1) Do you like public speaking? Do you like presenting you research?
2) Why do a pitchdeck? Std of comms
3) Goal- get decision makers to make a decision
4) Who is your audience?
    a. What do they expect?
5) What's the expected framework?
    a. 13 pptx we will go through shortly
    b. Checks the basic boxes of their decision
    c. Note- teaching the LVC test, but same for any other pitch (although those are different!)
6) What makes a great presentation?
    a. Great material, in a story
    b. Great presentation skills
    c. Seriously a lot of practice
7) What makes a great slide?
    a. Simple image (you read faster, you focus on details, Charlie Brown's teacher)
    b. In standard English
8) The 13 elements of your pitch
9) Is it a story?
    a. How do I make it into a story?
    b. Why?
    c. What's the ask?
10) Common mistakes
11) Practice some more.

Build a Great Pitch

Sally Hatcher

Public Speaking Pitfalls

"My product is too technical."

"I can't say what I want to in the time I've been given."

"I don't know how to organize the slides."

"I don't like public speaking. It's not my strength."

"I'll wing it, I'm good on my feet. I can get through it."

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

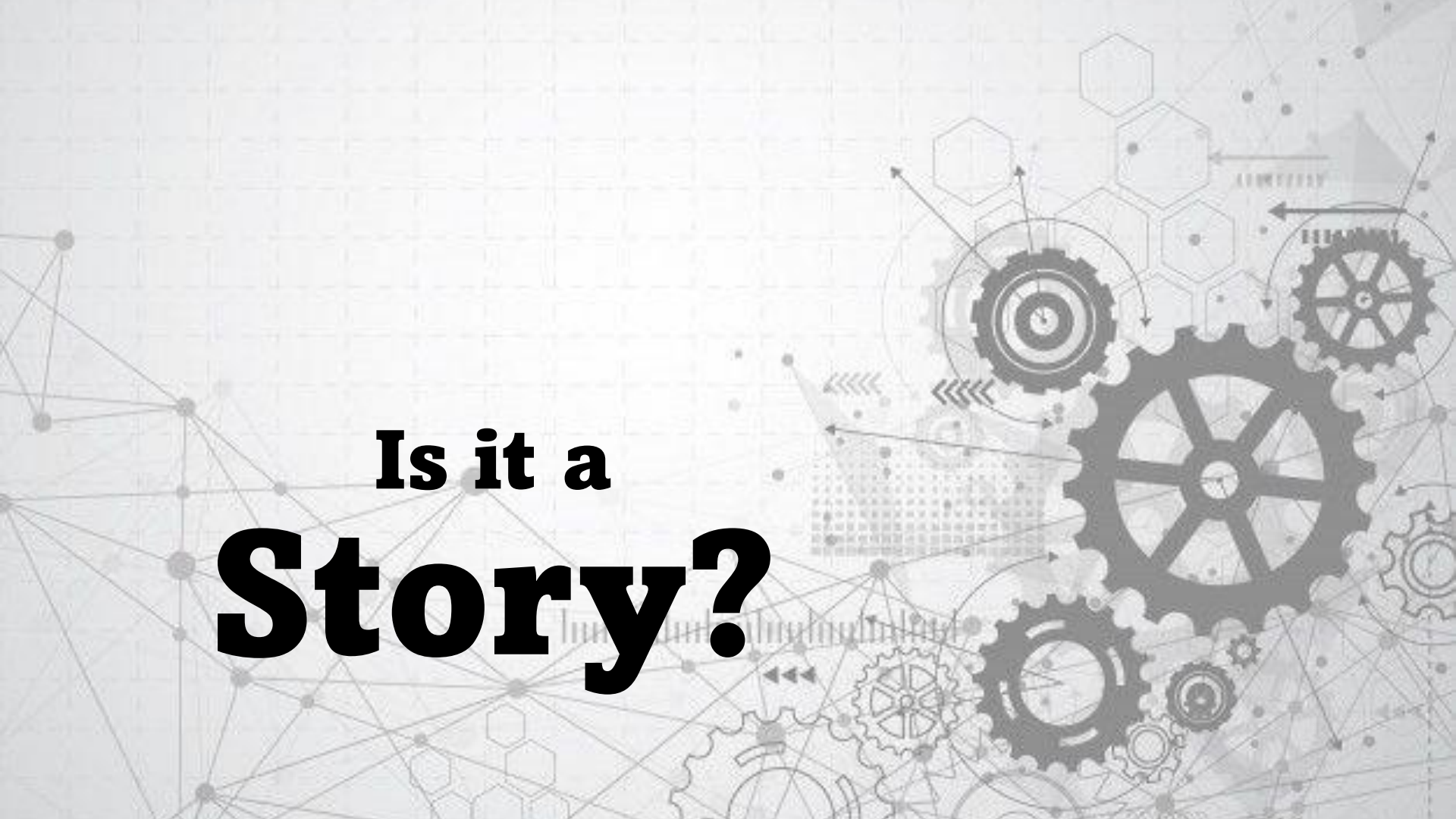
~ Lee Iacocca

What makes a great presentation?

