

# Your success pitch. □

**Convince others of your idea**



# Your success pitch. □

- 08** — Take a closer look at your pitch
- 10** — Elevator vs. Investor Pitch
- 14** — What do investors expect from your pitch?
- 20** — Pitching done different
- 22** — Five tips for your convincing pitch

# How to use this booklet?

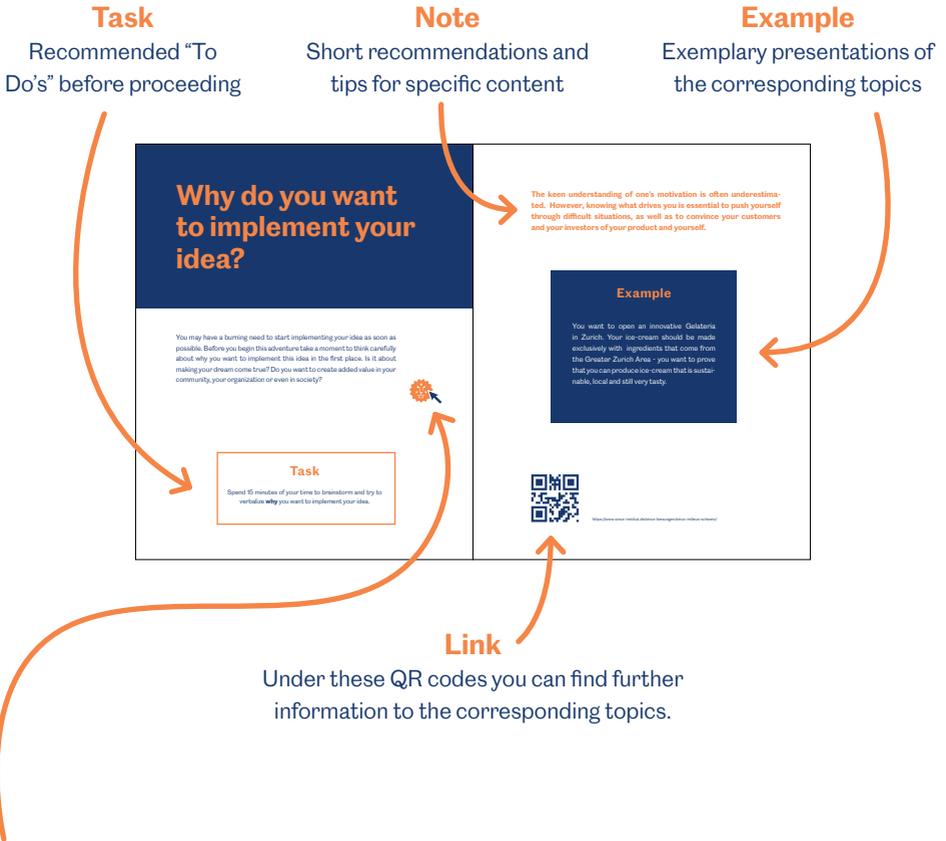
— This booklet is a part of the Bluelion Incubation Series. Each booklet deals with a specific topic that startups will have to face during the development of their ideas. The brochures follow a proven innovation process. We suggest approaching them in the recommended order. Of course, the booklets may be applied individually and independently of each other.

Each booklet guides you through the basic components of the (respective) topic and shows you the goal of the corresponding phase via various milestones. Consider the description of the process and the milestones as guidelines. Each idea is different and requires a distinct approach and prioritization.

