demographic: Middle age, upper middle class, college education, 30 years of experience, savvy investors
- What do they need to hear from your pitch?
  - Simple but unique, growth potential, scalable, profitable, touches many lives, understandable, straightforward implementation, use of technology, etc.
- How will you spark the audience's imagination?

Example

# Scoring Criteria

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- Identification and Definition of the Problem/Opportunity
- Impact of the Solution/Idea
- Competitive Advantage
- Size of Target Market
- Technical and Operational Viability
- Marketing Strategy
- Financial Plan for Making Money
- Management Team



# Sample Pitch Outline

**Pro Tip:**  
Practice each slide separately. Video record it and make corrections.

	Section	Time	
		Allotted	Extra
1	Introduction	30 sec	0 sec
2	The Problem	30 sec	15 sec
3	The Solution	30 sec	15 sec
4	How it Works	30 sec	15 sec
5	The Technology	30 sec	15 sec
6	The Market	30 sec	15 sec
7	The Competition	30 sec	15 sec
8	Marketing & Sales	30 sec	15 sec
9	Making Money: Financial Plan	30 sec	30 sec
10	The Team	30 sec	0 sec

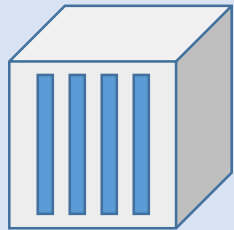
5 minutes + 2 minutes = 7 minutes

	Clear	Concise	Concrete	Compelling
1. Introduction	Your name, the name of your company, the name of the product or service, and who it benefits.	Use 30 seconds to introduce yourself and the idea. The slide should only contain words like your name, company & product	Anchor the slide with a representative graphic or photo	Begin a story: "I first came up with this idea when .... I hope you will see why I am so excited about it."



Anne Doe

# 1. Introduction



Introducing:  
**CubeTECH Packaging**

**Reusable packaging for shipment by drone.  
Modular, strong, and environment-friendly.**

**Pro Tips:**

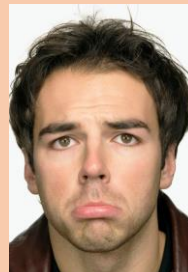
1. Smile! Make friends with your audience.
2. Use just **one (1)** presenter.
3. Use > 24 point font

Section	Clear	Concise	Concrete	Compelling
2. The Problem	The problem must be specific and quantifiable	Use powerful words and important facts	Data is very valuable. Use a graphic or photo to convey the most information. Use information that the audience understands.	Continue the story: "Every year, more than 100 thousand people discard valuable..."

## 2. The Problem

**1 million** shipments per day are made by drone delivery.

- 3% failure rate (30k/day)
- Huge recycling problem
- Unhappy customers



### Pro Tip:

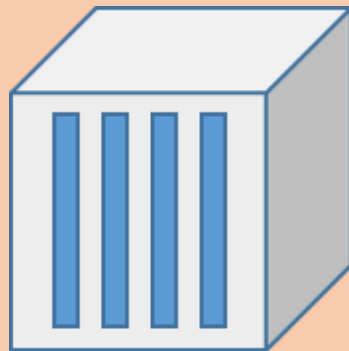
Describe how **REAL PEOPLE** are affected by the problem.

Section	Clear	Concise	Concrete	Compelling
3. The Solution	The solution must clearly solve at least some part the problem and be valuable	A single statement works great: “XYZ fills 5 thousand orders per second at 99.9% accuracy for ½ the cost.”	The value of the solution depends on how it relates to similar problem-solution pairs. “Just like sugar for a bitter pill...” Use data and projections.	Show how this solution will provide value to people’s lives: “Over 1 million people per day will have access to...”