a. Great material, in a story

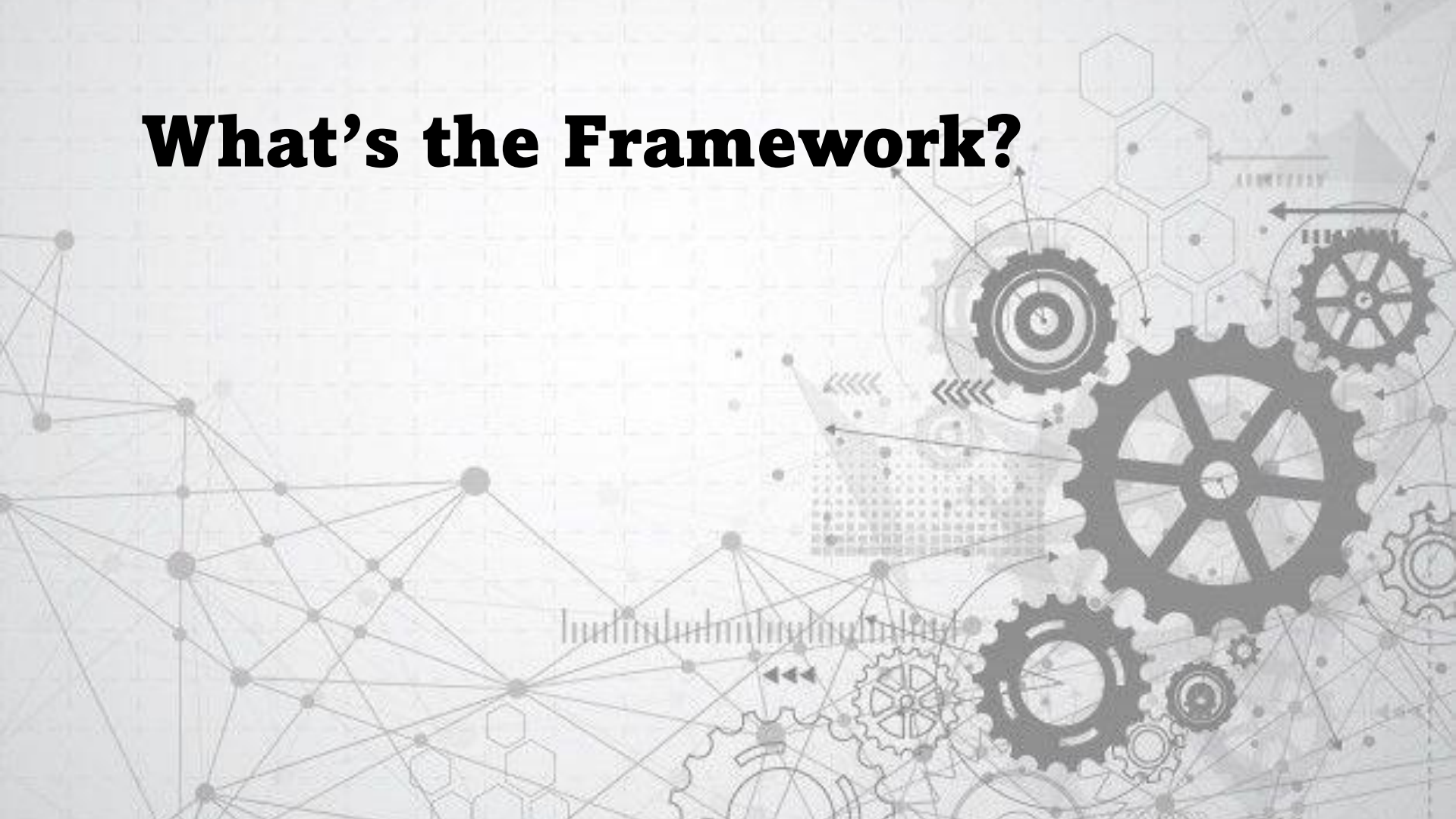
b. Great presentation skills

c. Seriously a lot of practice

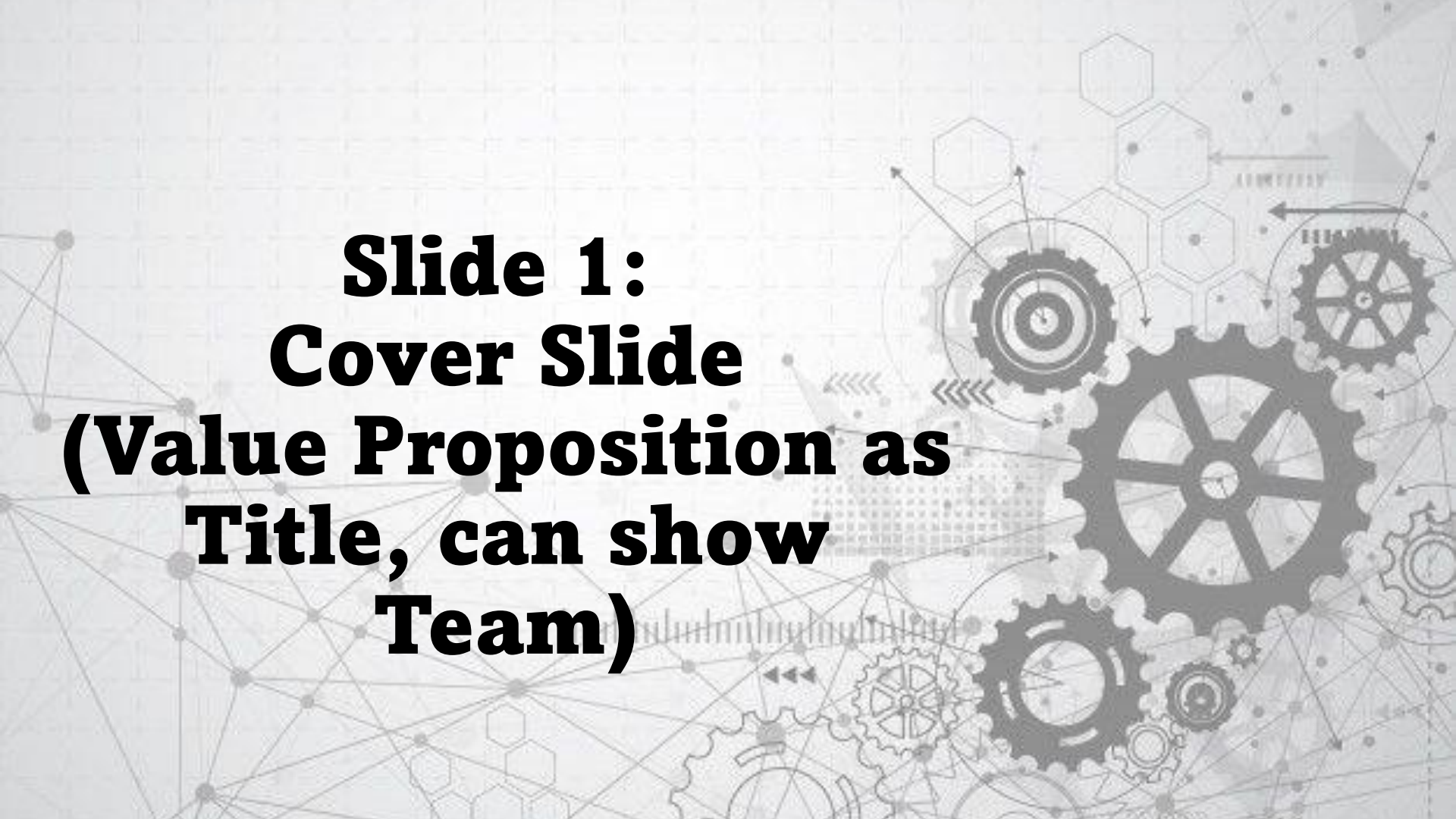

Is it a
Story?

Cognitive psychologist Jerome Bruner shows we are 22 times more likely to remember a fact when it has been wrapped in a story.

What’s the Framework?



