

How to pitch

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CONNEXT - Nov 2021

Presentations are boring

Presentations

What I hear
What I read
What I see



Presentations

What I hear nothing
What I read
What I see



Presentations

What I hear nothing
What I read a little
What I see



Presentations

What I hear nothing
What I read a little
What I see a lot



Presentations

What I hear nothing
What I read a little
What I see a lot
What I feel: unforgettable



Presentations are great tools


If properly used

A good first
impression means
network




They're engaged
They remember you
They talk about you
They create new opportunities
for you

But at first, catch the
right stakeholders in
the crowd



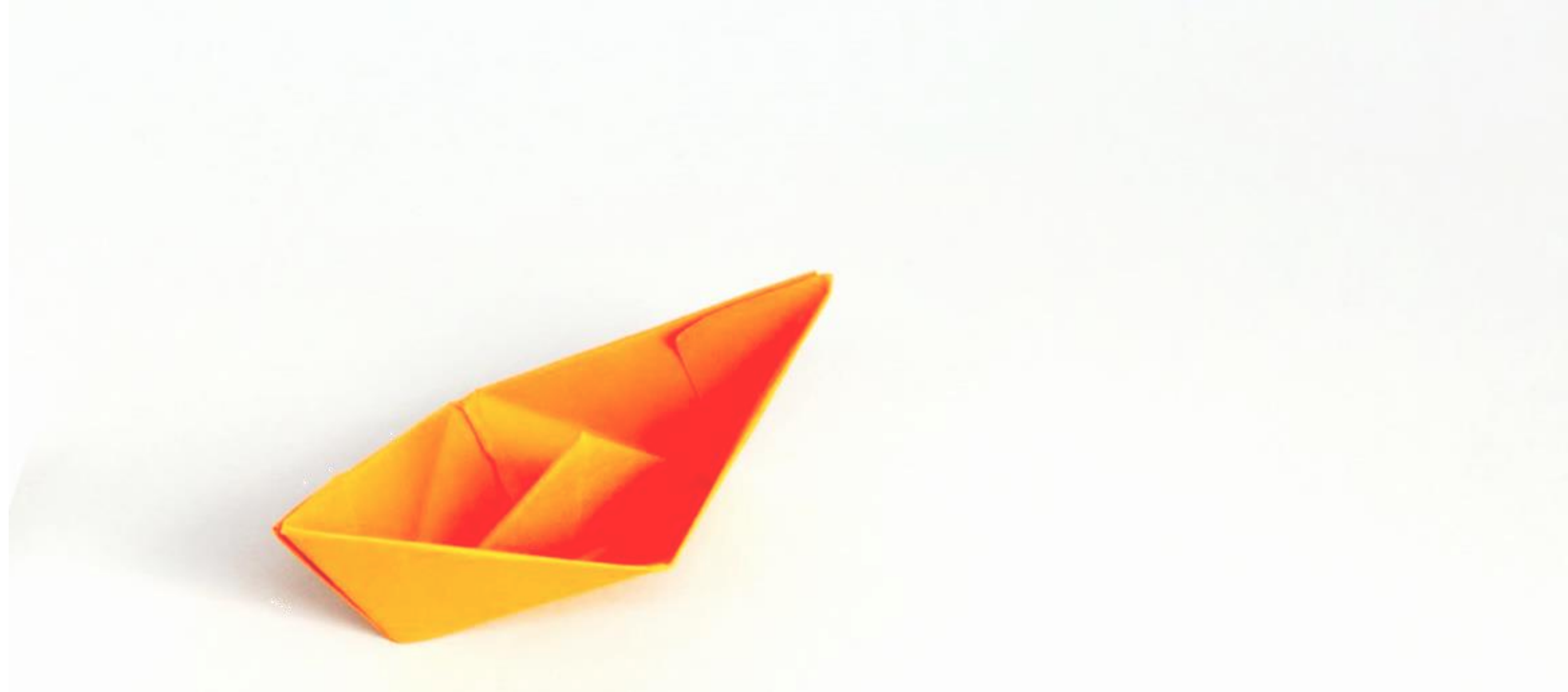
You share the same vision
They can add value to your venture

After the presentation,
the conversation
continues



Support your pitch with more details
Be prepared for QA
Be able to go through your
customer's journey in few steps

“CEO’s job”





Not just a
“CEO’s job”

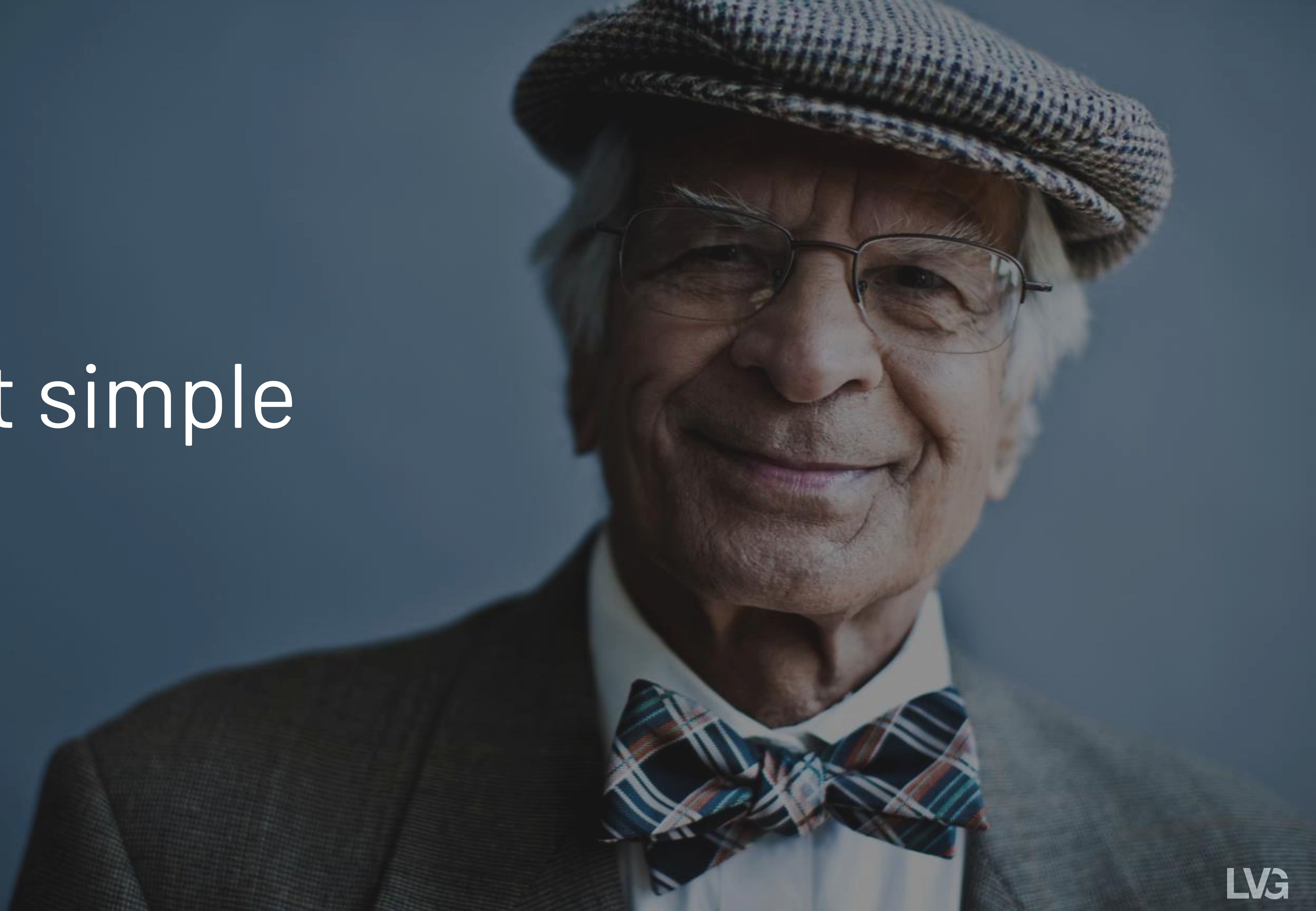
1. Pitch

Aka great
presentation

Approx. 5'



Make it simple



Make it simple

Avoid acronyms
Always give context

Don't talk
with strangers



Don't talk
with strangers

Who are they?
What they expect?

Always set your goal



Always set your goal

What you want them to do?