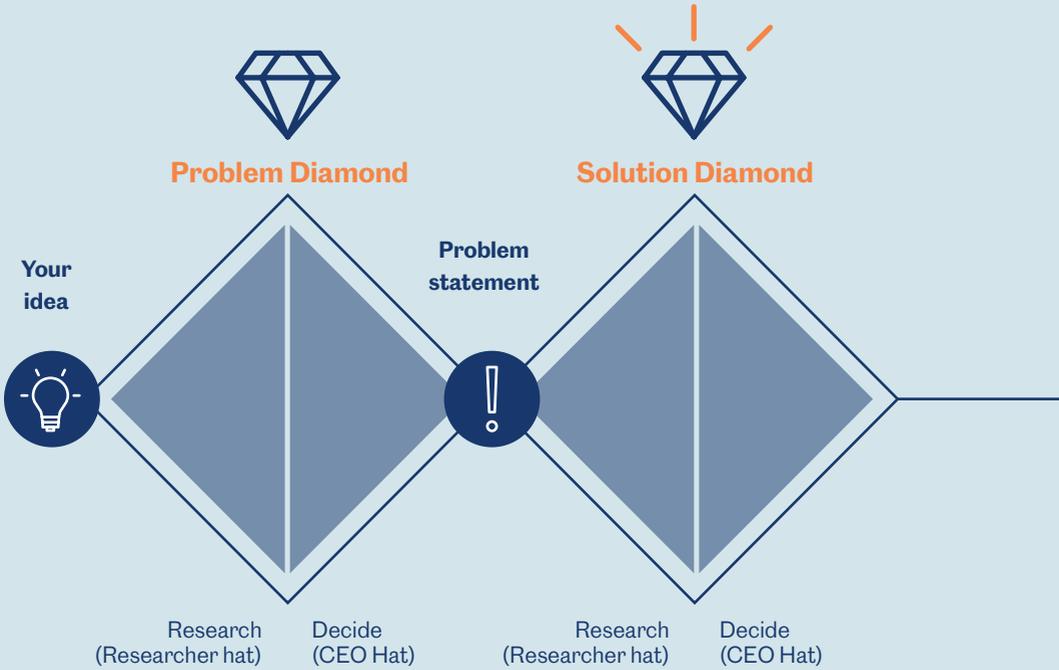
These booklets attempt to provide some orientation in the often rather blurry process of innovation development. They are neither perfect nor complete but still provide you a good overview and a golden thread to hold onto. The overview of the relevant topics and the sketching of the individual methods and tools are complemented by Bluelion's incubation services.

On the following page, you can find a short description of different elements that you will encounter in the course of the booklet.

# What is the structure of this booklet?



**Digital Toolkit:** all the models and tools described in the booklet are available online: [www.bluelion.ch/services/toolkit](http://www.bluelion.ch/services/toolkit). In the toolkit, you will also find other helpful tools, as well as access to chosen platforms that can help you with the visualization and prototyping of your idea. **The symbol**  in the booklet indicates that you may find additional material to the current topic online.

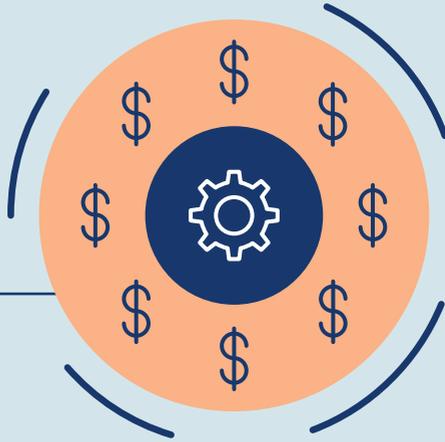


## Harvest the Fruits of your Labor

There are a couple of must-haves that every entrepreneur should bring along: a brilliant idea, perseverance and a promising pitch to convince others of your brilliant idea. If you have decided to transform your idea into a lucrative business, sooner or later you will have to persuade potential investors. The pitch is a short presentation of your business idea in a nutshell. The aim is to make new customers, investors or stakeholders excited about the idea.

During customer interviews, when obtaining informal feedback or in case you meet with investors. You'll need a pitch for each of these situations. In the following, we will describe the most common pitch formats. Going further, we explain the structure of the most frequent pitch format, the investor pitch. At the end, you can find a couple of tips on how to convince investors of you and your idea.