Slide 1:
Cover Slide
(Value Proposition as Title, can show Team)



HeapSi

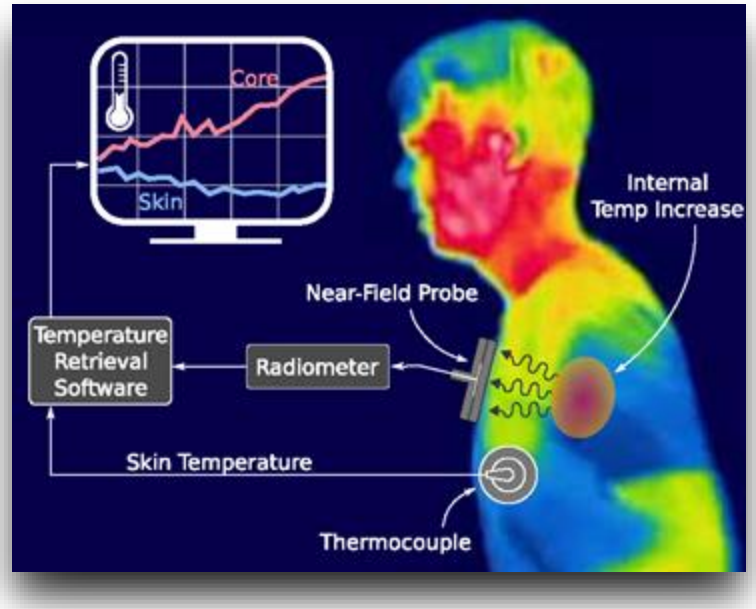
Targeted Hip Preservation

Jacob Segil, Ph.D.
Assistant Research Professor
Biomedical Engineering
University of Colorado

Omer Mei-Dan, M.D.
Associate Professor
Orthopedics
School of Medicine
University of Colorado

LumenAstra™

Measuring the Warmth Within



A Collaboration with the University of Colorado

Radio Frequency Lab

Slide 2:
Catchy statement of status quo

(e.g., a quote/question/ starts the story…), followed by:

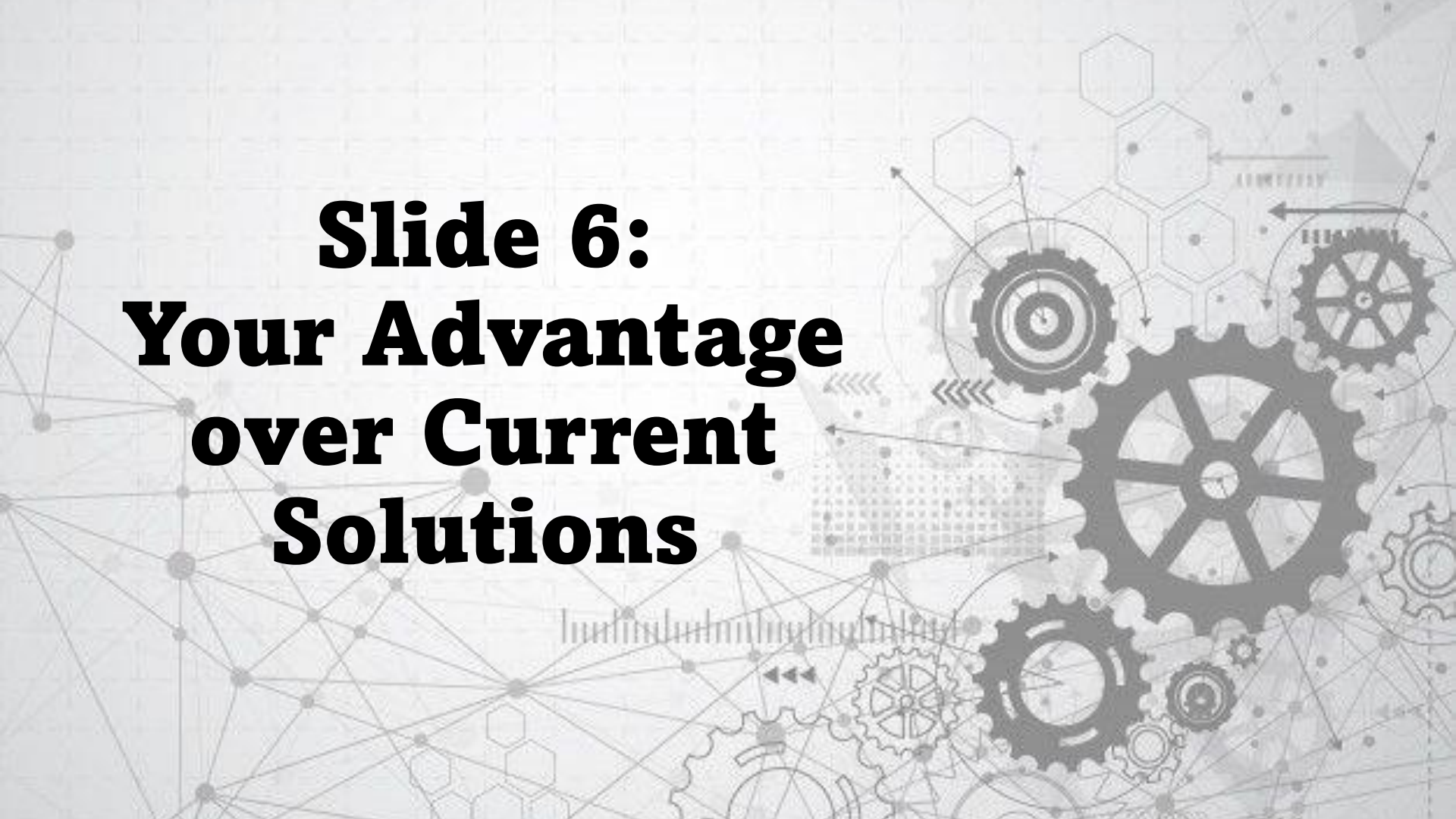
Slide 3: The (Real World) Problem

Slide 4:
Your Solution

DO A
GOODE
THING,
RECYCLE
THAT CUP

Slide 5: Market size

Slide 6: Your Advantage over Current Solutions



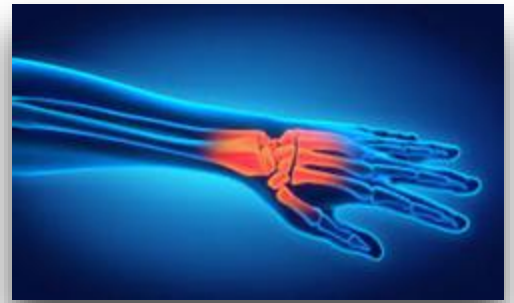
Target Markets

MARKET	MAIN TARGET	STRATEGIC MARKET ENTRY	LONG TERM RESEARCH
PRODUCTION	✖		
PROCESSING			✖
REFINERIES			✖
PIPELINES			✖
GAS STORAGE		✖	
LNG			✖
DISTRIBUTION			✖
EOR		✖	