Different Audience

Customers

Different Expectations

Deep understanding of
the **problem**

Huge **benefits** w/ your
product

Different Goal

Convert them



Different Audience

Partners

Different Expectations

You're reliable

Your market is
interesting

Different Goal

Let them desire
to work with you



Different Audience

Investors

Different Expectations

You're the right **team**

Your BM is validated

Different Goal

Let them embrace
your vision

A vertical decorative bar on the left side of the slide, featuring a dark background with several light-colored, geometric, triangular and trapezoidal shapes arranged vertically.

Investors

It's an ordinary day for them

1. Pitch

Content

Storytelling

Slides

Standing



Talk about

Your customers' needs

Talk about

Your customers' needs

How your solution helps
them

Talk about

How you reach customers

Talk about

How you reach customers

How you'll grow

Talk about

Where you are

Talk about

Where you are

Where you want to go

Know your limits

DTC Brands

- Nice to have
- Operations

Know your limits

New ways of purchase

-How do you challenge the status quo?

Know your limits

Saas B2B

- Boring and complicated
- Low value perceived

Know your limits

Digitalization platform

–Difficult target

Technical details
are boring

How

(workflow)

Auto Rules
Daily RESULTS Line Creation



Customer Users or Auto Rules
Daily Channel TRAFFIC Line Creation



Attribution algorithm
Channel Conversions Pre ATTRIBUTION



Customer Digital Manager Or agency Project Manager
**Weekly Channel Traffic Data
CONSOLIDATION**



Auto Rule
**Daily Channel Traffic Data
EXPORT**



Google Data Studio
**Consolidate Channel Traffic Data
DASHBOARD & REPORTS**

AUTOMATIC IMPORTING OF DAILY RESULTS

Via an automatic connection with Google Analytics, the platform records the results of the previous day for each project (e-commerce website): visits, users, goals (conversions) and revenue. Optionally, e-commerce management software can also be connected as a source for the following values: goals (sales) and revenue (turnover).

UPLOADING OF DAILY DATA

Using a simple interface, each individual Channel Manager can manually upload the data for the digital media channels they oversee. Data includes recorded traffic values and channel goals tracked from 3 sources: impressions, interactions, clicks, visits, goals (conversions), channel costs, revenue generated. Data reading sources: supplier platform, tracking system and Google Analytics. Each source uses a proprietary attribution model.

AUTOMATIC PRE-ATTRIBUTION

The weighting algorithm analyses the channel data recorded by the Channel Managers in real time and, based on the configuration parameters set for each customer and project, provisionally attributes the volume of conversions to each digital media channel.

DAILY DATA ANALYSIS AND CONSOLIDATION

The Digital Manager regularly accesses the various daily records in order to analyse the results recorded by the channels and attributed by the algorithm. The Digital Manager can intervene to manually adjust the attribution before consolidating the final attribution results.

DASHBOARD REPORTS

The Digital Manager can access the various dashboards of recorded data (including non-consolidated data) to examine trends and make decisions to optimise investments and digital traffic acquisition.

DYNAMIC REPORT SHARING

Thanks to the integration with GDS (Google Data Studio), the consolidated data is available for analysis and can be used to produce dynamic reports. A range of pre-configured and customisable reports are available to anyone authorised by the Digital Manager. Using these reports, filters can be applied and historical and trend reports can be produced.

Vision is *catchy*



A vertical decorative bar on the left side of the slide, featuring a dark background with various geometric shapes in shades of orange, red, and teal.

General structure

Problem

Solution

How it works

Benefits

Revenue model

Target & market

Metrics

Competition

Team

1. Pitch

Content

Speech

Slides

Standing



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General structure

Intro

Problem

Solution

How it works

Benefits

Revenue model

Target & market

Metrics

Competition

Team

CTA

Make a good intro

- State a shocking fact (or number)
- Use quotations
- Tell a story – or trend
- Use comparisons
- Provoke them
- Introduce an 'historical' event