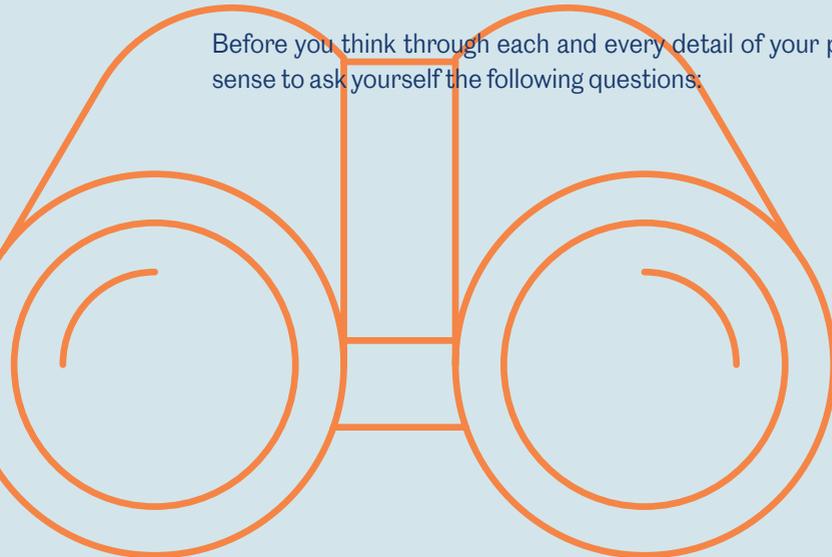
**Your  
solution**



# Take a closer look at your pitch

— A room full of investors, a short elevator ride with a potential customer or a tea party at your grandma's. There are different situations and above all different audiences, to whom you will pitch your idea. Be prepared for anything, because every opportunity to present your idea to someone is helpful.

Before you think through each and every detail of your pitch, it makes sense to ask yourself the following questions:



## **Listeners**

- **Who is your audience?**
- **What is the knowledge level of your listeners?**
- **What does your audience want to know about your idea?**

## **Conditions**

- **What will be the setting of your pitch?**
- **How much time do you have?**
- **What (technical) medium can you use for your pitch?**

## **Goal**

- **What is the overall goal of your pitch?**
- **What is your key message?**
- **How do you expect your audience to react?**

# **Task**

Task: Answer the following questions concerning the next pitch situation

# Elevator vs. Investor Pitch

— Depending on who your counterpart is, how much time you have available and what intentions you are pursuing, there are different pitch formats. The two most common ones are the elevator pitch and the investor pitch.

## ELEVATOR PITCH

Despite its name, the elevator pitch has little to do with an elevator. It originates from the idea that an employee has the chance to pitch an idea to his supervisor during an elevator ride of 30 to 60 seconds to convince him or at least make him curious about it. The crucial point is the first impression and the ability to «sell» your idea at the right moment, to the right person in a concise and interesting format.

This is how a good elevator pitch looks like:



<https://bit.ly/1hytn8J>



# WOW HOW NOW

## Strategy for your pitch

The «Wow How Now» strategy often accompanies the elevator pitch to provide for more structure. Yet, it works just as well with longer pitches.

### WOW

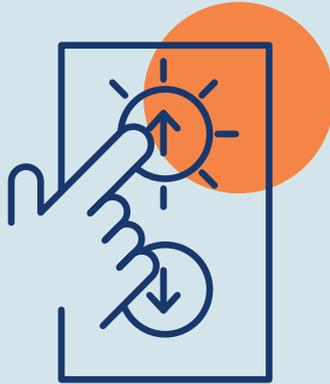
Start with a catchy intro. It can be humorous, impressive or surprising. No matter how; the main thing is that you manage to cast a spell over your listeners immediately. For example, you can start with a witty or exciting fact that matches your idea thematically. Or you can use quantitative statements for a wow-effect: «every user looks at the smartphone 88 times a day on average. We can profit from that. I will show you how.»

### HOW

Have you made your audience curious? Then it is time to explain which problem you've encountered and how your solution can solve it. Put your idea in a nutshell, so that in the end, everyone understands it. Use an analogy to help you deliver your core idea briefly: «I do the same thing as Dileveroo, only with toys.» And don't forget about the unique selling point.