### 3. The Solution



**CubeTECH  
Packaging**



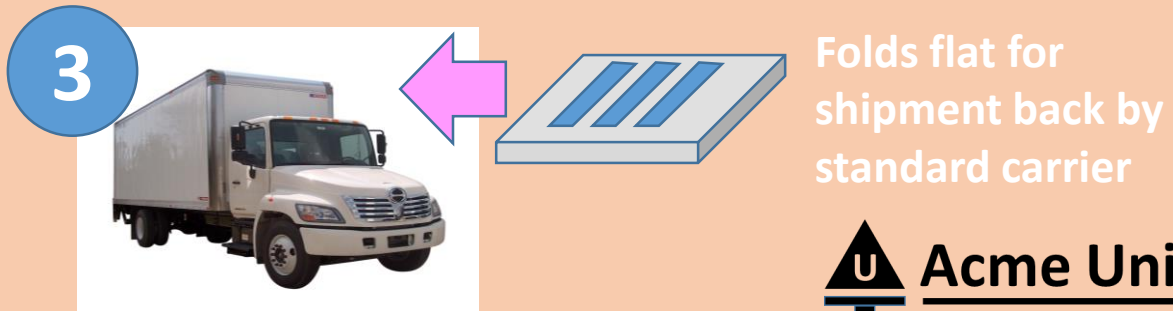
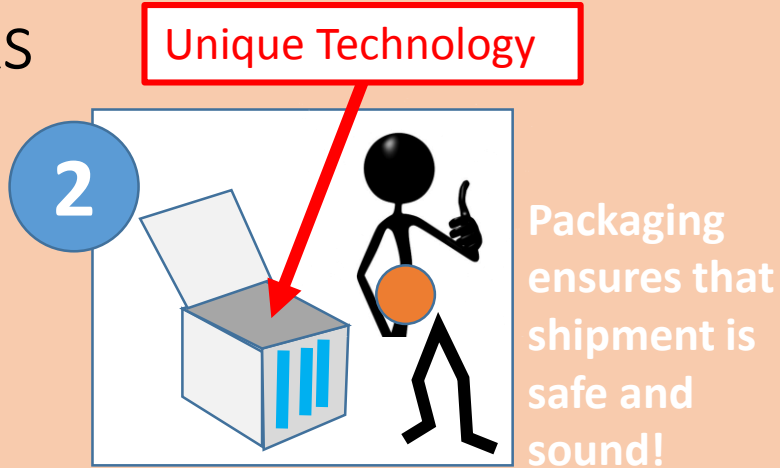
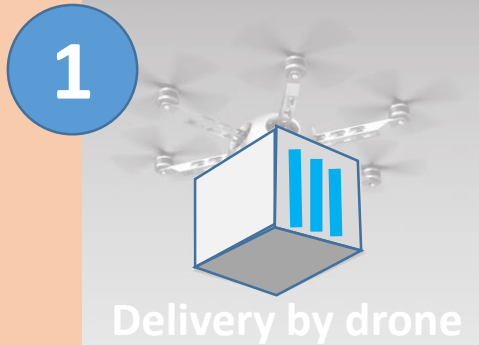
- ✓ .3% Failure rate:  
100x improvement
- ✓ Completely reusable:  
Folds flat for shipment
- ✓ Easy to use
- ✓ Environmentally friendly

**Pro Tip:**

1. Describe the VALUE to the customer in terms of **features and benefits.**

Section	Clear	Concise	Concrete	Compelling
4. How it Works	Clearly describing functionality should heavily leverage graphics and minimize the use of complex terminology.	Here is where the simplicity of the solution will be most important. If you can explain basic functionality in less than one minute, then your idea is simple and concise.	A functional diagram works great for this section. "Step 1→Step 2" Use icons or images that are familiar or have embedded meanings: "\$" is a good example	Here is where you can use the story to demonstrate how one person will really benefit: "Mary arrives on the job, she logs in, and already the software has..."

## 4. How it Works

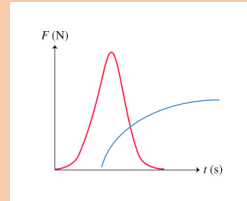
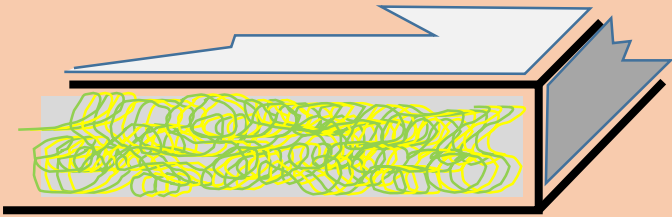


**Pro Tip:**  
Make it simple and easy to understand.

Section	Clear	Concise	Concrete	Note
5. The Technology	If a special algorithm or method has been developed, then simply describe it's output and benefit. Technology can be part of the end-product, the service, the distribution or the production.	A concise description of uniqueness relies heavily on stating the added value: "With this approach, 5 times more can be produced compared to the average competing solution."	Use a familiar example or analogy.  Provide backup data.	Technology means: <i>the collection of techniques, skills, methods and processes used in the production of goods or services.</i>

## 5. The Technology

### Irregular Polymer Corrugation



- Easily and cheaply produced polymer
- Laboratory tested for durability
- High strength/weight ratio
- Durability of steel
- Cost similar to cardboard

**Pro Tip:**  
 Use a chart, diagram,  
 photo, graphic or  
 prototype.

Section	Clear	Concise	Concrete	Compelling
6. The Market	The market has primary wants, needs and fears (the market pull). Clearly state them. The solution fits a specific market segment. Clearly state the major characteristics of that market segment.	The pull of the market should be directly addressed by the features and benefits of the business solution. Match them up: “Salt” → “Bland potatoes”	Use a graphic or photo of the “composite customer” or a market situation. A table or example can also help.	A description “composite customer” is a good way to relate the market in a compelling way. If the numbers are big, then flaunt them.