Close with a CTA

Need



**We are looking for
an advisor that can
boost the
internationalization
of our business.**

We are looking for
Partnerships

Renovation companies
Real-estate brokers
Architects & Designers

Large organizations
with frequent relocating
needs of their employees

Your pitch
Can stand alone

Your pitch
Has a rythm

SAME # OF WORDS PER SLIDE



Your pitch
Has different *tones*



Techniques

Mind the flow

Logic helps you and others follow you
Memorizing boosts your confidence

Techniques

Chaining

Use the same word to link two slides



1. Pitch

Content

Speech

Slides

Standing



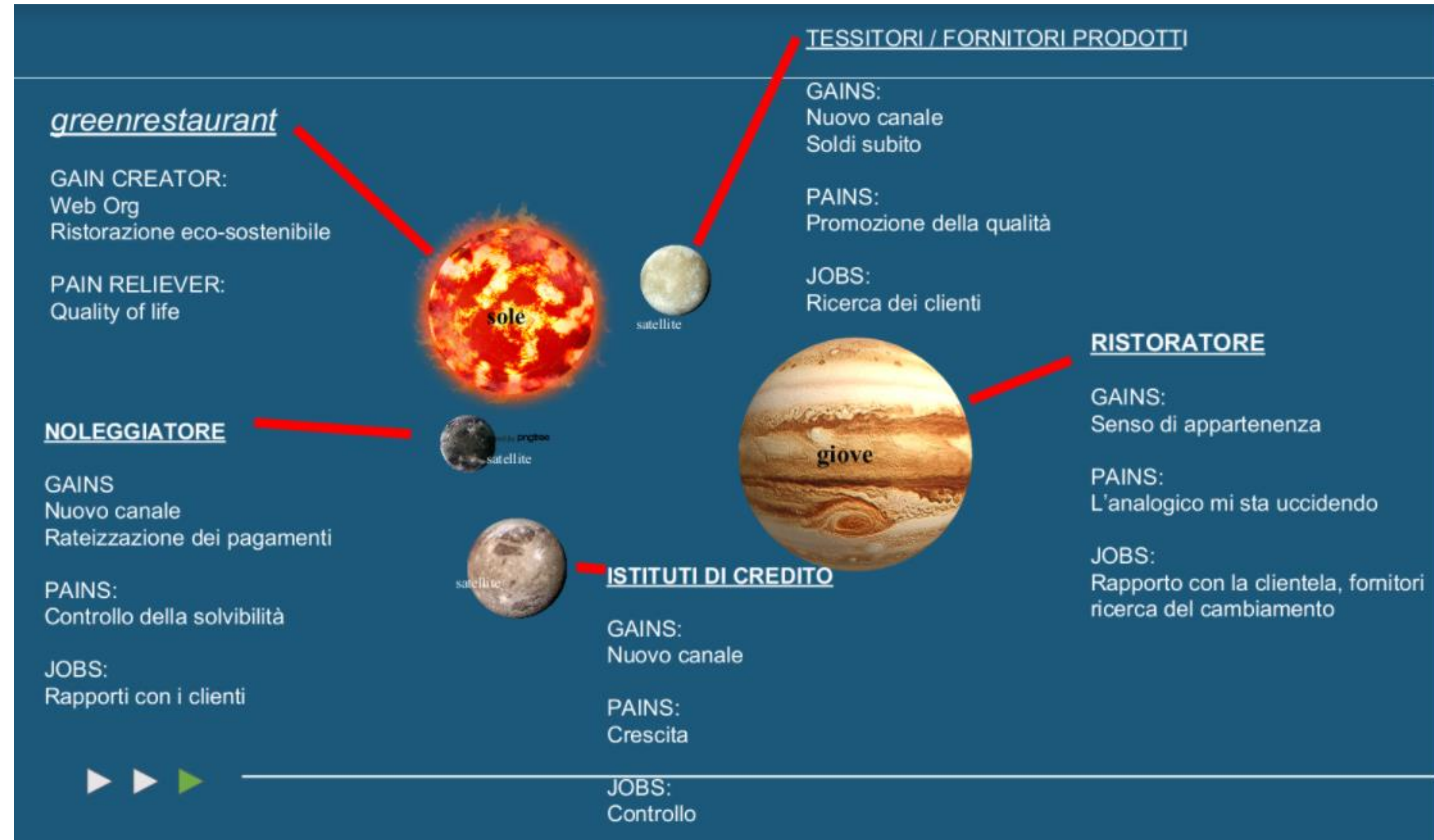
Slide design

LESS IS MORE

A presentation deck is different from a reading deck

Slide design

Nobody needs that



Slide design

One single concept per slide

Few words

Evocative **images**



Structure

Title

Our vision

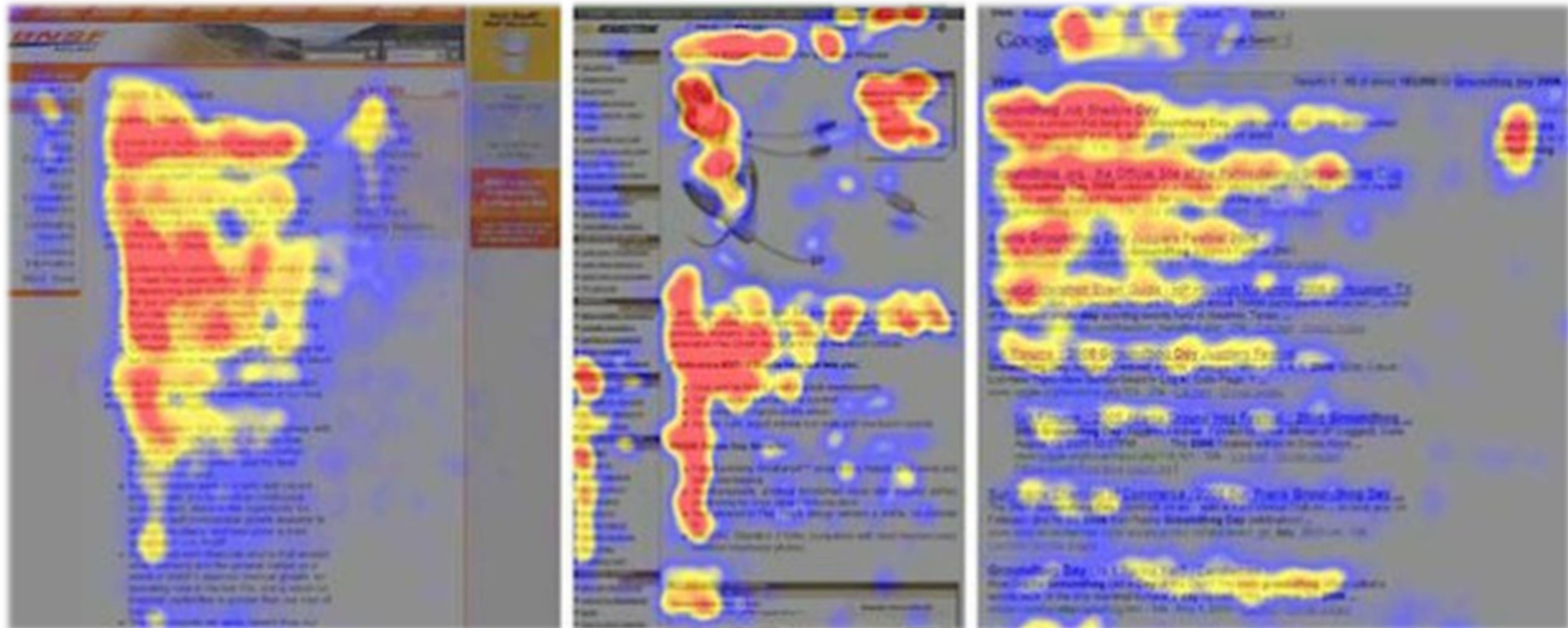
Body

MAKING TECHNOLOGY MORE
HUMAN

Icon or photo



Reading pattern



Reading pattern

Examples

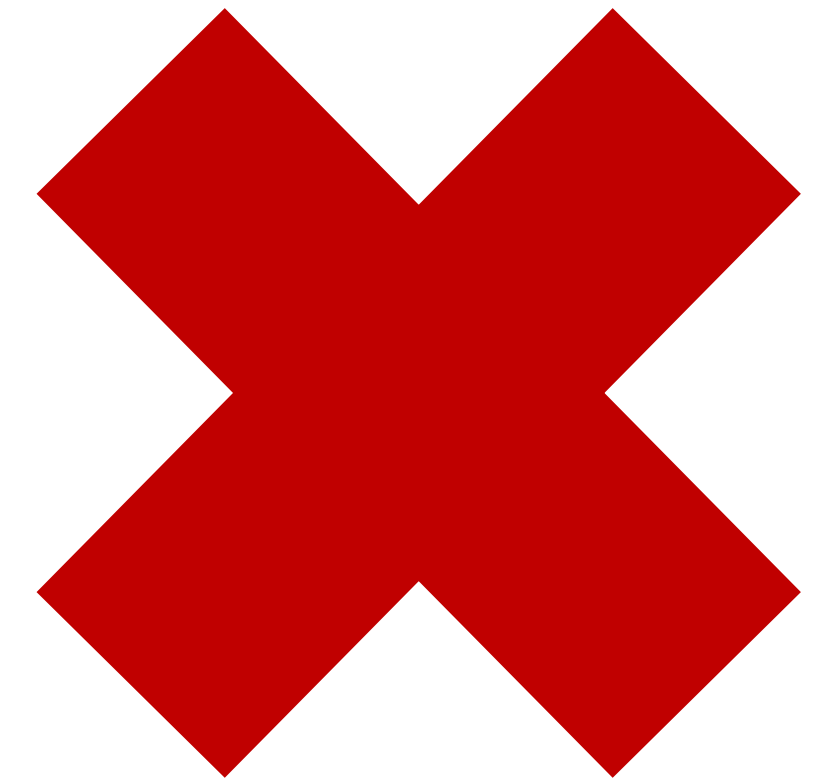
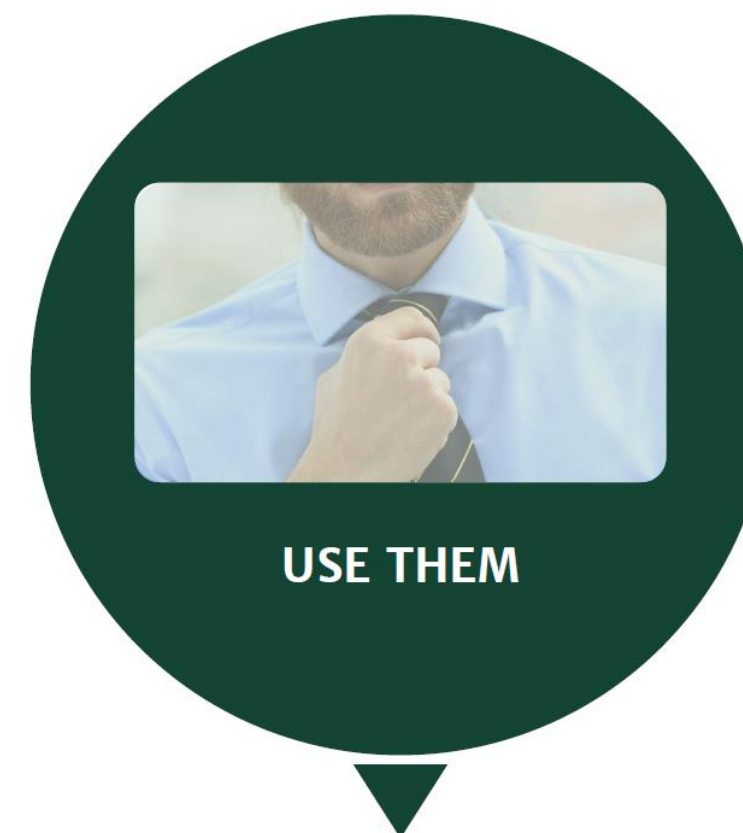
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1