Slide 7: Validation, Traction

Enthusiastic Response

Impactful Use Cases

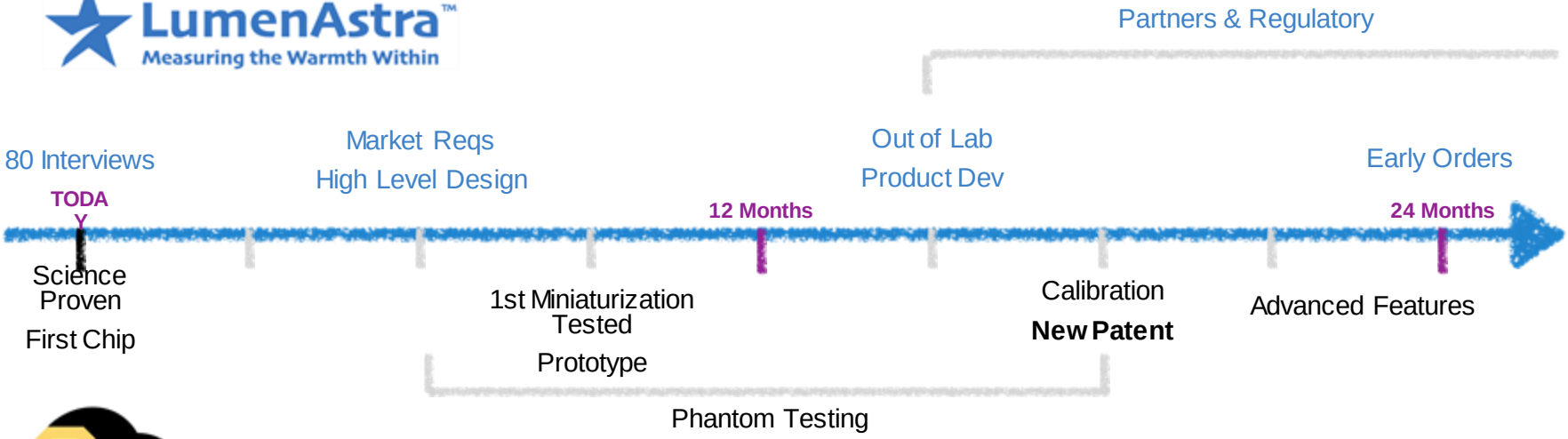


Slide 8:
Provide a timeline of big picture milestones that’d de-risk your technology/product.