### NOW

The «Now» can include a lot. Do you already have a couple of progress indicators? Here's your chance to present them. Or, maybe, an exciting story from a customer interview? Share it with your audience. The «Now» can also be a call to action, to invite your audience to act. For example, you can ask listeners for e-mail addresses, so that you can inform them instantly, as soon as your idea goes to market.



## Task

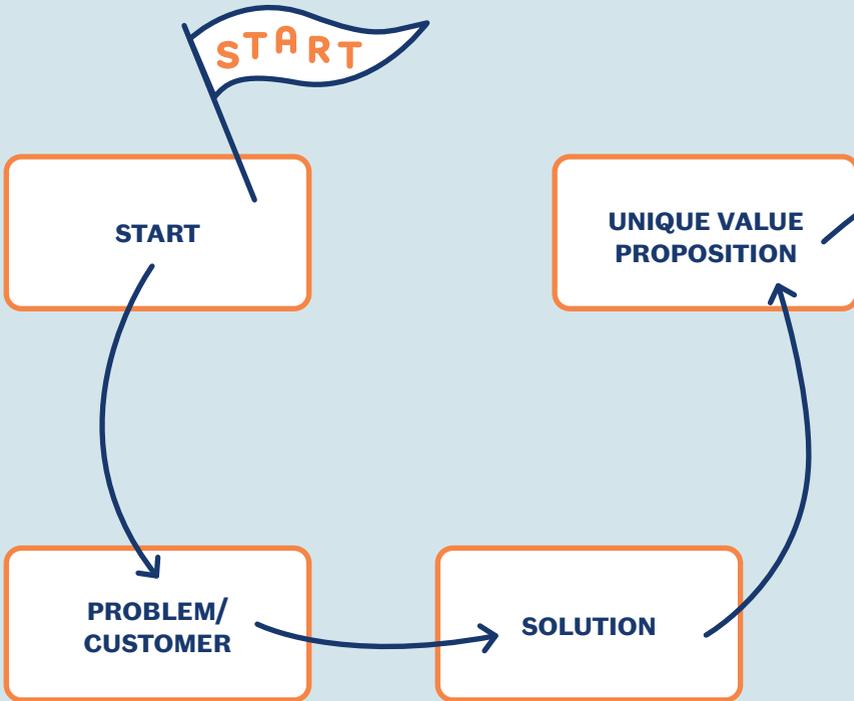
Think about how your elevator pitch should look like and find an elevator closeby for a short practice.

