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become
busy2.0

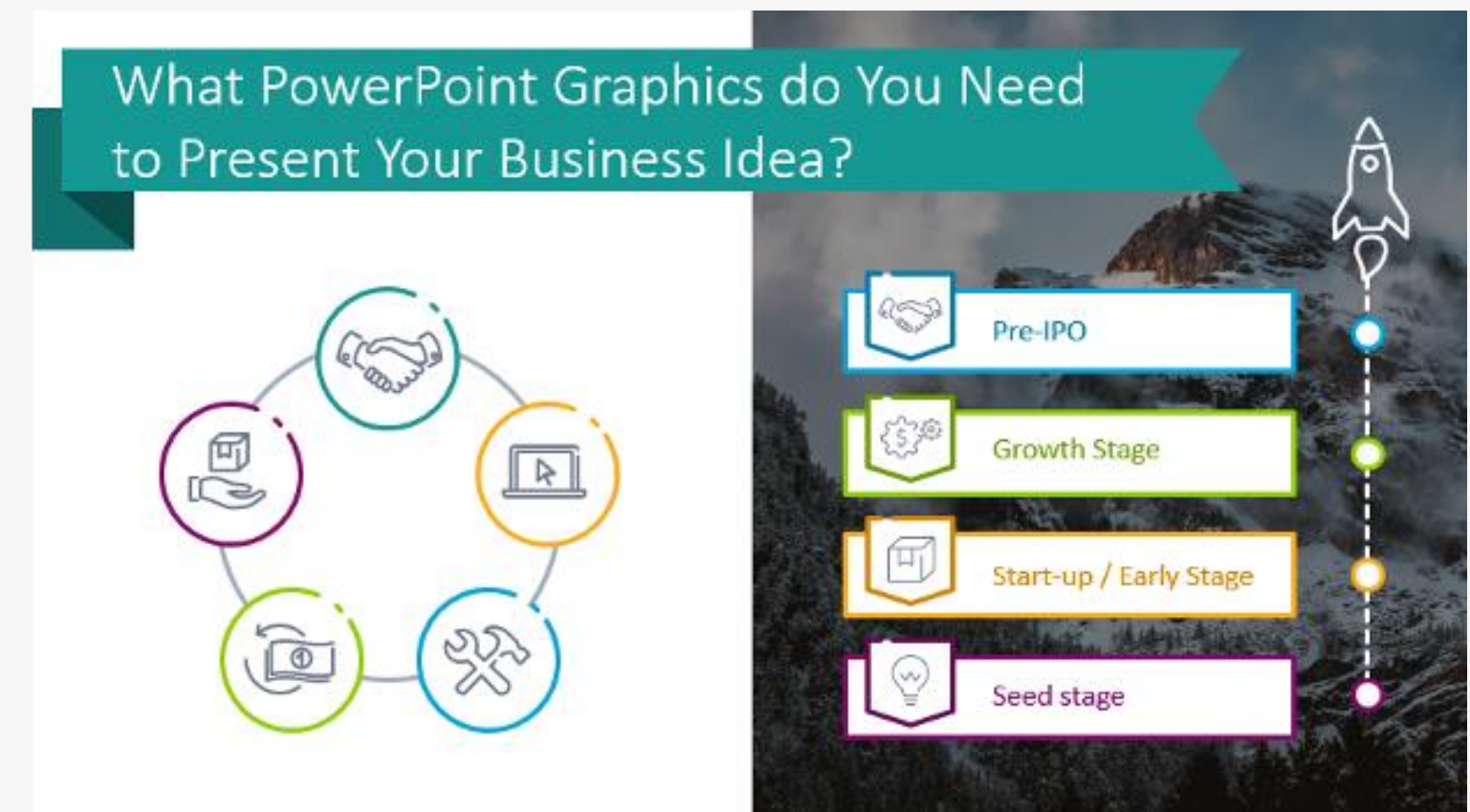
Steps to Perfect Your Startup Pitch

Project Number. 2020-3-EL02-KA205-006663



1. Do Your Homework

To do a pitch well, you have to understand your audience,” Kawasaki says. “Thank god there’s this thing called LinkedIn.” Look up everyone in the room and research their background to find points of common interest, such as the fact that you’re both amateur hockey players or got rejected from Stanford. But you also want to find where you’re not relevant. “If you go into a firm and you meet with a partner who’s in charge of semiconductor investing and you are a Snapchat killer, it’s just not going to work.”





2. Set the Stage

How long do I have?

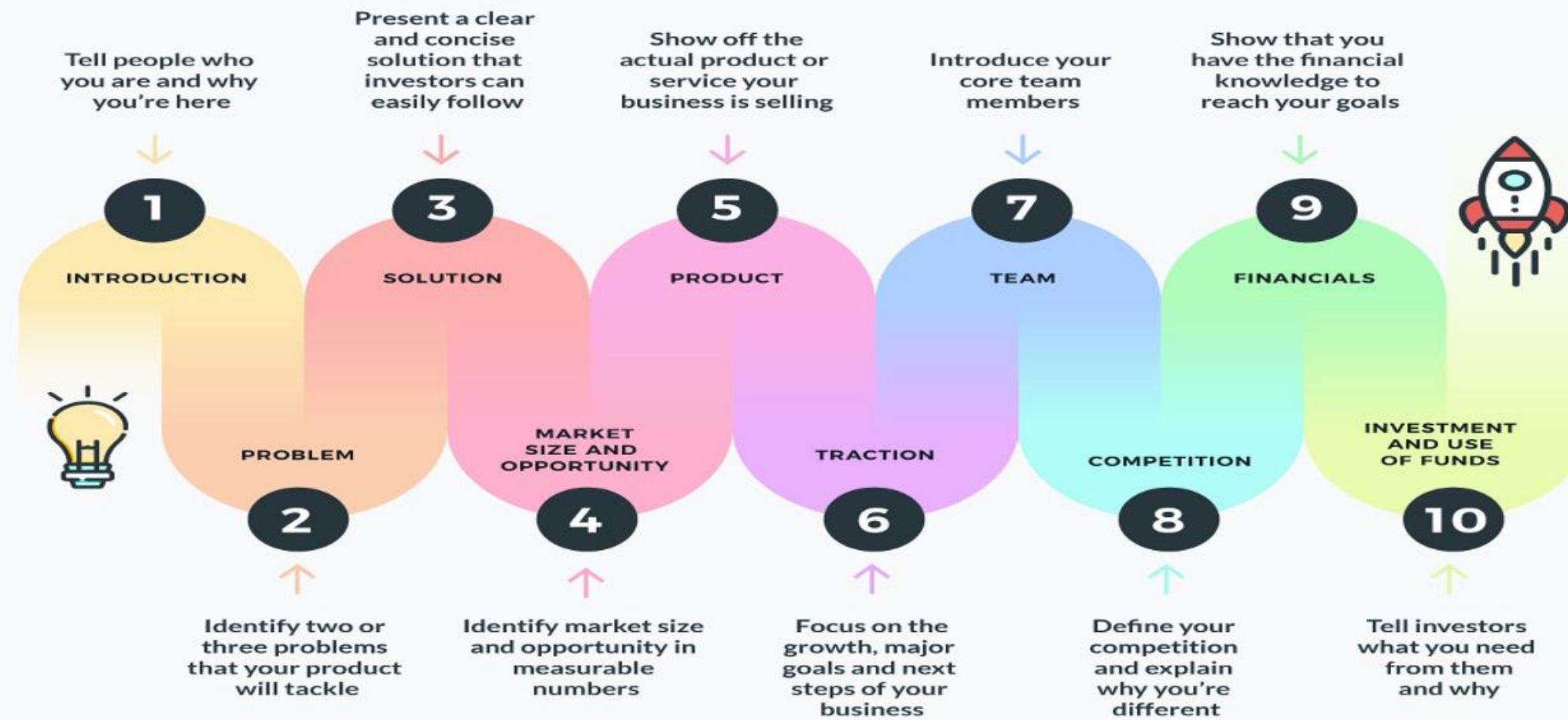
What are the three most important things that I
can explain?