Commercialization Plan

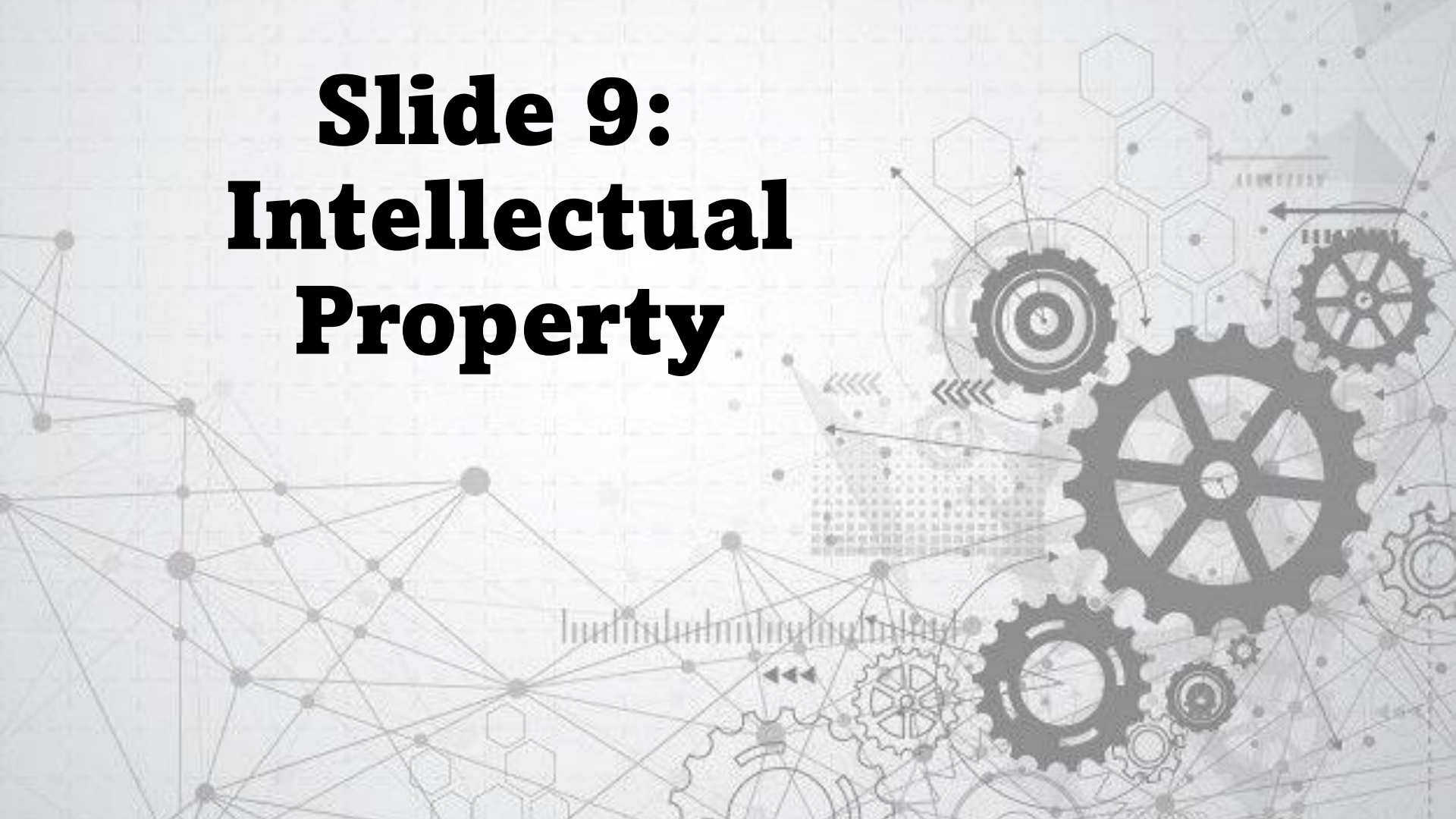
Timeline for Lab & LumenAstra

LumenAstra™
Measuring the Warmth Within



RF Lab

Slide 9: Intellectual Property



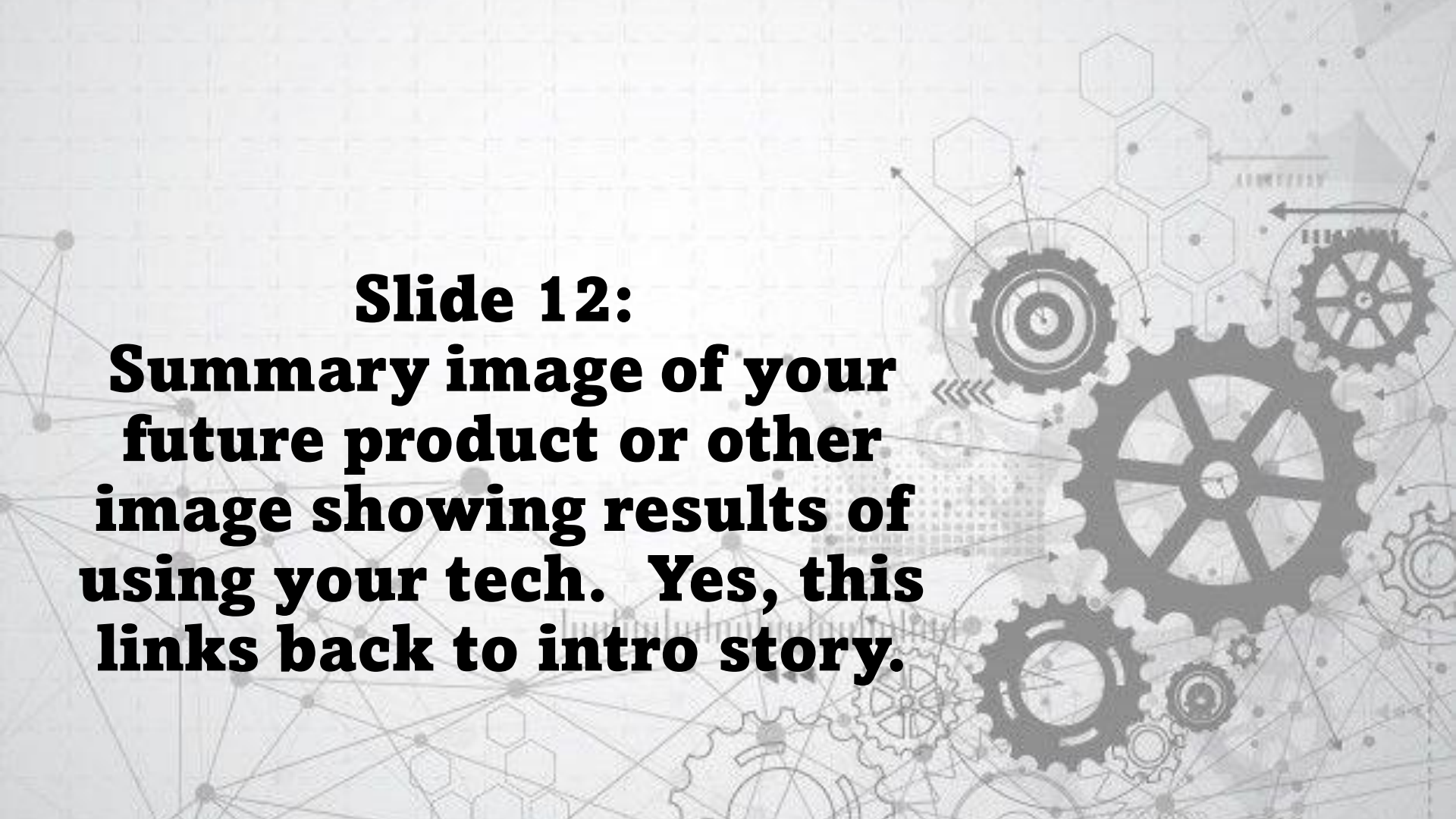
Slide 10: Vision… Or Next Milestones?

… Hint- De-Risk!

Partnerships, Demos, Promotion, Channel

Slide 11: Team.

Slide 12:
Summary image of your future product or other image showing results of using your tech. Yes, this links back to intro story.



“If you can make these for $500 apiece…

“Send me a box and I’ll start using them tomorrow”

Dr. John Mehall, MD

President / Cardiac and Thoracic Surgery Assoc
Chief Medical Officer, Curative
UT Medical School, Harvard Business School

The Final Slide

Dream Team

Raising $750k

- For: inventory, a new CMO, and process machinery
- Burn rate: 18 months
- Current valuation $1.3-1.8M
- After 18 months $6.8M potential valuation

The Deal

Working prototype and 4 signed pre-orders from corporate lumberjacks

Traction

- Two patents pending (filed 8 months ago)
- six trade marks
- and a trade secret that is really hard to figure out but we know it and the other guys don't

IP or protected barriers to entry

A well known company has met with us to discuss a future acquisition. 4 yrs or $X in sales = interested.

Haliburton

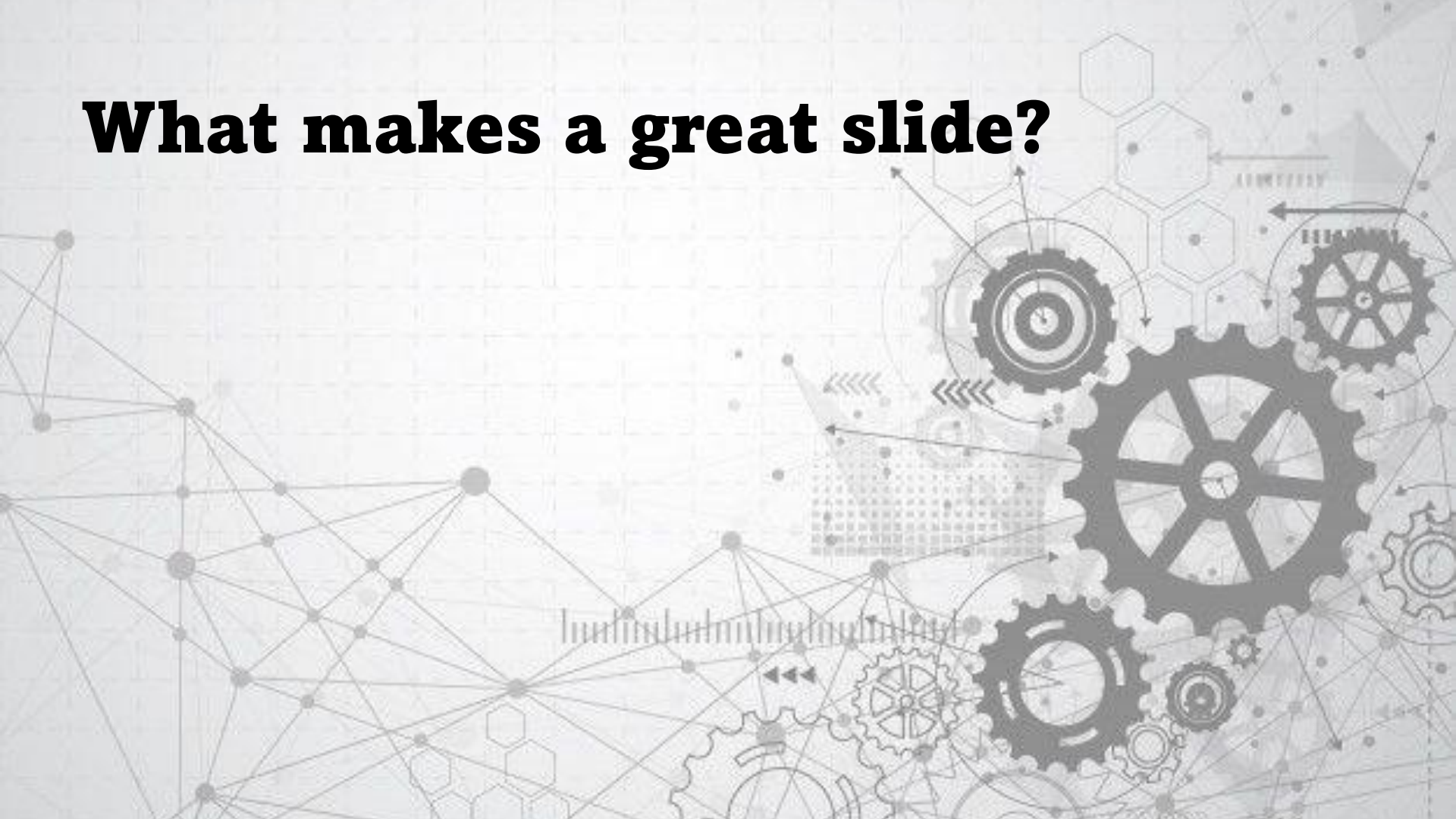
$26M potential exit in 4 years

The Exit

Board meetings are on held at our main office on Oahu in Waikiki.