3



Reading pattern

Examples

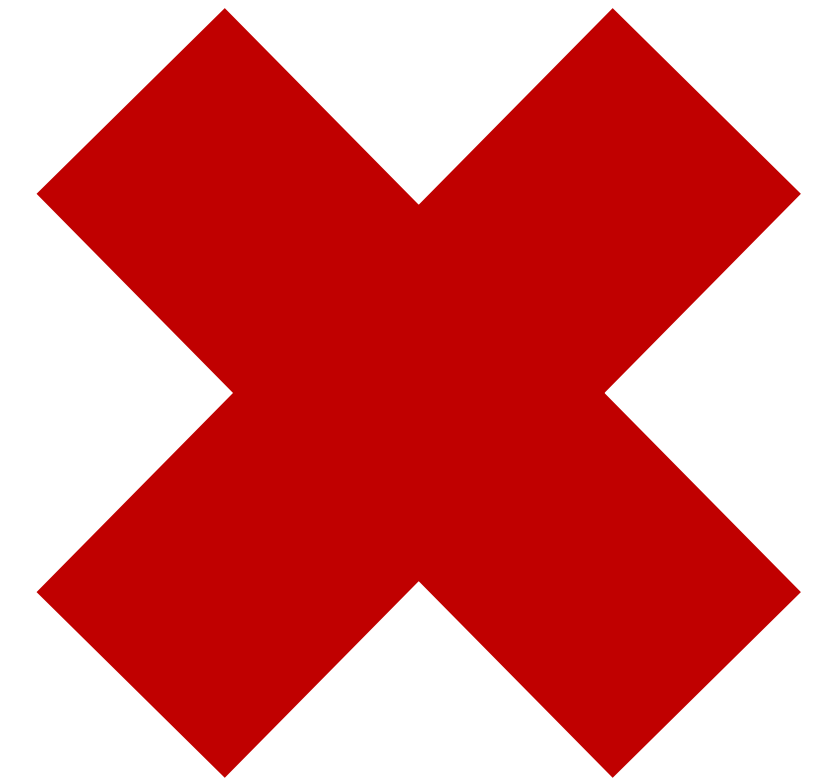
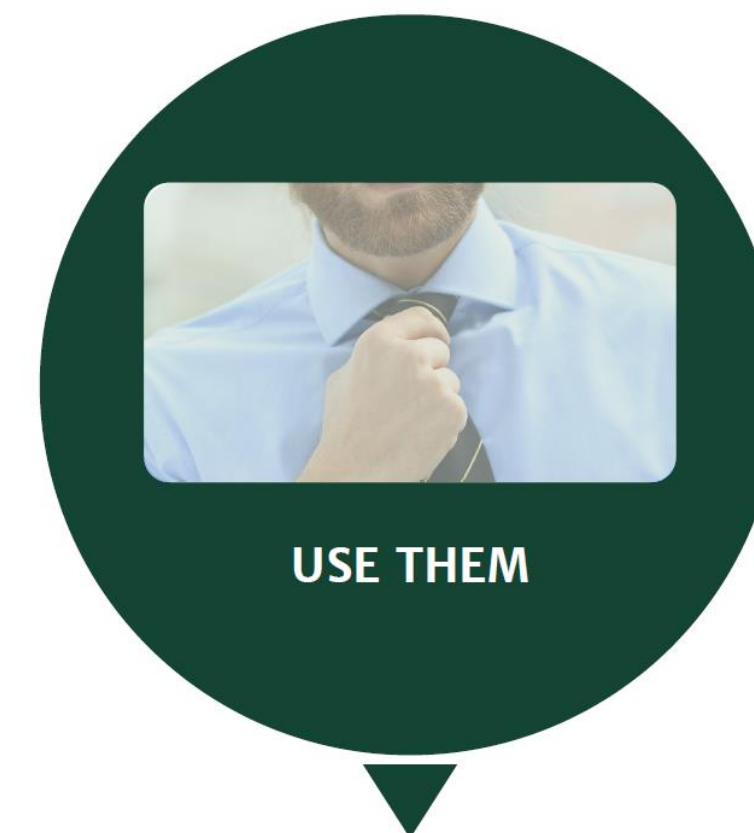
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2



3



Reading pattern

Examples

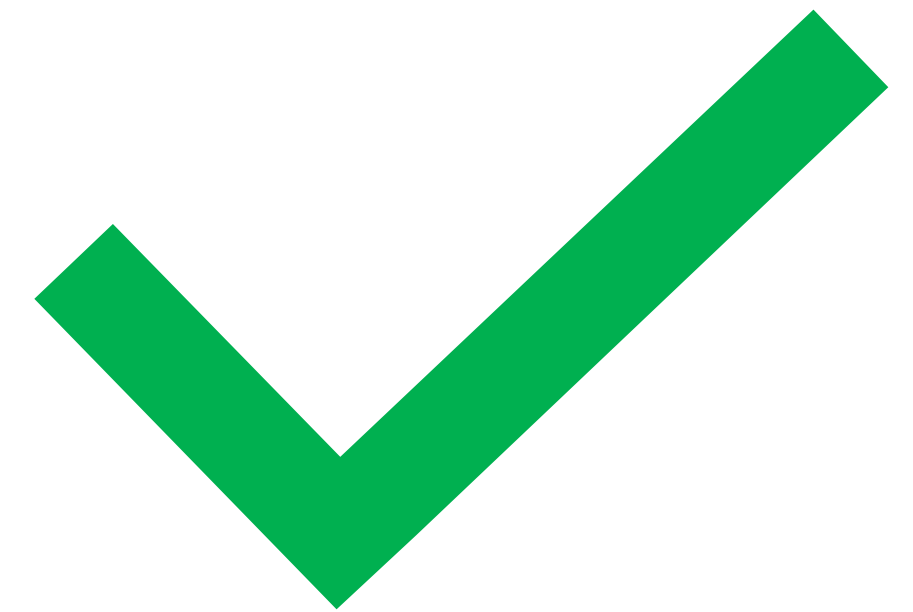
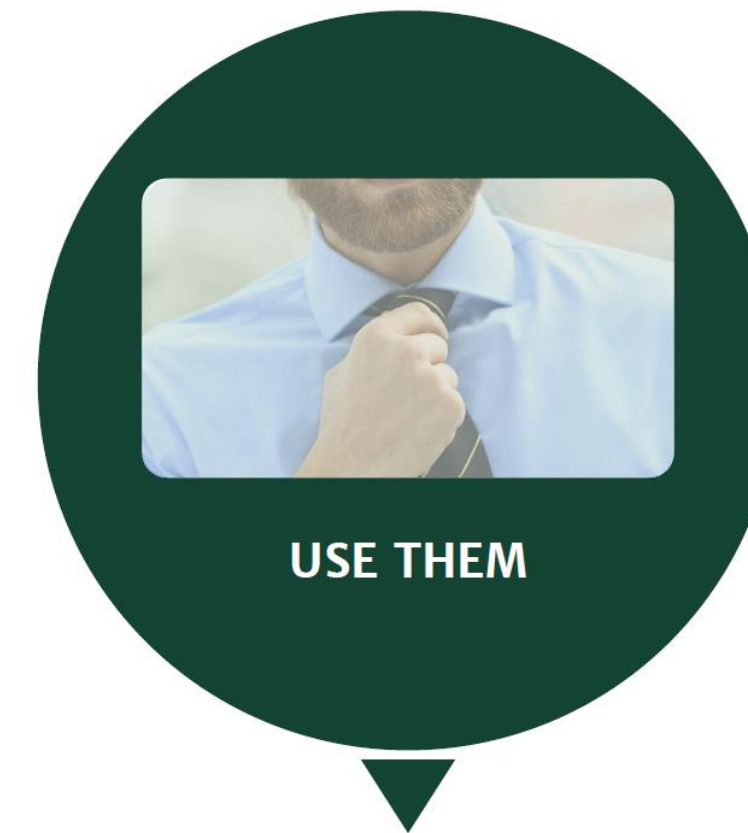
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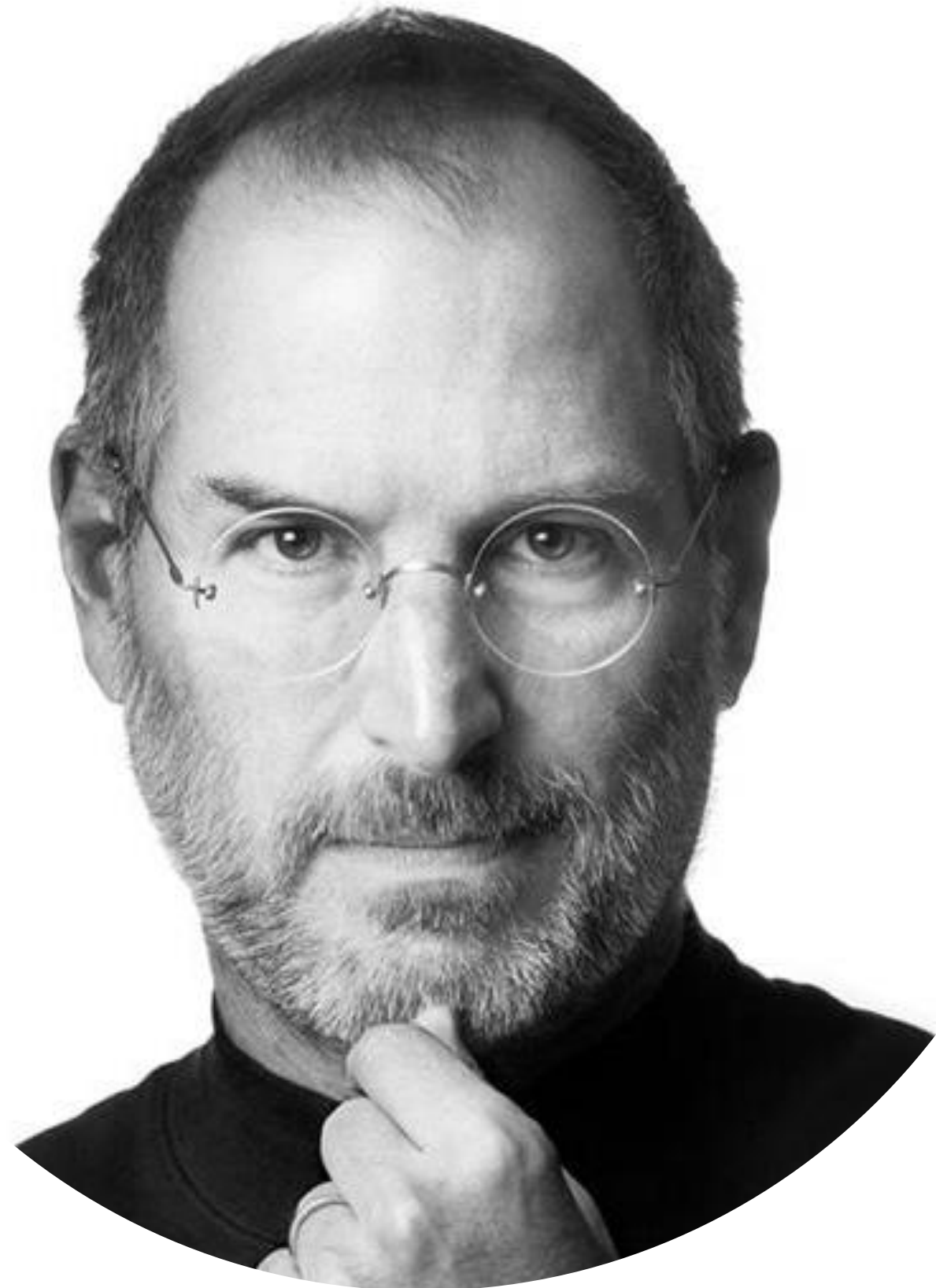
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3