---

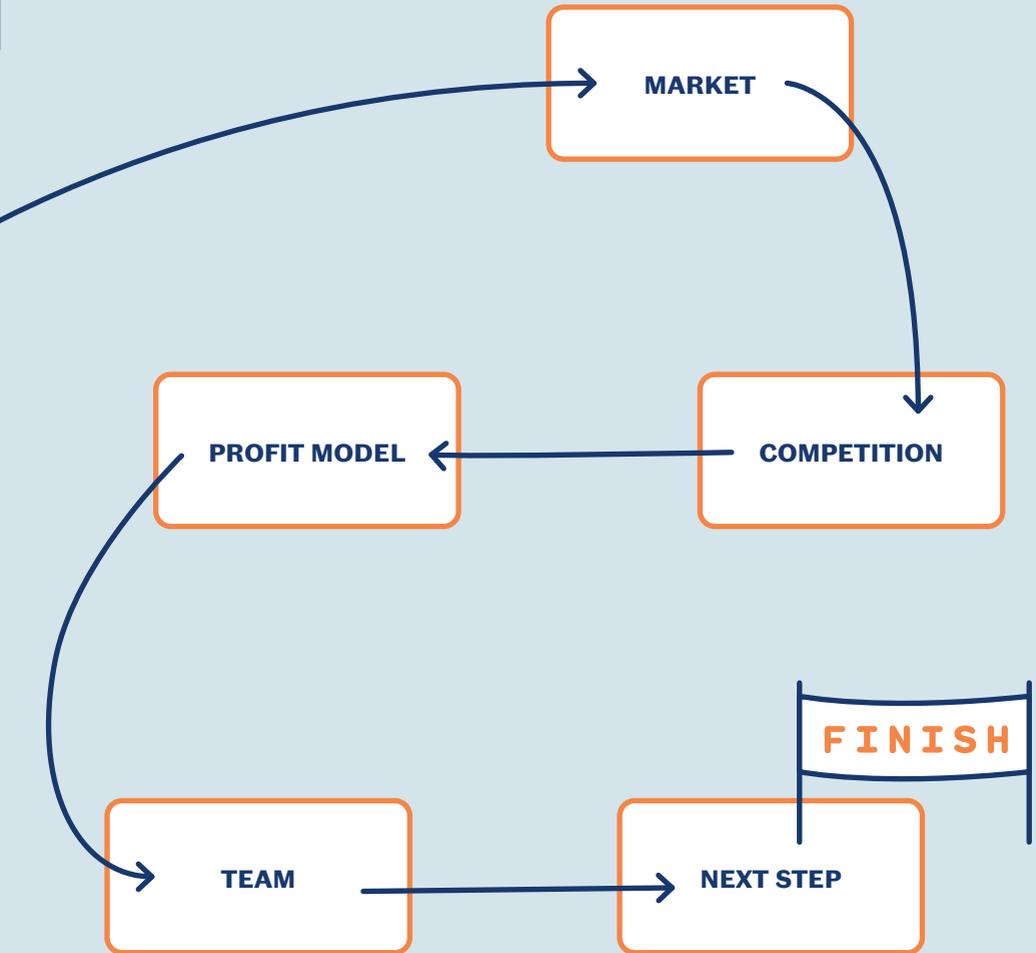
# INVESTORS (BUSINESS) PITCH

The investor - or the business pitch - can be viewed as the most important pitch formate, as it determines whether you'll get an investment from business angels (early investors) and / or venture capitalists (late-stage investors). In comparison with an elevator pitch, with this kind of pitch you have more time at your disposal (mostly from 7 to 20 minutes).

# What do investors expect from your pitch?



There is not ONE variant of how the investor pitch should look like. However, there is a common scheme, that is usually preferred by investors, venture capitalists and those, who've already heard countless pitches. This scheme is based on the elements of your business model, that you have developed. It roughly consists of the ten following aspects:



## Start:

Cast a spell on your audience right from the start. Find a fitting title for your idea and start with that name. You can use your uvp as the subtitle. With a creative start you will manage to fascinate your audience immediately.

Video with tips for a great pitch start:



<https://bit.ly/2Oyo7mU>

## Problem/customer:

For every good idea there is a matching problem. Point that out and prove that you address a «painful» point of your customers. Bring the problem closer to the audience by making it tangible. You can do this by, e.g. using pictures, metaphors or stories. Do not forget your customers! Who exactly has the problem? Everyone should have an accurate picture of your customers during your pitch.

## Solution:

Give a brief and clear presentation of your solution and highlight its central features. In case you work with pictures, continue with the stories or the metaphors that you had prepared for the problem slide. Do you have Deliveroo for toys or Tinder for apartment seekers? The comparison will help you to shorten long stories. At this point you can also show developed prototypes to help you explain your solution.

## **Unique Value Proposition:**

Repeat your unique value proposition. Why is your solution better than others? Also show, why this idea is unique? and difficult to copy (unfair advantage). This slide makes it clear why it's you who will win the market and not your competitors.

## **Market:**

How big is your total market? Display its size with the help of the top-down market analysis. Give your audience a clear picture of the potential of your approach. For two-sided markets, both markets should be listed (supplier / buyer).

## **Competition:**

Who is your competition and how do you position yourself compared to them? Demonstrate that you've done your homework and know your competitive environment. Here again, promote the benefits of your solution.

## **Profit model:**

What is your idea's added value? Explain how you want to earn money or generate non-monetary benefits to your organization. How does your profit model work? Why have you chosen this model? Ideally, show the different possibilities of how you can earn or save money.

## **Team:**

What is the structure of your team? Who shares your vision? If you work alone - who do you want to recruit in the future and what skills do you need to push your idea? Explain why you are the right person to implement your plan.