## 6. The Market

**3 billion people live in remote locations**



**These people need safe, reliable delivery of food, water & medicine**



**Endlessly recyclable.**

**Won't harm the environment.**

**Makes people smile!**



### Pro Tips:

1. Data is paramount. Do your research.
2. You must address the **market size.**

Section	Clear	Concise	Concrete	Compelling
7. Competition	The best markets have existing competition.	Use 2-3 examples of competitors.	Use a graphic or a table to show how you compare and/or beat the competition.	Disruptive ideas are the most compelling. Example: UBER competes with taxis.

## 7. The Competition

### CARDBOARD



**75% BY 2018**



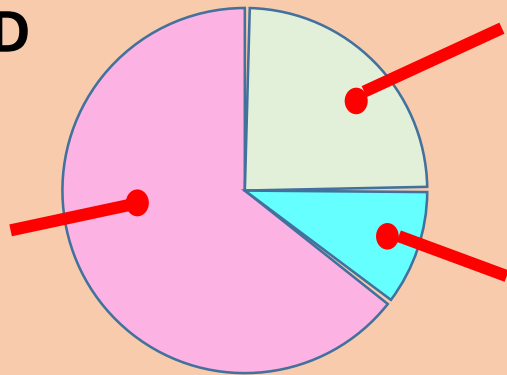
### PLASTIC



**25% BY 2018**

**CubeTECH  
Packaging**

**18% BY 2018**



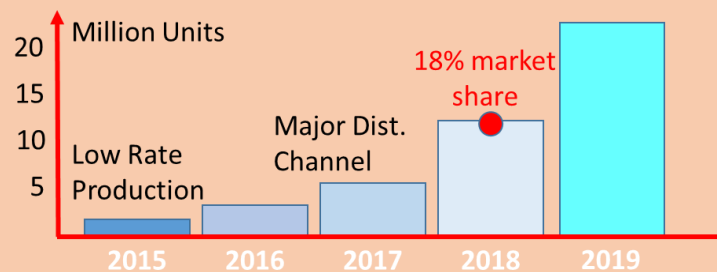
### Pro Tips:

1. Use this slide to show how your solution is **BETTER** than the competition.
2. A table is often a good tool to use here.



Section	Clear	Concise	Concrete	Compelling
8. Marketing & Sales	Describe how and where you will find your customers. How will you get them to buy your products/services?	Make it simple and directly related to your market description. Give examples of marketing techniques.	A graphic is useful to show how marketing and sales will evolve.	Try to get your audience to “feel” the traction and growth of your business over time.

## 8. Marketing & Sales



- **NGO conferences**
- **Major newspapers**
- **Drone conferences**
- **Social Media**
- **Web page with e-commerce**

**Google partnership (> 50,000 users)**

**Agreement with drone mfr. (10,000 users)**

**Direct sales to drone owners (2,500 users)**

**Conversion Rate: 5% in this industry**



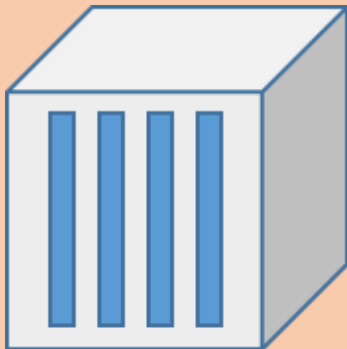
### Did You Know That...

Conversion Rate: You will probably need to market your idea to 1000 potential customers to make 50 sales?

Section	Clear	Concise	Concrete	Compelling
9. Making Money	This slide is all about your business model. How will you make money from your business idea?	Use numbers or percentages. Use a familiar term for the business model, e.g. SaaS, Fee-for-Service, etc.	Give an example. Show how you can be profitable.	If you can, show that your business model is a key to your potential success. For example: renting books instead of buying books.

## 9. The Numbers

### CubeTECH Packaging



Revenue Model: Sale of Physical Goods

- Price: \$10 each (1000 units)
- Cost: \$2 each (1000 units)

Customer Acquisition Cost: \$2/unit sale

**Projected Sales:** 2015: 100,000 units  
 2016: 200,000 units  
 2017: 500,000 units



### Did You Know That...

Customer Acquisition Cost:  
 Your budget for how much it will cost to market and sell your product/service.

### Example Revenue Models:

<http://www.bmnow.com/revenue-models-quick-guide/>

Section	Clear	Concise	Concrete	Compelling
10. The Team	The “team” should have a balance of skills. Show the roles that each team member has.	You do <b>not</b> need to provide a resume for each team member. An anecdote about experience or talent is sufficient.	A picture of the team member is great. You do <b>not</b> need to have the whole team standing during the presentation.	Any awards that an individual or the team has received relative to the business idea is very compelling.

## 10. The Team



**Anne Doe**  
President



**Anwar Harb**  
Technology



**Ken Lee**  
Marketing/Sales