Can they hold their questions until the end?





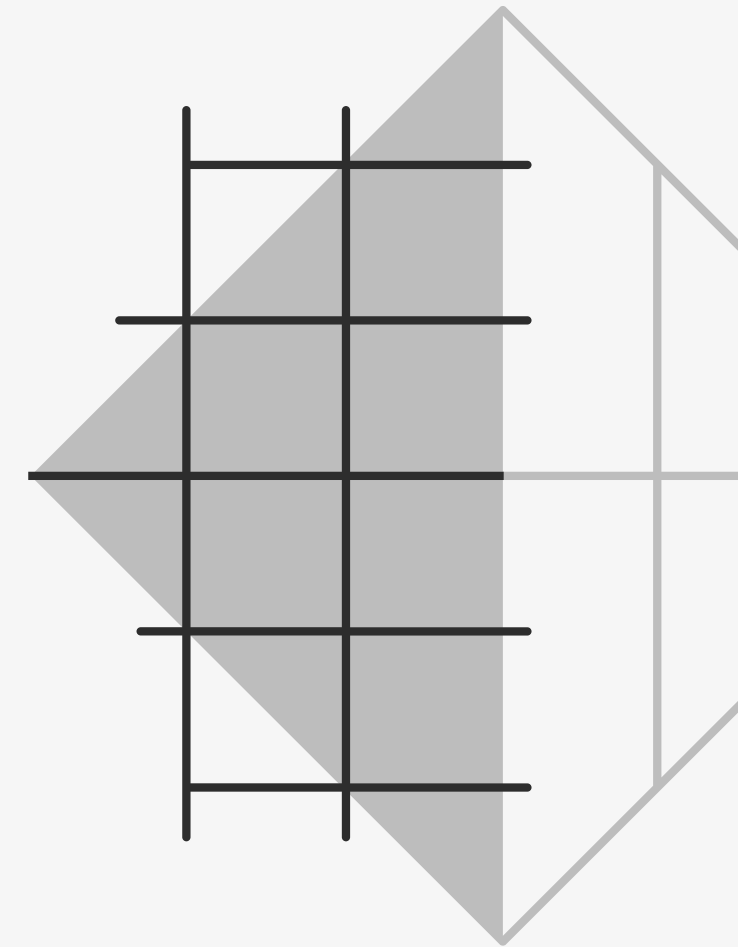
WHAT'S INCLUDED IN A pitch deck presentation?





3. Tell a Story

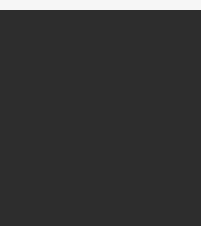
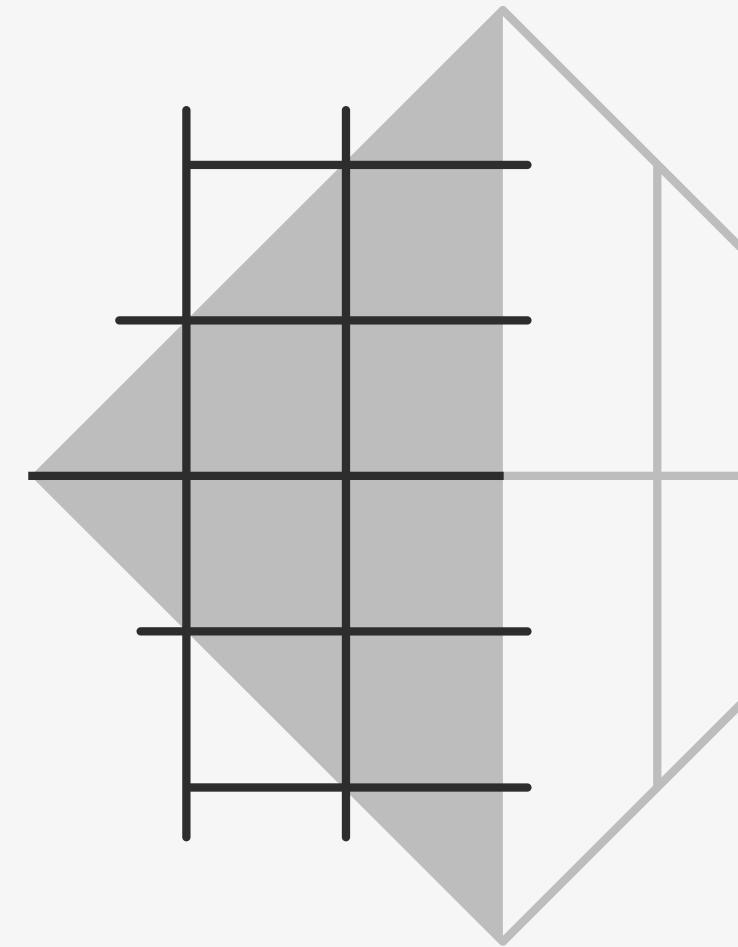
Fight the temptation to talk about your “patent-pending, curve-jumping, paradigm-shifting, enterprise-class, scalable product or service,” Kawasaki says. You’ll sound just like every other company the VC is meeting that day. CEO after CEO will try to “throw everything in there because you want to use shock and awe to convince these investors to write you a check at the end of 60 minutes. Wake up — that’s not how it works. What you want to do is tell stories about why you created the company.”





