

Sell! Sell! Sell!

(Perfecting your Pitch)

Business Basics for Innovation

J.J. McCartney, Dipl. T., BComm, M.Sc
Project Leader, Applied Research Liaison Office

Presentation Overview

- Introduction
- Innovation Challenge
- Making A Pitch
- Public Speaking Tips
- Presentation Tips

Sell



#BCTECH Summit

A photograph of a modern building with a glass facade and a large staircase, illuminated at dusk. The text '#BCTECH Summit' is overlaid in large white letters.

You may be surprised by someone pulling you aside and saying “Tell me what you are doing”

It happened to me..... here



The Elevator Pitch

We, (Company) _____, are (doing?) _____
for (who?) _____ who need (address what
pain?) _____ that unlike (existing
solutions) _____ will (do what?)
_____ unlike _____ (competitors).

Example:

We, Ace Corp, are making a personal GPS tracker for parents who need to know where their children are that unlike cell phones and other devices will, via a web browser, provide real-time location, speed, and path information.

The Investor Pitch

We, (Company) _____, require (\$\$) _____
for (what) _____ in return for ____% of the
Company. Our plan is to be acquired by (name some):
_____ in ____ (yearr) for \$ _____ million to
give you an IRR of ____%.

Example:

We, Ace Corp, require \$500K mainly for production tooling & hiring sales staff in return for 30% common shares. Our plan is to be acquired by Polycom for \$15M in 2014. This will give you a 5X return in 5 years (ie IRR=38%).

* MikeVolker.com

Innovation Challenge Application

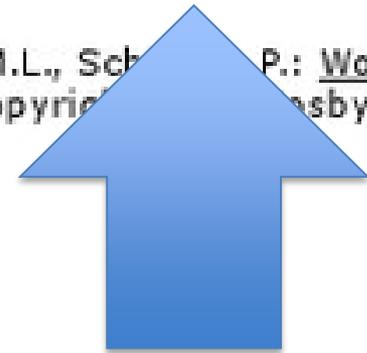
- Idea Description
- Goals
- Products & Services
- Target Market
- Competition
- Your Differentiation
- Marketing Plan
- Sales Plan
- Team & Staffing
- Financial Summary
- Weakness/Threats

Greater the pain, greater the potential value

Wong-Baker FACES Pain Rating Scale



From Wong D.L., Hockenberry-Eaton M., Wilson D., Winkelstein M.L., Sch... P.: Wong's
Essentials of Pediatric Nursing, ed. 6, St. Louis, 2001, p. 1301. Copyright ... by, Inc.
Reprinted by permission.



Why do deals get funded?

Because the people behind them are:

- credible (domain knowledge, esp. market)
- realistic (show how they can achieve goals)
- aware of what they don't know (use experts)
- not alone (have a team)
- in control (leadership, contingencies)

But mainly because:

- they are liked! (it's really a courtship!)

Public Speaking Tips

Entrepreneur

TOP 50

HOW TO

MAGAZINE

FRANCHISE 500

EVENTS

JOIN
» US LIVE

SUBSCRIBE

7 Powerful Public Speaking Tips From One of the Most-Watched TED Talks Speakers



Image credit: startwithwhy.com



Made by Google

Introducing
a few new
things.



Public Speaking Tips

- Don't talk right away
- Show up to give, not to take
- Make eye contact with audience members one by one
- Speak unusually slow
- Ignore the naysayers
- Turn nervousness into excitement
- Body Language
- Say Thank you when you are done

Presentation Tips



<https://ithinkbigger.com/keep-deal-alive-avoid-boring-five/>

Presentation Tips

- Tell a Story
- Practice
- Keep Track of Time
- Keep It Simple
- Don't use Humor or Gimmicks
- Don't Look Back
- Talk ahead of your Slides

Other Tips

- Don't speak in techno-terms
- Don't let your verbal delivery get sloppy
- Don't skip questions
- Don't be the smartest person in the room

Thanks!

Questions Please 😊