Investor Perk

What makes a great slide?



Content: Keep it high-level!

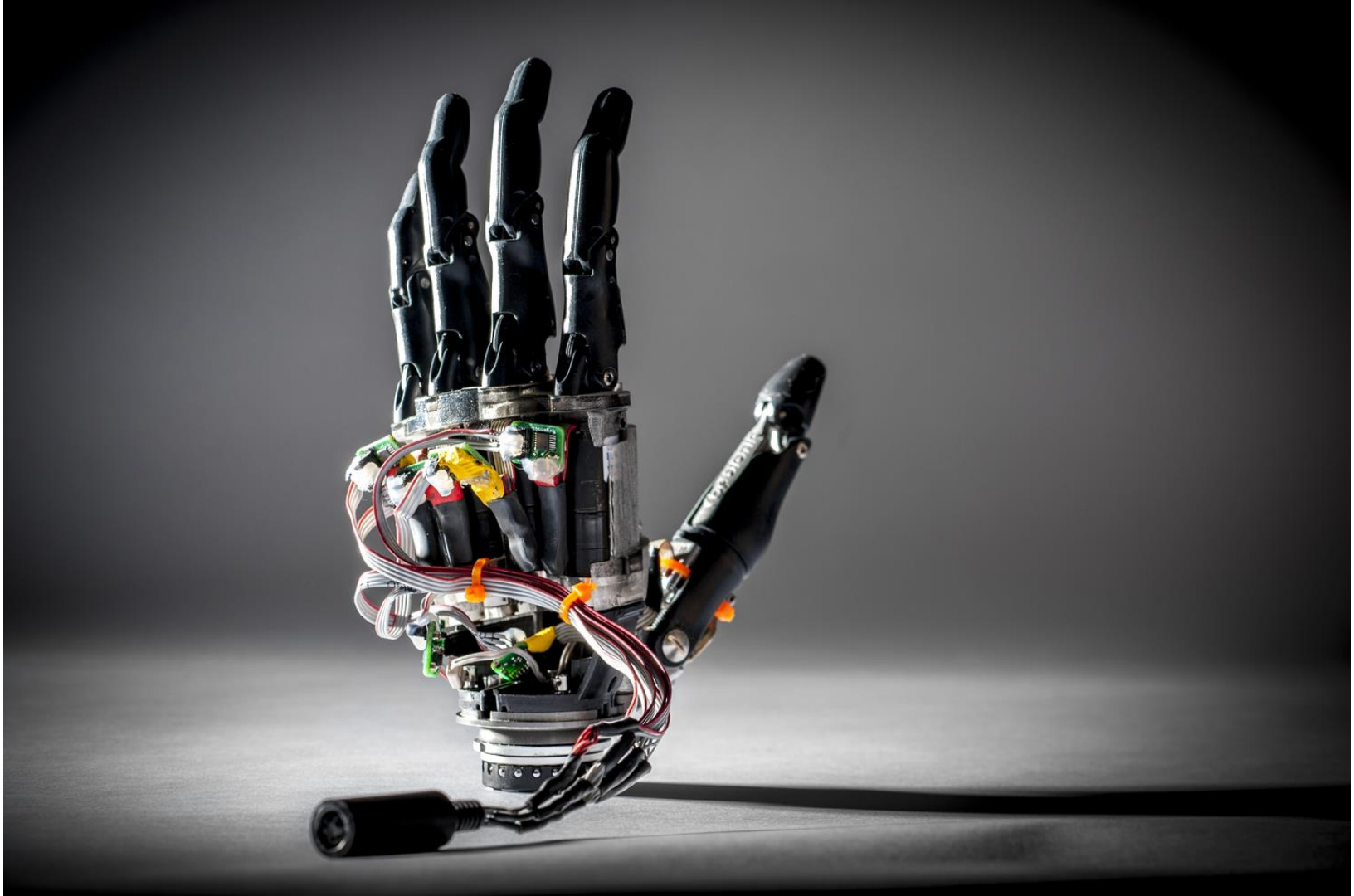
- Define the problem in five words
  - Hone the essentials

- The technology is just a small piece of your pitch

Slide Design

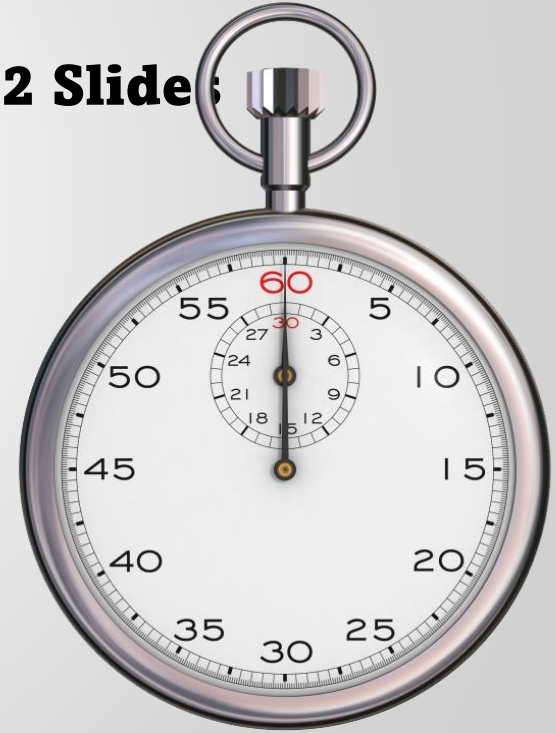
- You do the talking.
- Get audience to focus on YOU, not slides.
- Let slides support your message with memorable images or brief headlines.

- OK: A few bullets
- Better: Headlines
- Best: Images



Slide Simplicity Keeps You in Charge

- ONE Idea Per Slide
- Use Animation, or 2 Slides
- Minimal Text
- 15-45 seconds



PPT Strategies – Data Visualization

- 1 Graphic Per Slide
- Choose Most Appropriate Form of Graphic for Data

Tables

Consider the following:

n the Wilmington area, some 80 percent of the opulation aged 18 to 24 have watched treamed movies on their computers. They vatch an average of 1.86 movies a week. Among 35- to 49-year-olds, the percentage is 2, and the average number of movies is 1.19. Among the 50 to 64 age group, the percentage s 47, and the number of movies watched verages 0.50. Finally, among those people 65 ears old or older, the percentage is 28, and the verage number of movies watched weekly is .31.