4. Observe the 10/20/30 Rule

The optimal number of slides is 10. You should be able to give your whole talk in 20 minutes (even if you have an hour). And the ideal font size is 30 points — though you can fudge that a bit. “A very good calculation for your font size is figure out who the oldest person is in the audience, then divide his or her age by 2.”

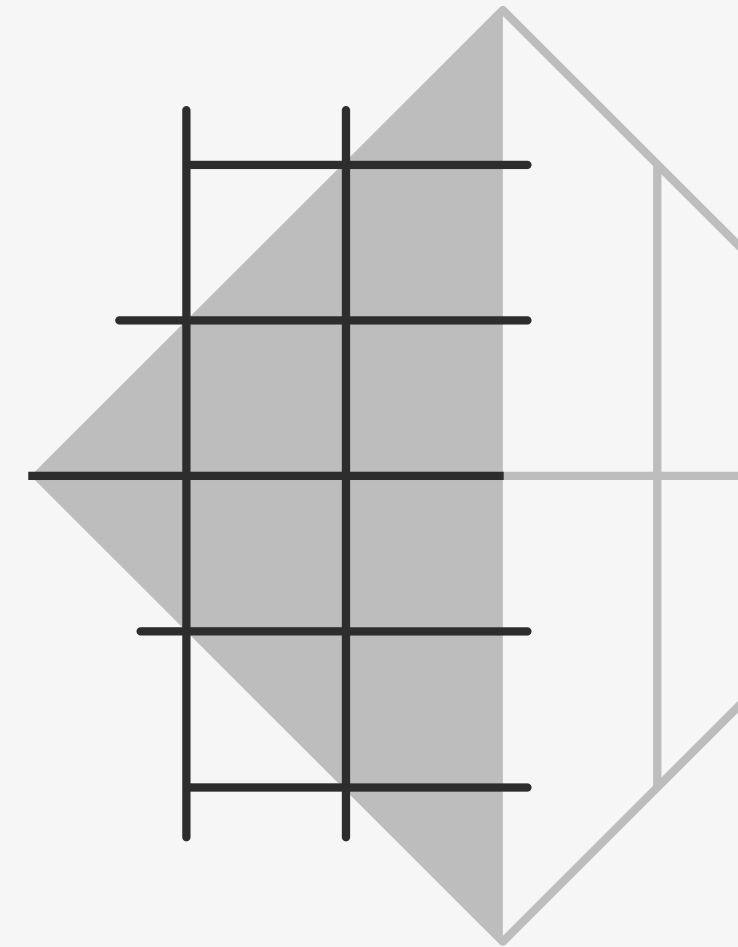




5. Let One Person Do the Talking

You know that standard nugget of advice that investors are really investing in your team? It's a trap, says Kawasaki. When you parade your CEO, CTO, and CMO in front of investors in an attempt to show off how dedicated, hardworking, and brilliant you all are, you really just end up with an unstable, jagged presentation. "Somebody's going to blow it. You're not all equally rehearsed. You're not all equally good. Just let the CEO do the talking," Kawasaki says. "If your CEO cannot present everything about the 10 slides you're going to see — the market, the technology, the marketing, the product introduction, the financials — if your CEO cannot cover those topics, you need a new CEO."

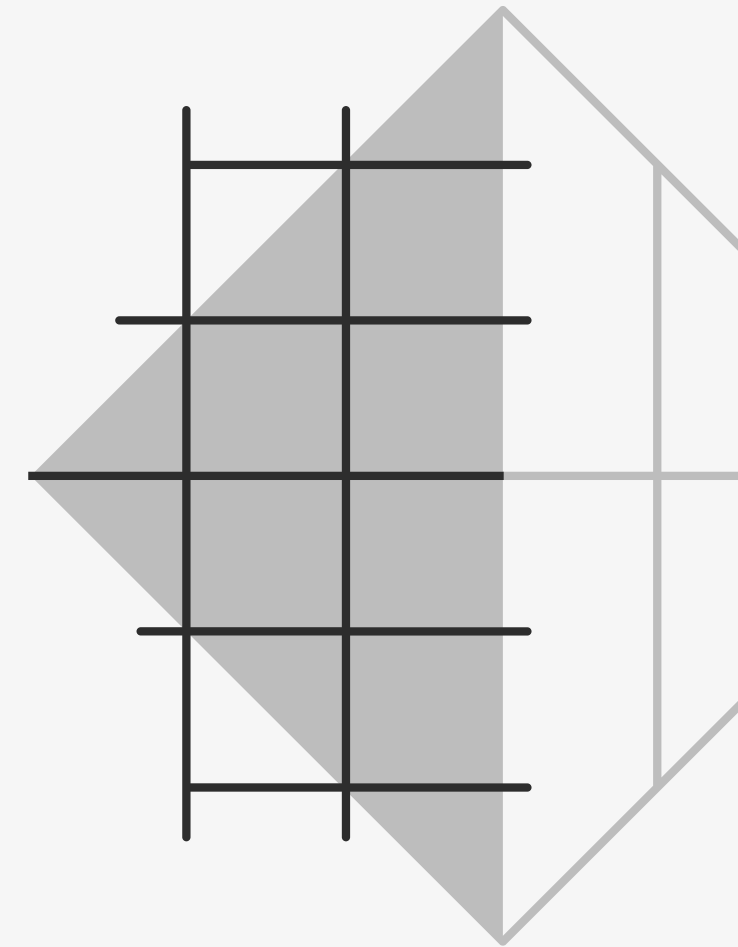
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6. Get to 1,000 Feet and Stay There