Be a perfectionist



I've also found that the **best companies** **pay attention to *aesthetics***, it communicates something about how they think of themselves, **their sense of *discipline in engineering***, how they run their company

(S. Jobs)

Consistency

1



Rule of

1

1
font

1
animation style

1
small set
of colors

1
approach

Trust the contrast

HELLO

HELLO

HELLO

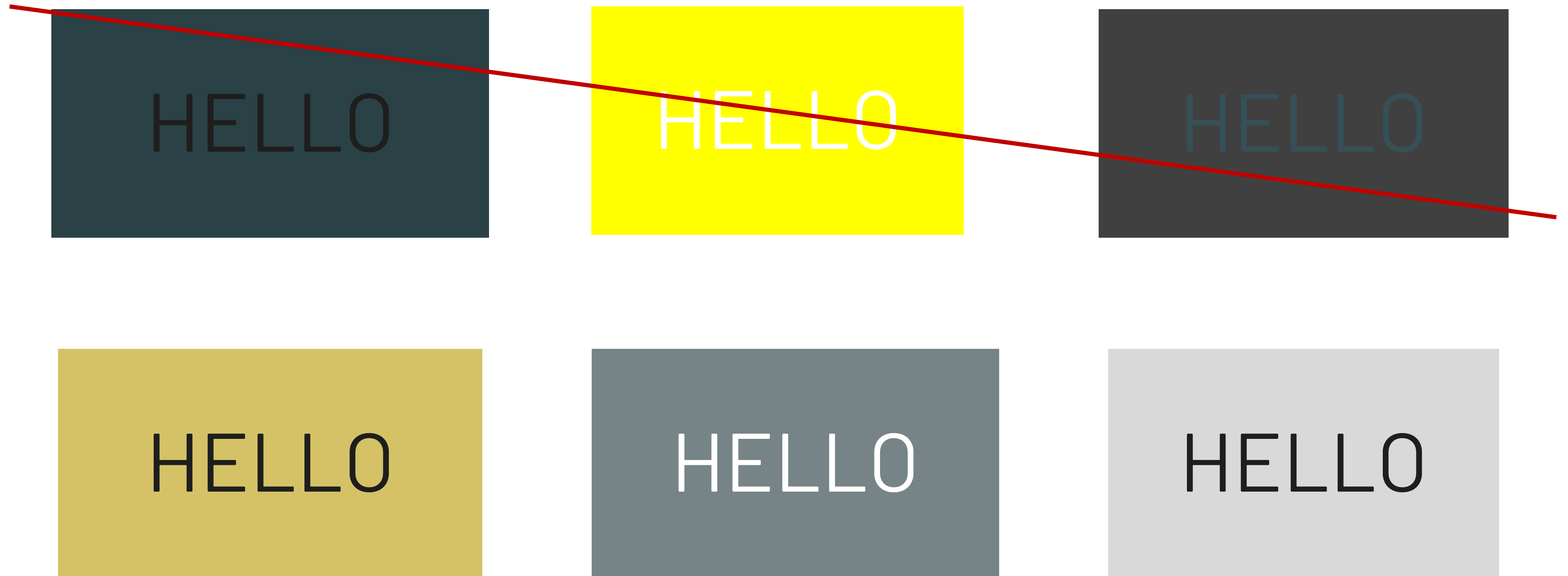
HELLO

HELLO

HELLO

Trust the contrast

In the right way



Typos

Everyone will notice them

Business goal

Sneek Peach #3

Our Traget Market

Presentation Format

PDF

PPT and Keynotes for backup

Presentation
Name

Date_Topic_YourName

Presentation **Video**

NO

Pitch Slides



Best practices

Presentation Cover

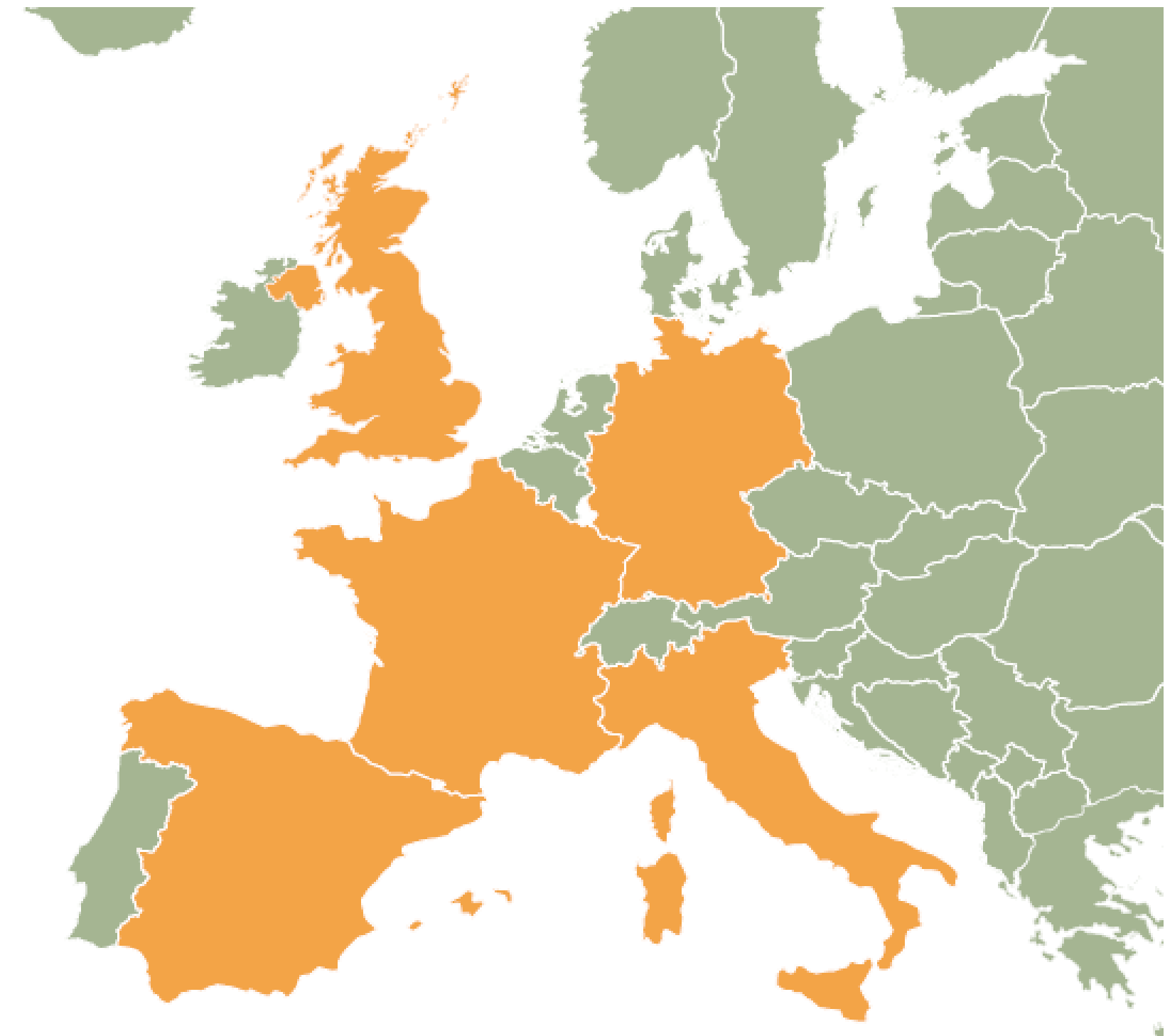
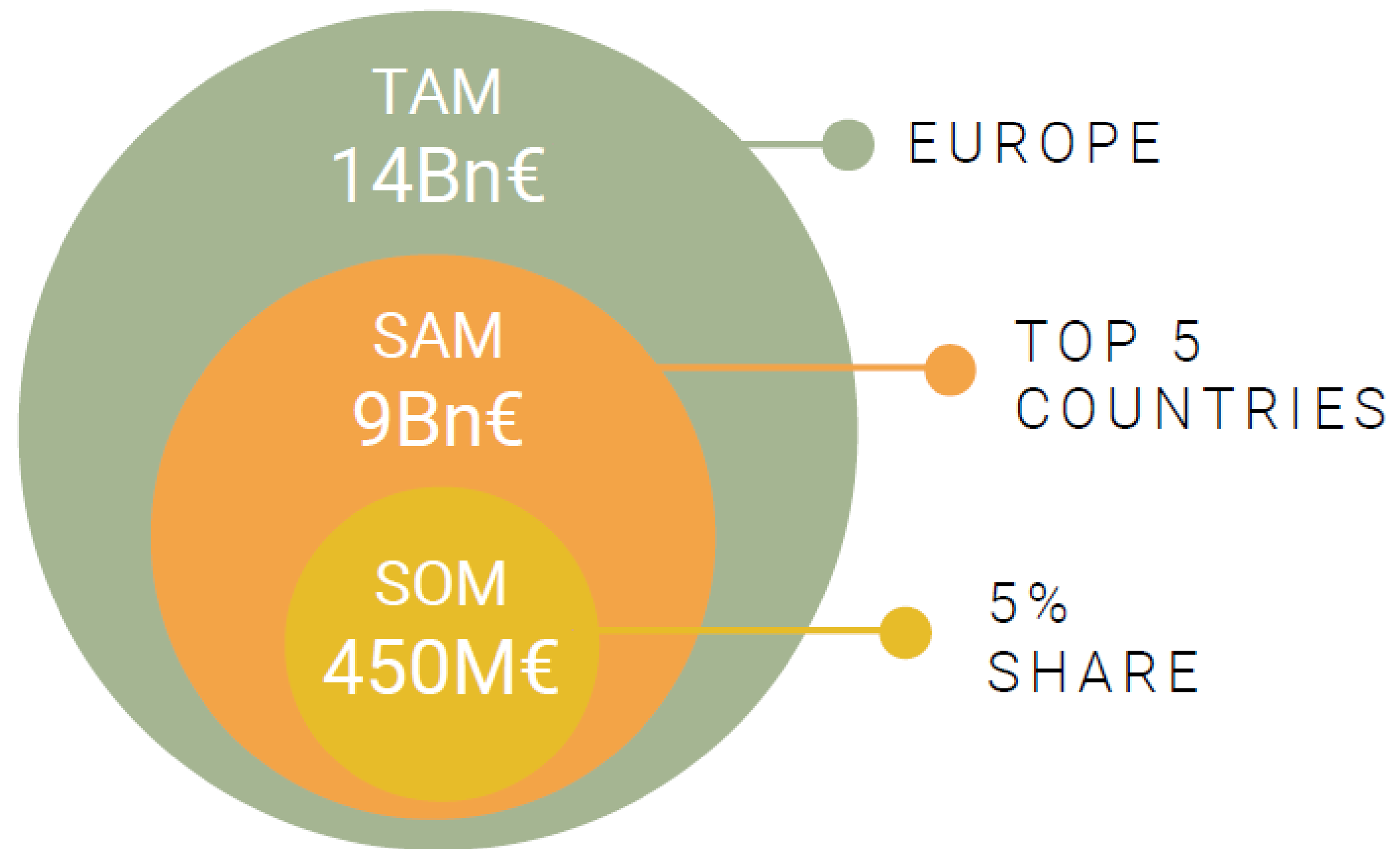