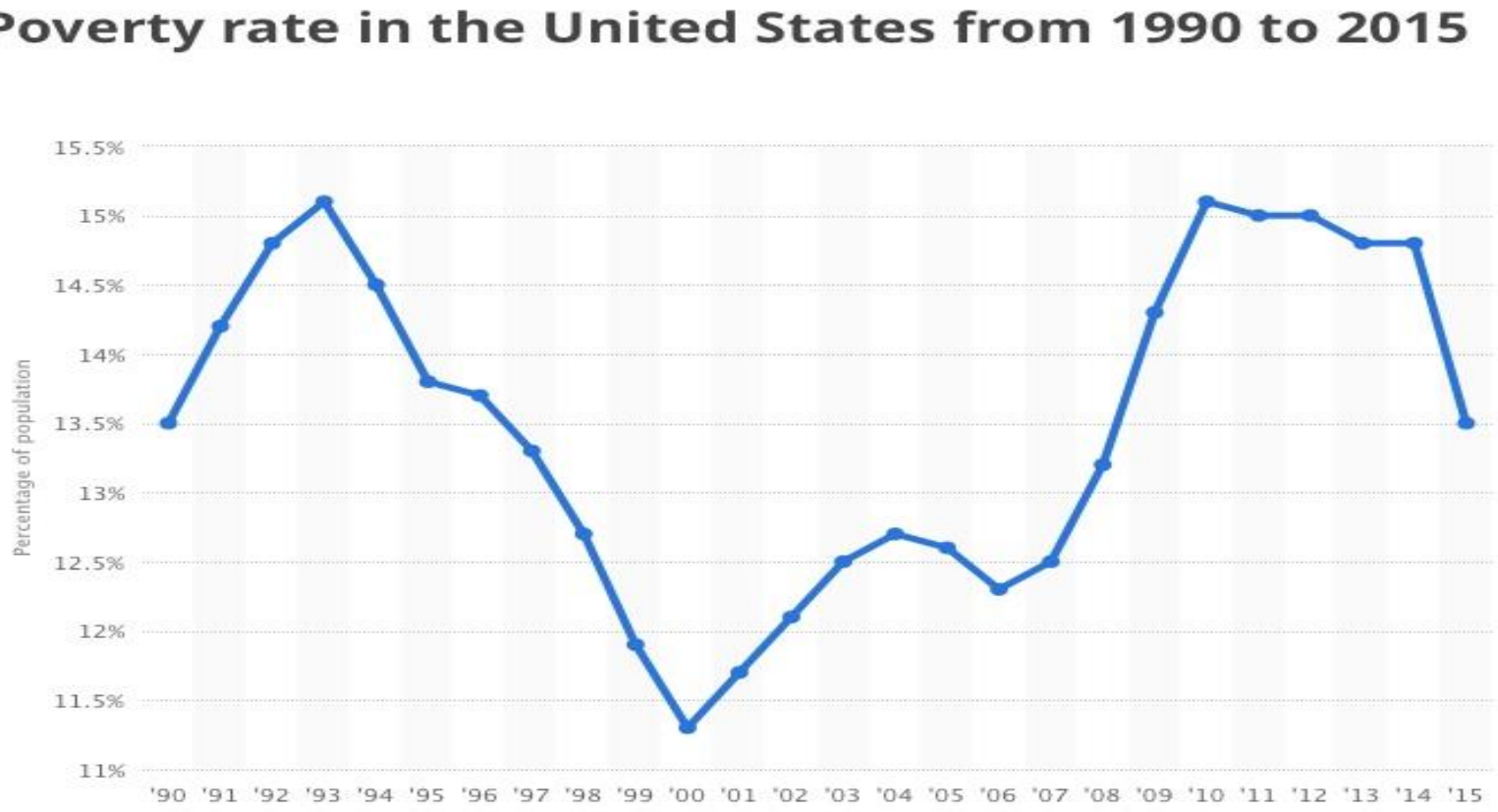
Tables

Movie Watching Habits by Age

Age	Percentage watching streaming movies	Number of movies watched per week
18 - 24	80	1.86
35 - 49	62	1.19
50 - 64	47	0.50
65 +	28	0.31

Washington Post, July 25, 2014

Line Graphs



Statista, 2017

Public Speaking Tips

Virtual Presence Matters

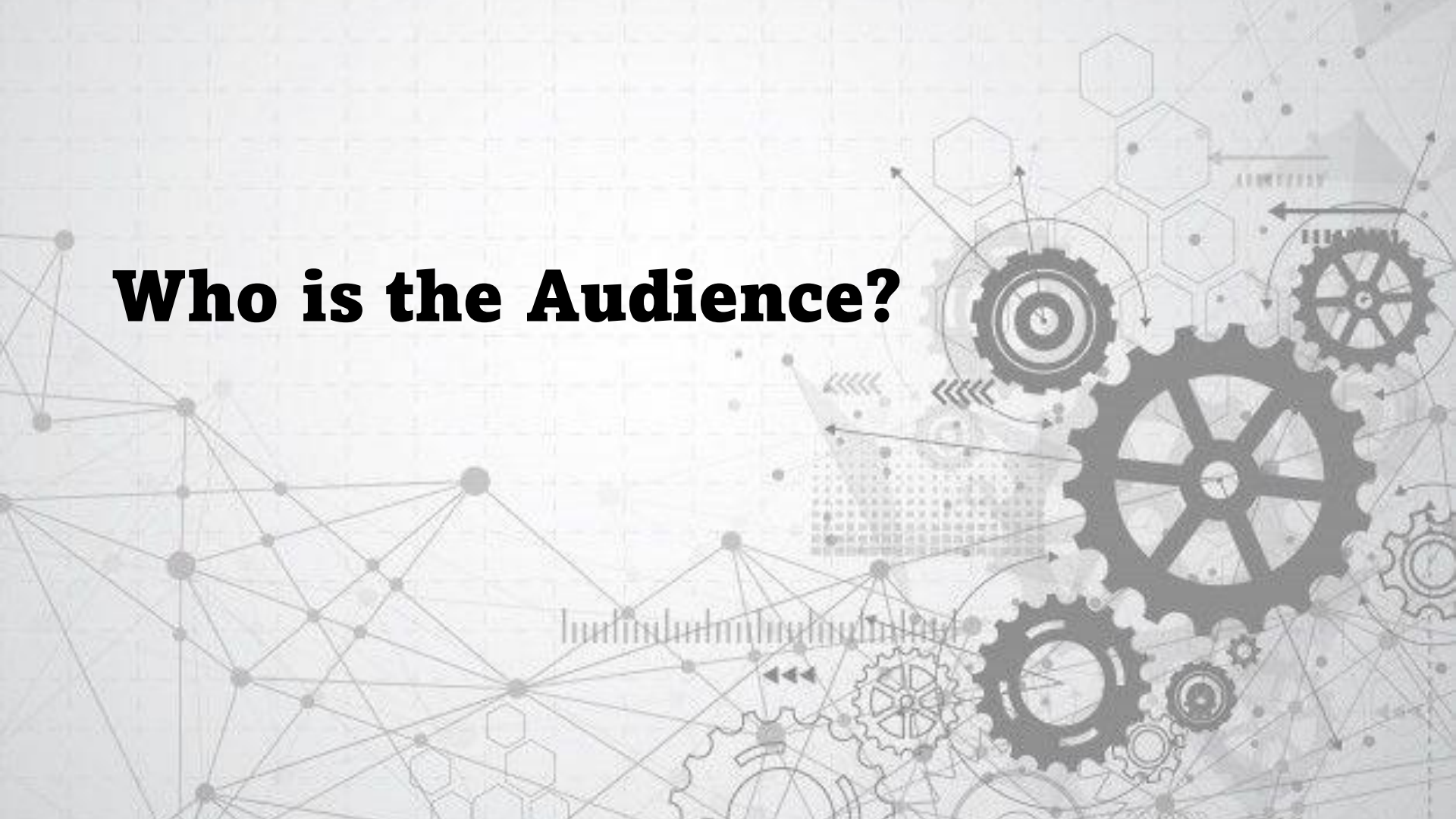
Don’t Rush. Pause, breathe.