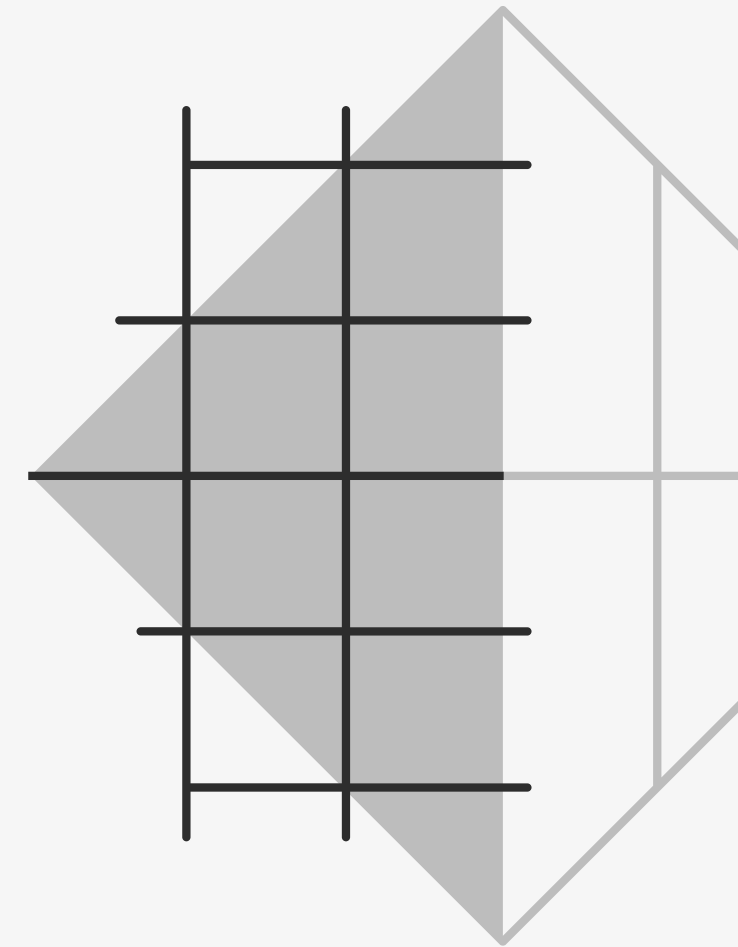
To calibrate the right level of detail in your talk, Kawasaki advises you keep a military analogy in mind. Don't be a B-1 bomber flying at 50,000 feet with banalities like "Security is a concern for large companies" or "Millennials want to communicate socially." On the other hand, don't be a Navy SEAL crawling through the mud explaining the ins and outs of your relational database. You want to be an A-10 Warthog, says Kawasaki, "the plane that flies 1,000 to 5,000 feet and supports the ground troops. This is not the plane that is way up; it's also not the person on the ground with a knife in his or her teeth.





7. Answer the Little Man

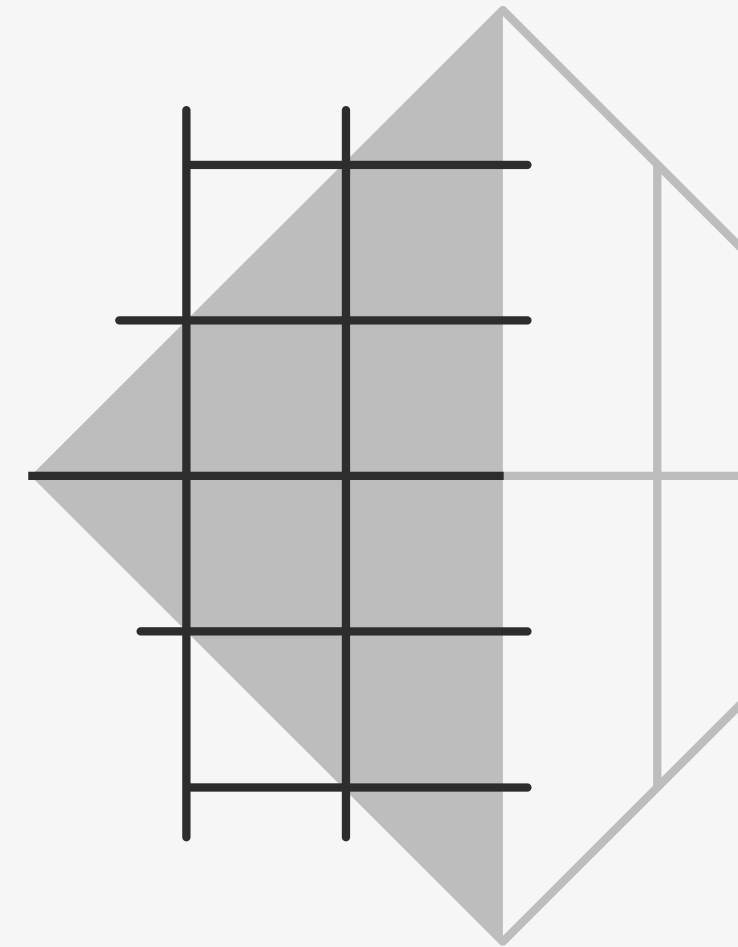
“Pretend that for everything you say there is a little man or woman on your shoulder,” Kawasaki says. “Every time you say something, the little man or woman asks the question, ‘So what?’” If you say you have a team of people who worked at SAP, HP, Google, and Cisco, for example, don’t assume the audience will make the intuitive leap that your team is full of proven, successful people. “You have to answer the little man for the audience.”