ICEBREAKER



FOR FOLLOW-UP

Market



Competition #1

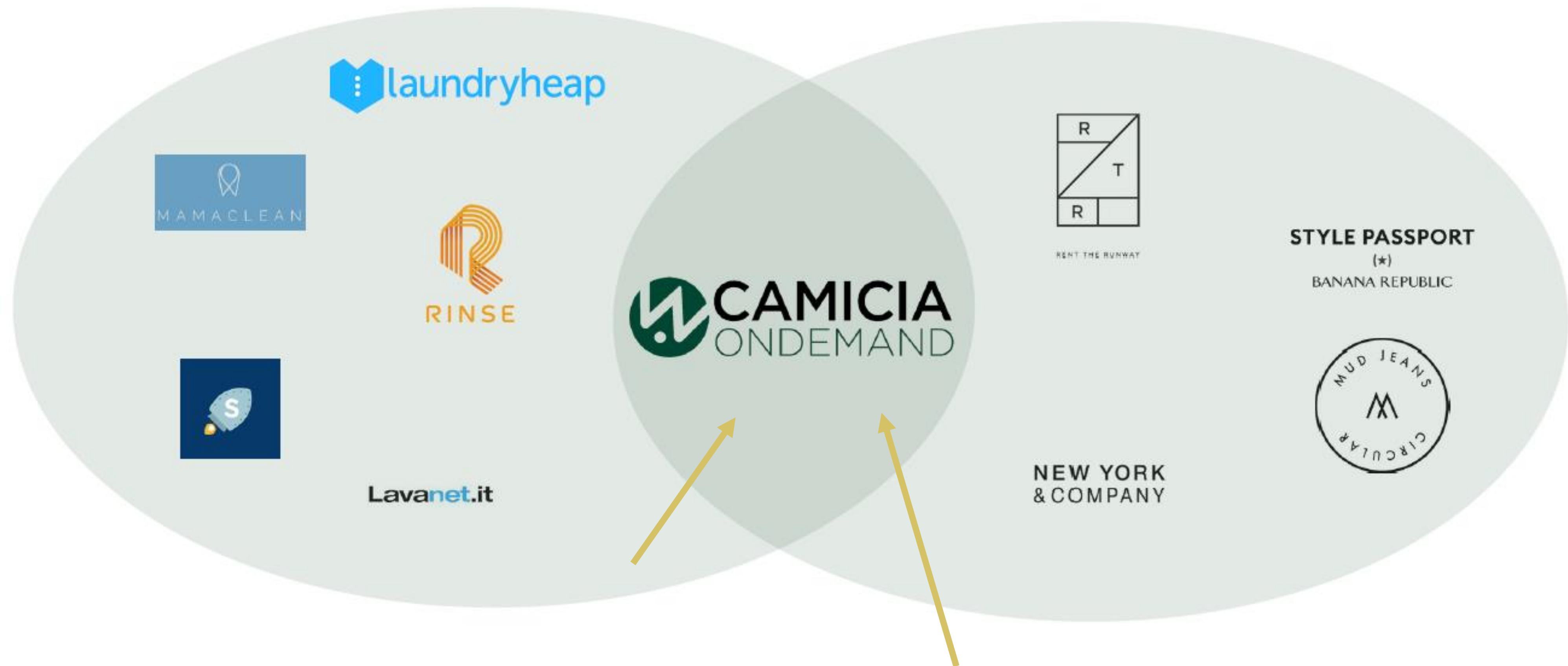
Emotiva vs Competitors



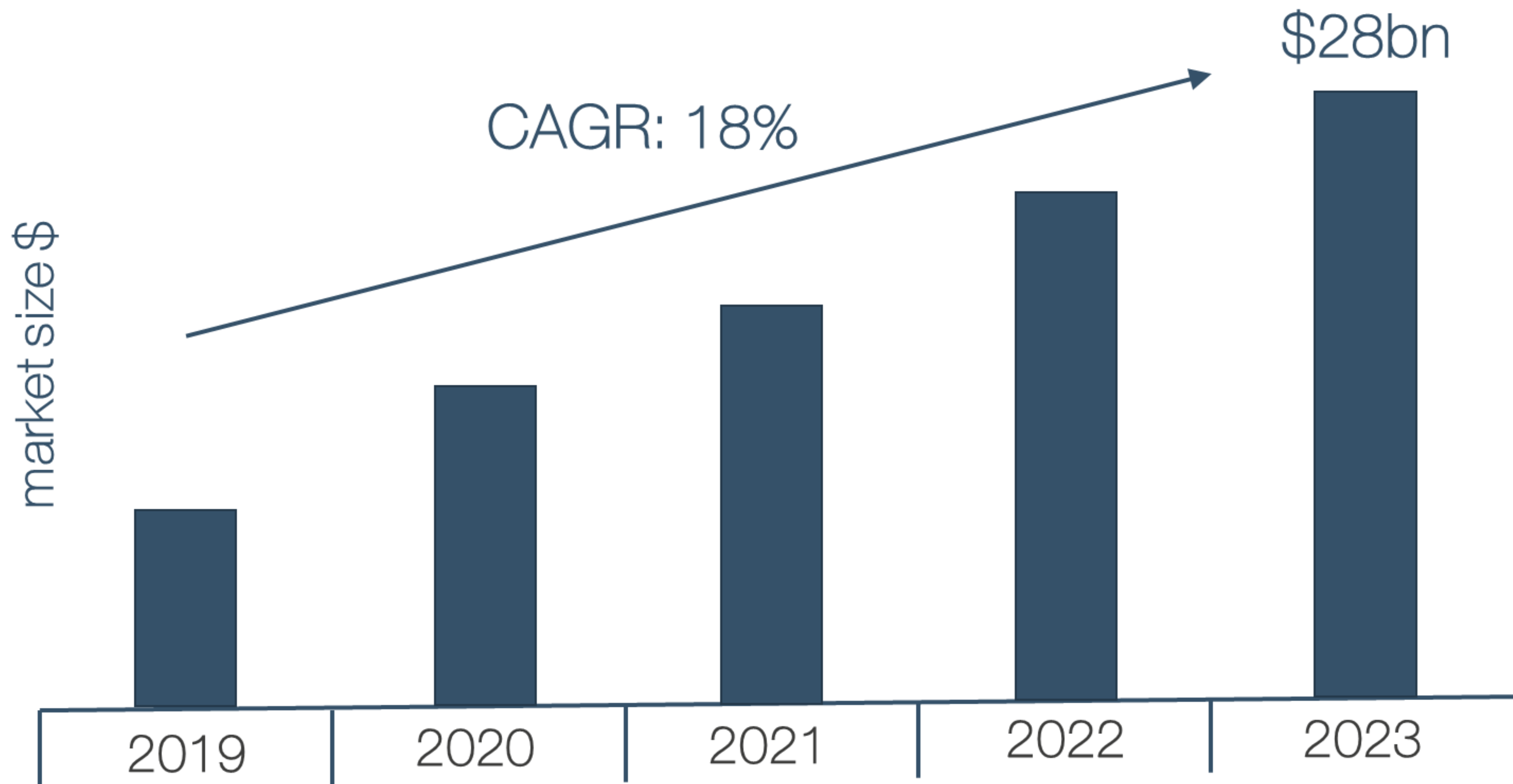
Competition #2

ONLINE LAUNDRY SERVICES

ONLINE RENTAL CLOTHING



Numbers Growth



Numbers

More metrics

METRICS

During Acceleration

€1.8K

Monthly Recurring Revenues

€300

Customer Acquisition Cost

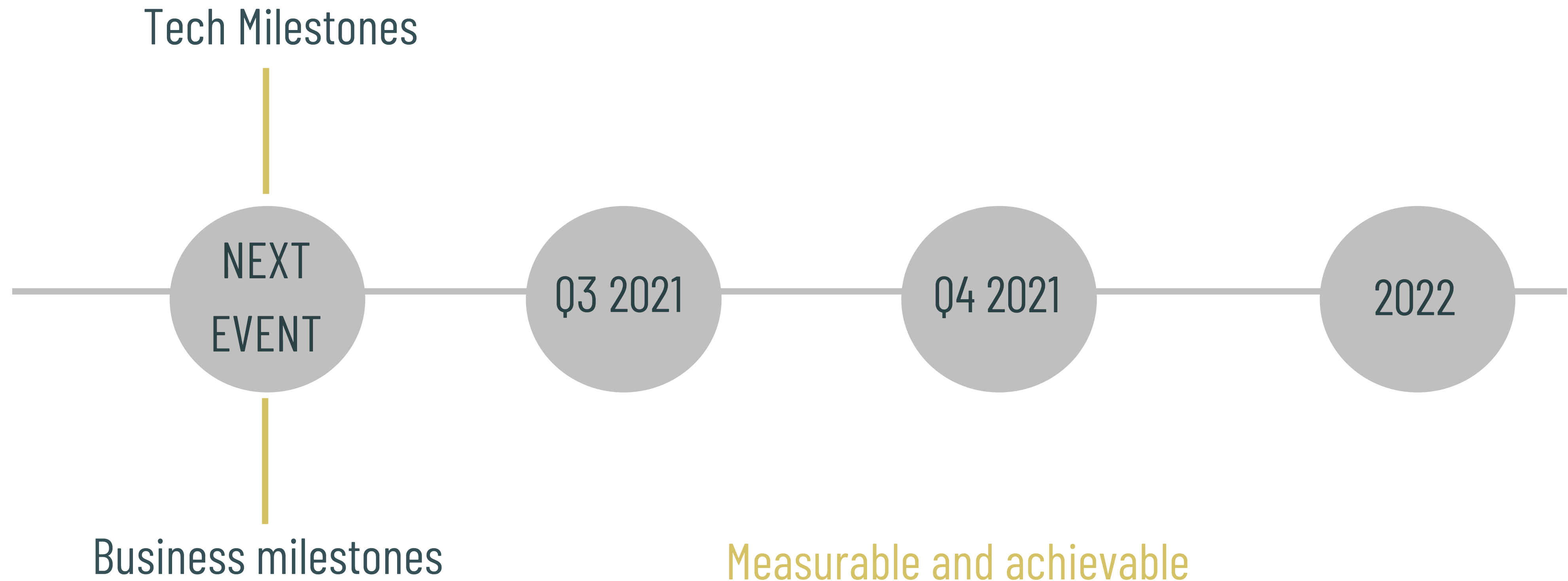
8

Clients

€5.8K

Estimated Life Time Value

Roadmap



1. Pitch



Content

Speech

Slides

Standing



A modern lecture hall or auditorium with a dark, geometric ceiling featuring numerous triangular and rectangular panels. Several large, circular pendant lights hang from the ceiling, casting a warm glow. The walls are a light, neutral color, and there are arched windows on the left side. The floor is made of wood with a herringbone pattern. Rows of colorful chairs (teal, orange, and grey) are arranged in the room, facing a stage area at the front. The text "IT'S A MATTER OF ATTITUDE" is overlaid in the center of the image.

IT'S A MATTER OF ATTITUDE

A man with a beard and glasses, wearing a grey pinstripe suit, white shirt, and red tie, is shown from the waist up. He is holding a black smartphone in his right hand and has his left fist raised in a celebratory gesture. His mouth is wide open in a shout or cheer. A black messenger bag is slung over his shoulder. The background is a blurred cityscape with buildings. The text "Let us know that you are" is in a white sans-serif font, and "HAPPY AND EXCITED" is in a larger, bold, white sans-serif font, both centered over the man's chest.