Eye Contact

Talk to the Audience- ask them to think

No JARGON! Keep it Simple

Who is the Audience?



Judging Criteria

Promising Idea & Feasibility:

- Is there a clear need presented?
- Does the presentation provide a viable solution for this need?
- Does the venture have a new, disruptive or unique concept that will provide it with a competitive advantage in a given market?
- Has the team proven they understand exactly who their customer is
- Does the team have the necessary skills to execute on the idea as presented
- Does the venture have financial, operational and technological viability to succeed?
- Does the venture have practical milestones and timelines?

Momentum: How much action has the team done to date?

- Is there a website or app?
- Do they have a prototype?
- Has the team conducted a pilot?
- Have customer interviews been conducted?
- Are there actual paying customers?
- Has the team leveraged marketing tools like ads, social media, search engine optimization, unconventional PR, email strategies, etc.?

Quality of Presentation:

- Did the presenters finish their presentation within the allotted time?
- Was the presentation/presenter compelling?
- Were visuals or demonstrations used to enhance the presentation?
- Did the team have well thought out answers to questions posed by the judges?

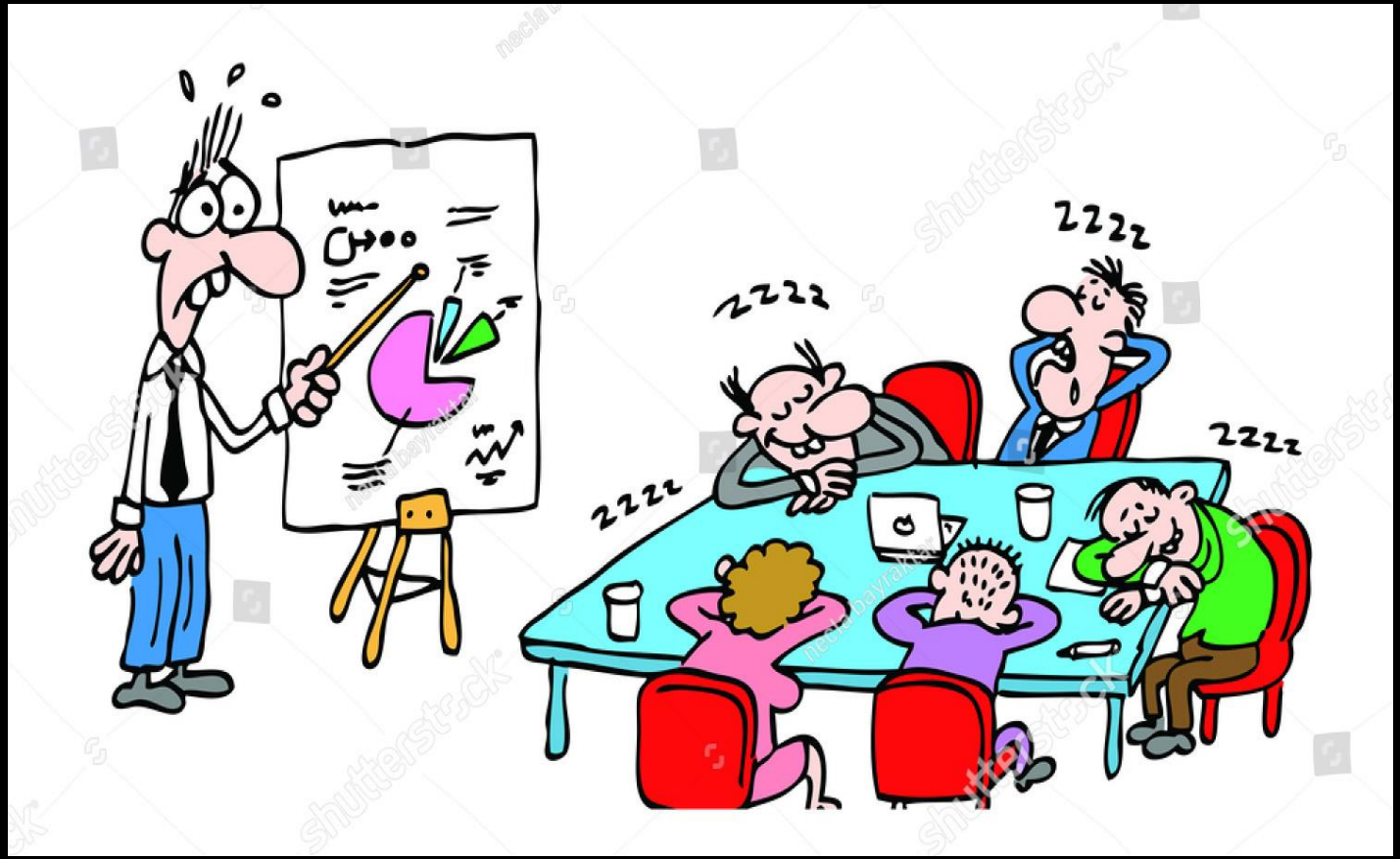
SCORING:

Promising Idea/Feasibility _____
(weighted 35%)

Momentum_____
(weighted 45%)

Overall Quality of Presentation_____
(weighted 20%)

Best Practices… and
MISTAKES


zzzz
zzzz
zzzz
zzzz

Using video in your pitch

+1 Pitch Characteristics

- Clear message, Compelling Story
- Strong management team
- Demonstrates market need and acceptance
- Solution to a problem that costs people measurable dollars
- Clear Strategy
- Gets me excited.
- Matches my investment profile
- Potential to return 10x in 3-5 years

ROCKIES VENTURE CLUB

Pitch No-No's

- Use of Jargon, Typos/Errors
- Lack of Focus
- "Conservative estimates"
- Don't disappear after your presentation!
- Don't fail to research the investor and their investments
- Don't assume all investors are alike
- Don't have internally inconsistent documents (Market size is 2 billion, market size is 3 billion)
- Don't say things that are not true
- Don't dismiss the competition

ROCKIES VENTURE CLUB

Practice. Practice. Practice.

What's Next?

Legal Considerations When **Hiring and Building Your Team** 12:00 pm

NVC 15 Workshop: **Practice Your Pitch** with the Pros feat. Nicole Glaros 6:00 - 7:00

How to get your **first 10 customer**s / Erick Mueller 5:30-7:30 - KOBL 353

Bold Legal IP and **Founder Agreement** 4:30-5:30