8. Pitch Constantly

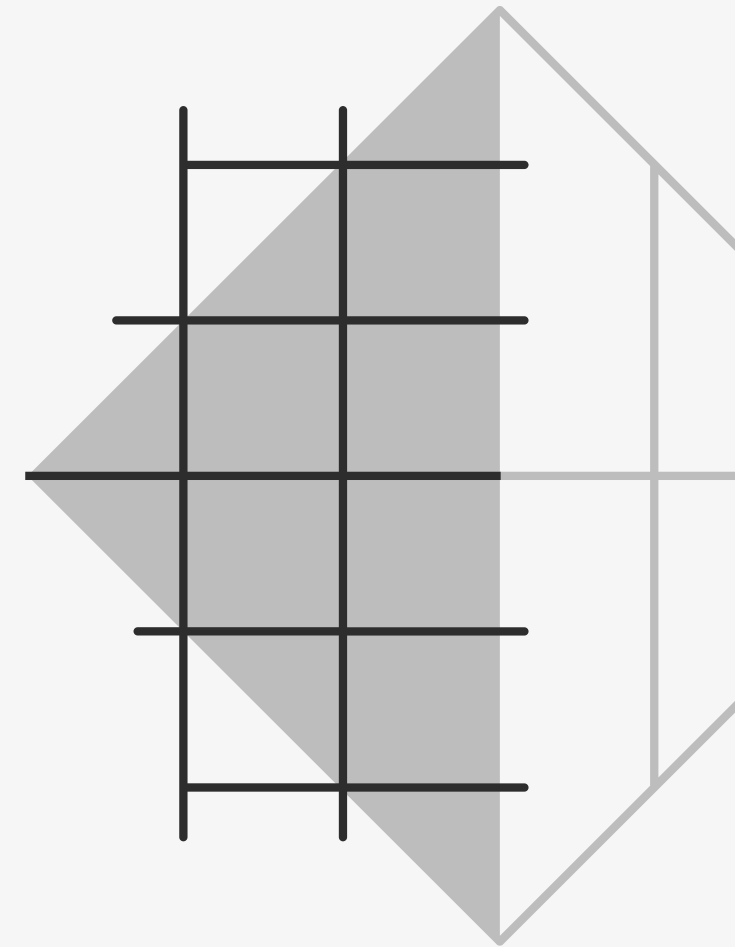
Pitching is an acquired skill, not an innate talent, Kawasaki says. It takes practice. And yet, he says, the tendency of CEOs is to assume they're somehow the exception to that rule and can get up and just wing it. "It takes about 25 times giving the pitch until you're really smooth with the pitch. This means you have to pitch all the time."





9. Shut Up, Take Notes, and Follow Up

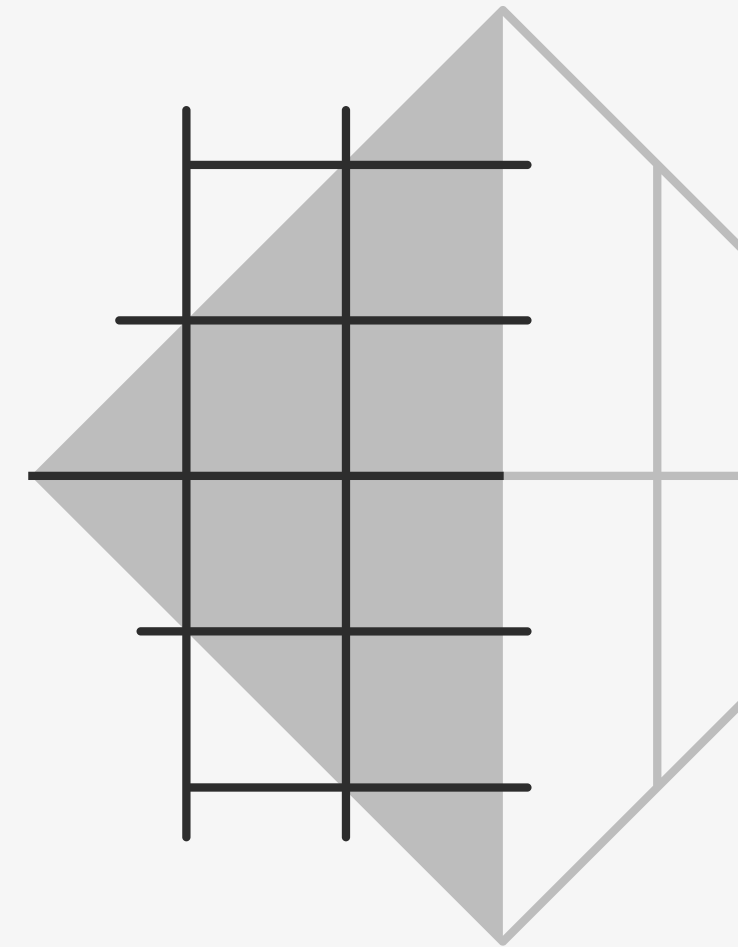
When you've gotten to the end of your presentation and you're fielding questions, take notes. "Or at least fake taking notes," Kawasaki says. "Because what that communicates is that you're taking me seriously. If I see you taking notes when I talk, my conclusion is what? You're smart. If I don't see you taking notes, my only conclusion is not that I'm not smart. It's that you're not smart. You're so freaking stupid you don't even take notes when I'm giving you all this wisdom."

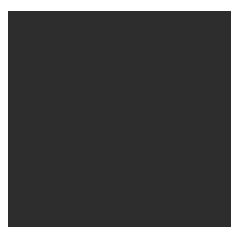




10. Start from Scratch

Your pitch is a constant work in progress — which is both good and bad. After meeting with a VC who's concerned about the team, you add a team page. The next one is interested in the technology, so you add a bit about the optimal programming language. And then someone wants to know about the marketing plan, so you add a marketing slide. Pretty soon your talk is the equivalent of a jeepney, Kawasaki says, referencing the postwar Jeep hybrids common in the Philippines. "They take fenders from a Mercedes, an engine from a Chevrolet. And it's quite beautiful, actually, but at this point a jeepney bears no relationship to the World War II Jeep that the Americans left," Kawasaki says.