Let us know that you are
HAPPY AND EXCITED

Voice tone

Clear,
Strong,
Passionate,
Confident



Non verbal communication

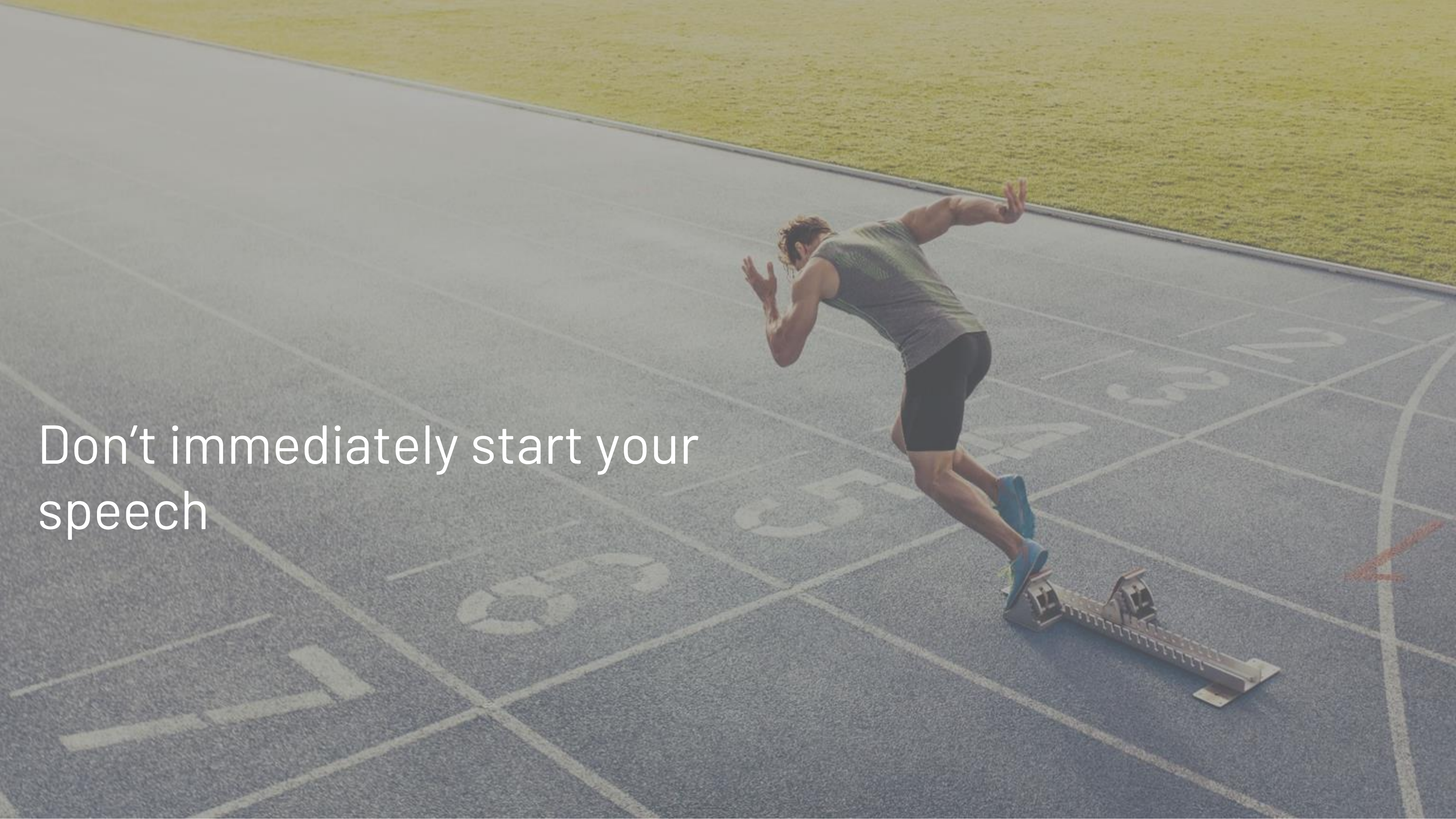


It represents
2/3 of all communications



A man in a grey suit and light-colored trousers is running to the right, carrying a laptop. He is in a surreal, digital landscape with a blue and green circuit-like ground and a hazy, blue sky. The overall mood is one of urgency and anxiety.

This communicates anxiety



Don't immediately start your
speech

Don't move





Or at least, do it **slowly**



Never show your back



Keep the eye contact



Use your hands



A diverse group of people, including men and women of various ages and ethnicities, are shown in a crowd, all smiling and clapping their hands. The image has a soft, slightly desaturated color palette. The text is overlaid on the left side of the image.

If possible, make us laughing
(With you, not about you)

Clothes

Wear as expected



Clothes

Wear as expected



GOING VIRTUAL



Different tool

Same rules

GOING VIRTUAL



Different tools

Test them



GOING VIRTUAL



The part of
my room
that is visible
in the zoom
call



The rest
of my
room

Mind the
background

GOING VIRTUAL



Check mic
and video

Build your Pitch

Content

1. Define concepts

Speech

2. Structure a flow that follows
a storytelling

Slides

3. One slide, one message
explained clearly

Standing

4. Ask for feedbacks



2. QA Session

15'

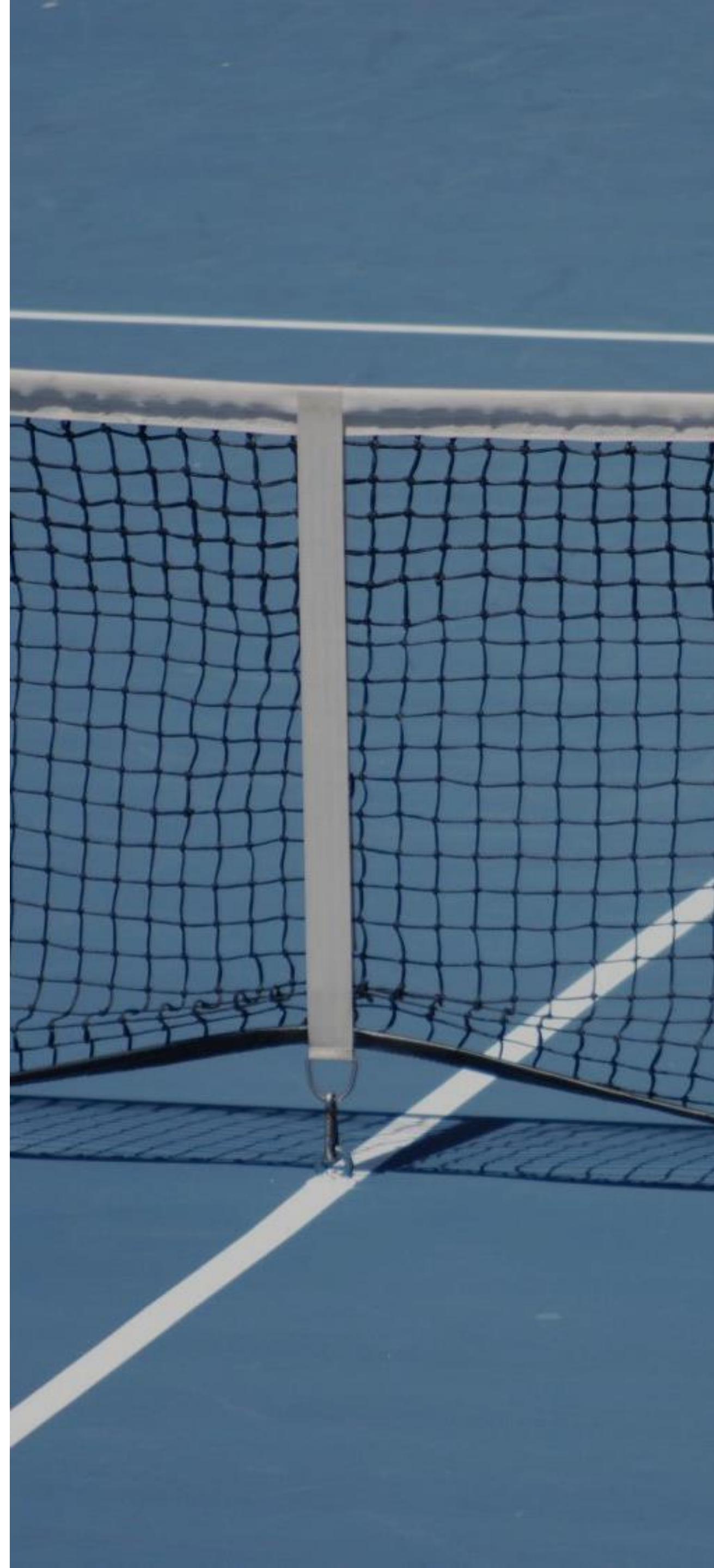
Eventually
you can use
slides



Approach

Tennis lesson

Keep the **centre**
and involve the audience



QA Best practices

Understand questions

They are – almost – always the same

QA Best practices

Answer concisely

Sharp is always a good idea

QA Best practices

Don't reply to **feedbacks**

Smile and thank

QA Best practices

One team member **keeps track** of every
question

Best practices



Follow-up

Even if online



Visualize yourself



**Videotaping
Helps a lot**



The secret

of a great presentation

MEMORIZE THE FIRST
90 SECONDS

The secret

of a great presentation

MEMORIZE THE FIRST
90 SECONDS
AND YOUR CLOSING

The secret
of great performances

PRACTICE
PRACTICE
PRACTICE



The secret of a great speaker



Thanks

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