



Incubation | Mentoring | Investment

The Fundamentals of a Great Pitch

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The Pitch – Context

1. Know what you are looking for.
 - introductory “on the radar meeting ?
 - feedback ? support ? connections ?
 - access to program funding ?
 - consideration for a debt oriented investment ?
 - consideration for an equity oriented investment ?



Are you ready for the audience ?

The Pitch - Audience

2. Know your audience.

- government economic dev't program manager ?
- customer ? partner ? other ?
- angel investor ? angel network ?
- early - mid - late stage institutional investor ?
- industry sector, business model, geographic focus ?



Specific audiences will expect more or less emphasis on specific information.
You must predetermine and tailor your pitch to the audience.

The Pitch – Readiness

3. Know your stuff

Demonstrate you have deep knowledge of:

- target customer, target market metrics
- business model
- go to market strategy & ability to execute
- competitive - alternative landscape
- how will you use the funds ?

Ensure you are listening to objections & feedback.

Be passionate, objective, and balanced while defending your position.



The Pitch - Storyboard

4. Storyboard Your Pitch

Based on your knowledge of the “Audience”:

- identify the key messages (1 - 3)
- primary spokesperson, back up team
- plan for 20 minute pitch (6 – 8 slides)
- expect, even encourage “robust” Q&A
- opinions form very quickly

Title - Intro	Market Problem &/or Opportunity	Addressable Market Size, Growth Rate	Unique Value Proposition, Offering Claim
Primary Business Model	Go to Market Strategy	Team: Current/Planned Ability to execute	Current Status, 12-24 month Key Milestones
High Level Financials: Qtrly Expense/Revenue	Objective Alternative Landscape	Barrier to Competitive Entry	Summary

Pitch Storyboard

A pitch is not intended to cover every detail. Leave them wanting more.

A compelling pitch will result in follow-up meeting(s).




The Pitch – Storyboard Example

Pitch

Title - Intro	Market Problem &/or Opportunity	Addressable Market Size, Growth Rate	Value Proposition Demo, Claim
1 min	2 min	2 min	4 min 
Primary Business Model	Go to Market Strategy	Team: Current/Planned Ability to execute	Current Status, 12-24 month Key Milestones
3 min 	3 min 	2 min 	3 min 

Discussion

Back up

High Level Financials: Qtrly Expense/Revenue	Objective Alternative Landscape	Barrier to Competitive Entry	Funds required. Use of Funds
			

 Assuming you there is interest, the bulk of Q&A will centre around these areas

The Pitch - Summary

1. Know what you are looking for. Know your audience.
2. Know your stuff. Make sure you are ready for the specific audience.
3. Story board your pitch (6 – 8 Slides, 20 mins). Q&A.
4. Be passionate, objective, and balanced. Leave them wanting more.
5. A compelling pitch will result in follow-up meeting(s).

Learn More

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The screenshot shows the Innovacorp website homepage. At the top, there is a navigation bar with links for Home, What We Do, Our Clients, About Us, Our Partners, FAQ, and Become a Client. A search bar is located on the right side of the navigation bar. Below the navigation bar is a large blue banner for the "I-3 Technology Start-Up Competition". The banner features the I-3 logo and text that reads: "SPOTLIGHT: I-3 Technology Start-Up Competition. Check out the companies moving on to round two of the I-3 Technology Start-Up Competition. Learn More +". Below the banner is a section titled "Building a high potential export company?" with a sub-heading "INNOVACORP helps high potential early stage companies commercialize their technologies and succeed in the global marketplace." This section includes a paragraph about the High Performance Incubation (HPI) business model and a "Learn More + link. Below this is a "OUR CLIENTS" section featuring a "SimplyCast" logo. To the right of the main content is a "Recent News" section with three news items: "EastMed Inc. signs Canadian distributor.", "I-3 Technology Start-Up Competition: INNOVACORP today announced the list of Nova Scotia start-up companies moving on to round two of the I-3 Technology Start-Up Competition.", and "Business Over Breakfast Series: Read about our Business Over Breakfast events and listen to the experiences and opinions of our panel experts." Below the news items is a "Province of Nova Scotia Invests in Clean Technology Fund" section. At the bottom of the page, there is a footer with a navigation bar and a search bar. The navigation bar includes links for Contact, Site Map, News, Change Font Size, and RSS. The search bar is located on the right side of the footer. Below the navigation bar is a row of menu items: Home, What We Do, Our Clients, About Us, Our Partners, FAQ, and Become a Client. A hand cursor is pointing at the "Become a Client" link.