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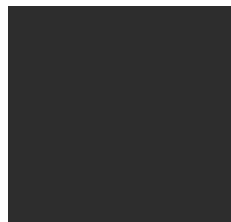
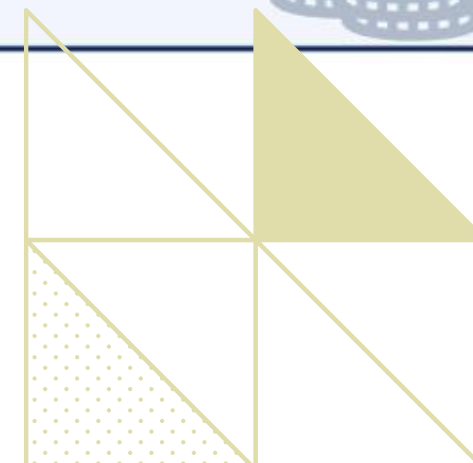
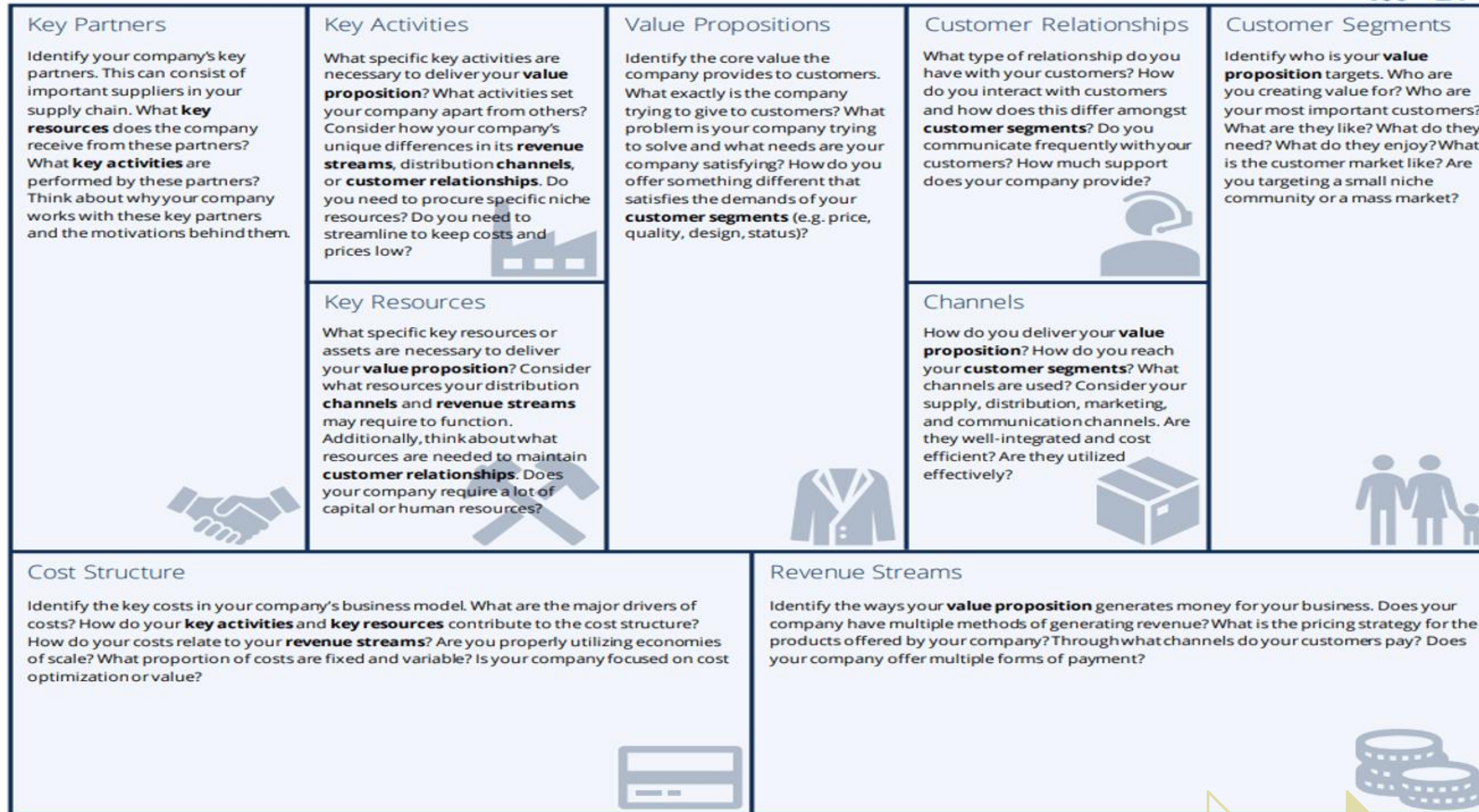
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**Now you are ready to create
your own pitching ideas**

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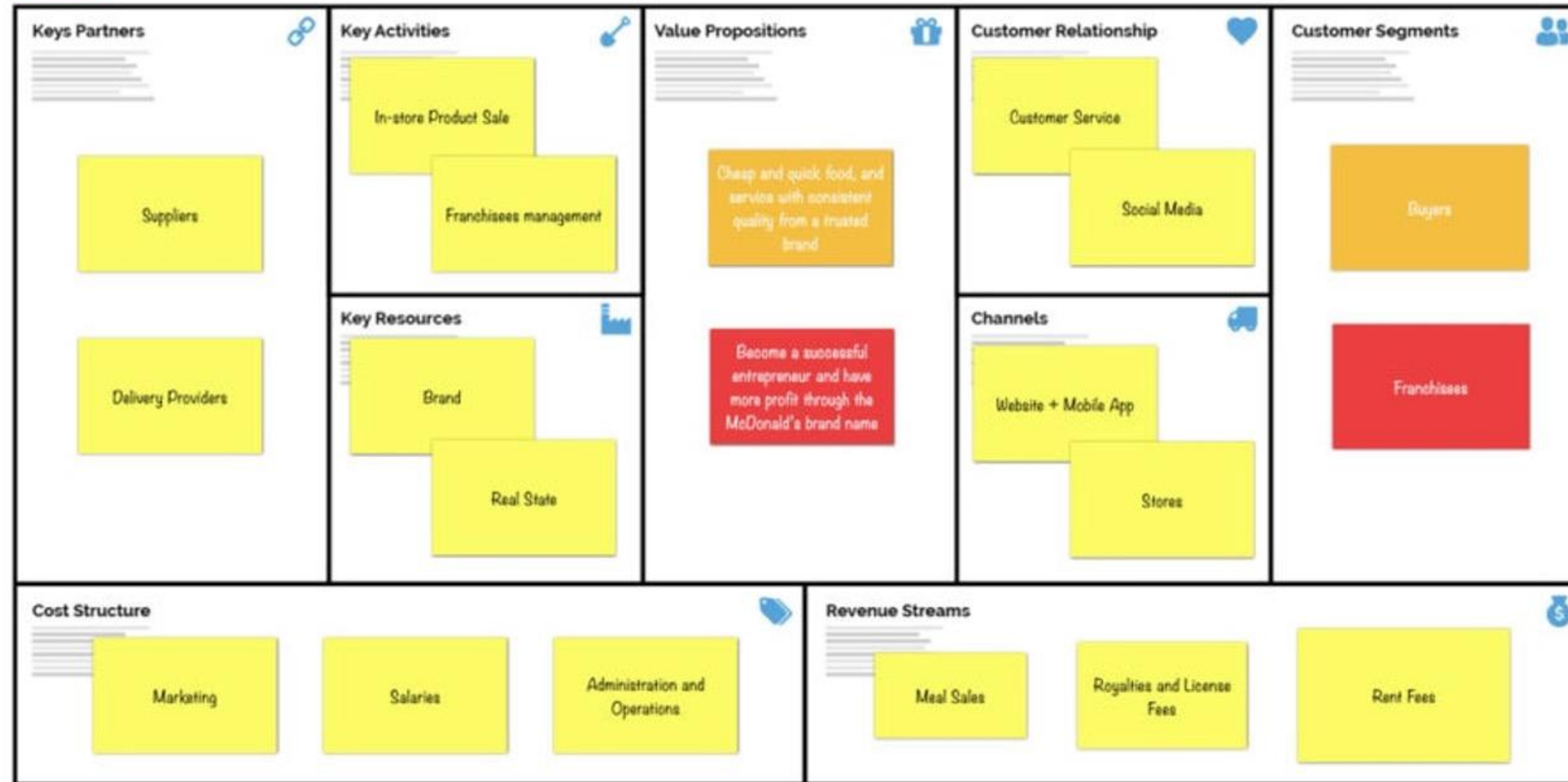


 <p>Key Partners</p> <ul style="list-style-type: none"> ▪ App Developers ▪ User Experience Designers ▪ User Interaction Designers ▪ Data Scientists ▪ Data Engineers ▪ Software Engineers ▪ Hardware Experts 	 <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Initiating (digital) change ▪ Setting up an environment for ideation, incubation, prototyping and entrepreneurship 	 <p>Value Propositions</p> <ul style="list-style-type: none"> ▪ Rapid prototyping of all kinds of ideas (may it be hardware, software or services) for the client ▪ Bringing a true innovation culture and capability to the client's culture ▪ Delivering clear values (beyond slideshows), like actual products, to the client 	 <p>Customer Relationships</p> <ul style="list-style-type: none"> ▪ Co-Creation with the client ▪ Highly committed experts 	 <p>Customer Segments</p> <ul style="list-style-type: none"> ▪ Start-Ups in different stages ▪ Already digitized companies ▪ Completely digital firms ▪ Established firms which are going to transform digitally
 <p>Key Resources</p> <ul style="list-style-type: none"> ▪ Experience ▪ Problem solving skills ▪ Capacity ▪ Certain development skills 	 <p>Channels</p> <ul style="list-style-type: none"> ▪ Remote consulting and analytic services ▪ Innovative consulting formats like Open Spaces, Hackathons 	 <p>Cost Structure</p> <ul style="list-style-type: none"> ▪ Full-Time-Employees ▪ Contractors ▪ Cloud-/other Server architecture 	 <p>Revenue Streams</p> <ul style="list-style-type: none"> ▪ Consulting fees ▪ Time & Material contracts ▪ Shares or revenue participation of new ideas, patents and subsidiaries 	



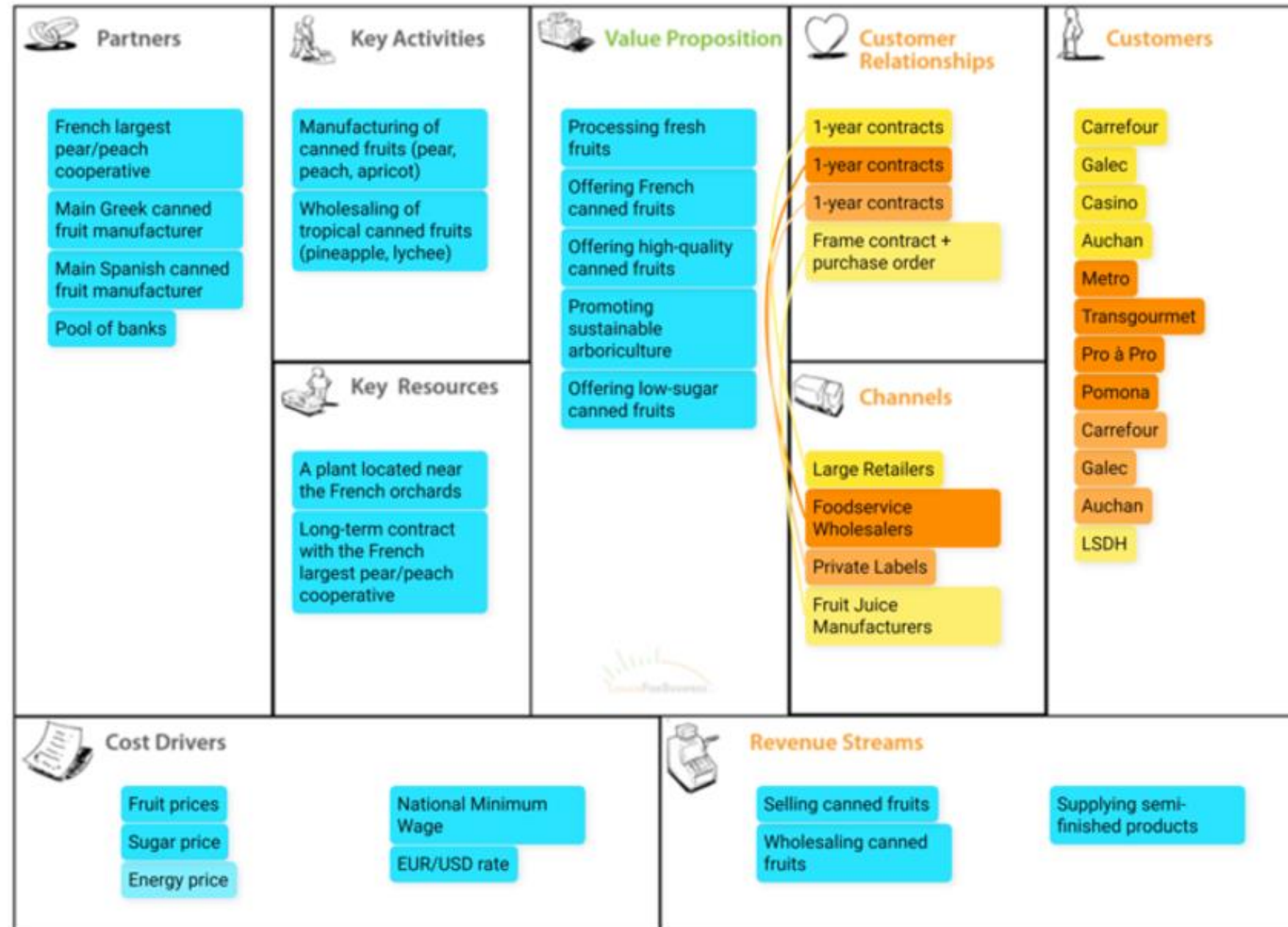


 - Business Model Canvas





Business Model Canvas



canvas developed by Business Model Generation



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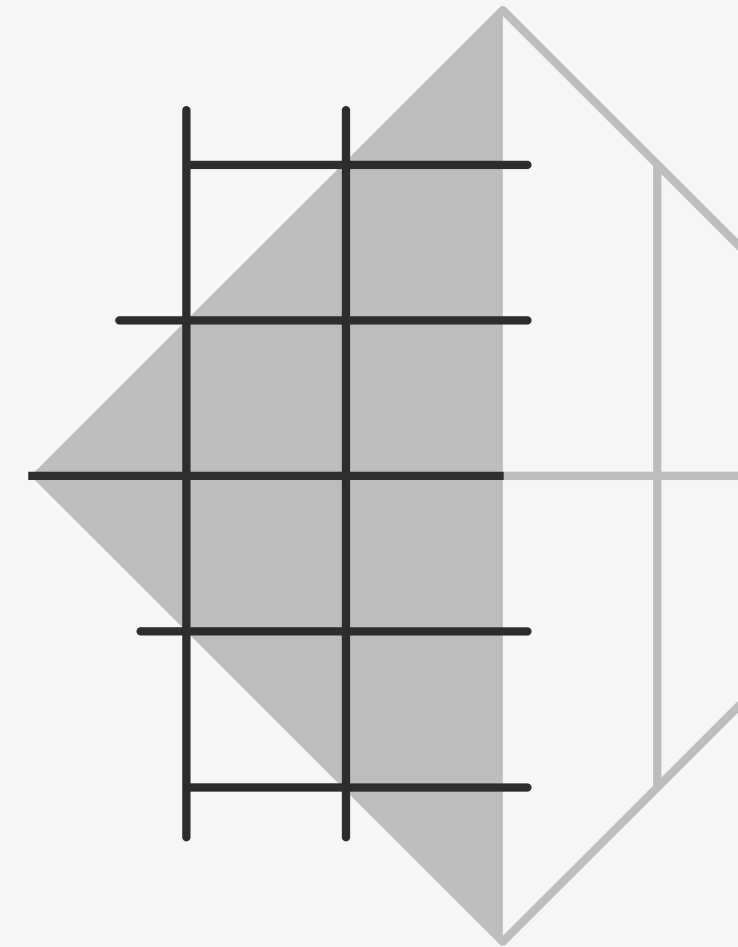


KAHOOT GAME

[Results – Kahoot!](#)

[Choose mode – Kahoot!](#)

[FinCap Friday: Pandemic Entrepreneurs – Details – Kahoot!](#)



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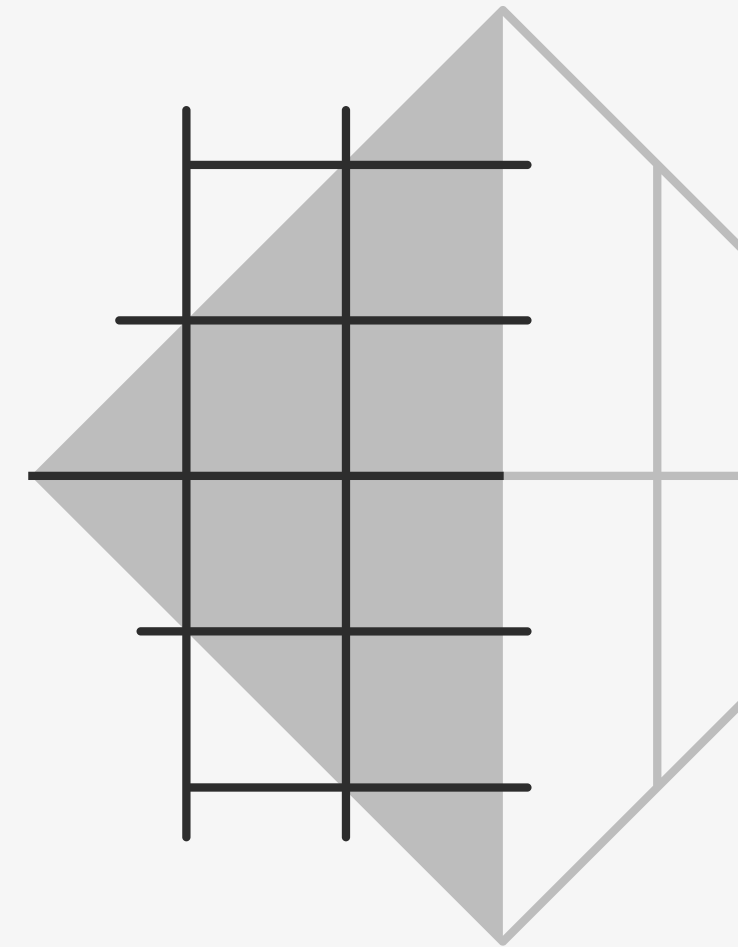
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Video Youth Entrepreneurship

[\(413\) YOUNG ENTREPRENEURS SUCCESS Story – Motivational Video – YouTube](#)

[\(413\) How to Create a Company | Elon Musk's 5 Rules – YouTube](#)



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Youth Pass

[\(413\) Let's talk about Youthpass - YouTube](#)

[The framework of the Key Competences for Lifelong Learning has been revised in May 2018. For the Erasmus+, the new framework appears on all the projects that have been entered into Youthpass database on August 20 or later. The change does not affect the Erasmus+ projects that have been entered into the Youthpass database before that date, even if the certificates are generated anew later on. The new Key Competences also appear on all Youthpass certificates of the European Solidarity Corps programme.](#)

[The revised Key Competences are:](#)

- [Multilingual competence.](#)
- [Personal, social and learning to learn competence.](#)
- [Citizenship competence.](#)
- [Entrepreneurship competence.](#)
- [Cultural awareness and expression competence.](#)
- [Digital competence.](#)
- [Mathematical competence and competence in science, technology and engineering.](#)
- [Literacy competence.](#)

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