**During the investor pitch, many investors pay particular attention to the team constellation. Do they have trust in your team's capability when it comes to implementing your idea? Does the team have the necessary visionary thinking and are their motivation and resilience on spot? Are all the required competencies represented in your team (heterogeneity)? The motto goes: it is better to have an ordinary idea with an extraordinary team than vice versa.**

### **Next Steps:**

Which milestones do you want to reach in the next 12 months? What financial resources do you need for the next phase? Your following steps should present a clear roadmap and leave no doubt on how you will use the investment.

Checklist for your investor pitch:

- Start that whets the appetite
- A problem people sympathize with
- Customers that everyone can picture in their mind
- A solution that everyone understands
- A unique value proposition that sticks
- A market where everyone sees potential
- A competition that you know better than yourself
- Profit model that everyone can understand
- A team, everyone would invest in right away
- Next steps that show where the journey should go

The following video explains the elements mentioned above from the investor's point of view



<https://bit.ly/2QIRdY7>

**This sequence and content are the most common variant of the investor pitch. But you know best which aspects of your idea are most convincing. Focus on the strengths of your concept!**

## Task

Think about how the ten aspects mentioned above look when applied to your idea and make sure you are ready for questions from potential investors.

# Pitching done different

— You are now familiar with the classic investor pitch and know what investors expect from you. Ask yourself how you can package your contents in a way that does justice to your idea and will stay in the heads of investors. It doesn't always have to be the standard PowerPoint presentation. Here are some tips for inspiration:

## Unique Value Proposition:

«Don't say it, show it!» A picture helps to convey visually what you want to say. Often it is more catchy. Also, the text on a slide does not distract from the speaker, and you can create a differentiating feature over the standard pitches. Ideally, you should use one picture a slide, so that the image fills it completely. If a text is necessary, you can place it - well readable - in the picture.

## One-slide pitch:

your whole pitch based on one single slide. In the beginning, your slide is empty and gets filled step by step. Therefore the pitch should develop around a logical structure, preferably along a story. For the development of the slide, you may use text or icons. With this approach, you should try not to put too much on one slide while still having enough information to make the story meaningful. The one-slide pitch is something for pitch professionals, who are easily able to outline the development from the problem towards the business model.

## Go without slides:

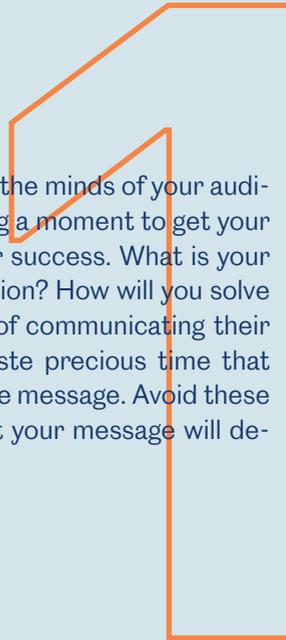
although today it is usual to pitch with the help of PowerPoint or similar software, the conscious rejection of this tool can make a strong impression. However, leaving behind your digital backing requires some courage and a certain amount of presentation experience. Without the slide, the focus of the audience is completely on you. There are also less extreme variations of this pitch form. A possibility: you can sketch your idea on the whiteboard during your speech. A proven method is the so-called «black-slides,» selectively using black slides in your pitch deck with which you can put the focus on you and your content.

# FIVE TIPS FOR YOUR CONVINCING PITCH

Now you have gotten an overview of the foundation to take into account when preparing your next pitch. In the following, you can find five tips on how to convince your audience of you and your idea.

## **TIP.** Send a message

If there is just one message that remains in the minds of your audience - what message should that be? Taking a moment to get your key-message to the point is critical to your success. What is your vision? What is your unique selling proposition? How will you solve the problems of your customers? Instead of communicating their message, many get lost in details and waste precious time that could have been used to deliver a persuasive message. Avoid these mistakes and build your pitch in a way that your message will definitely resonate with your audience.



## TIP. Tell a story

You want your idea and your central aspects to be remembered by your audience? Then work with stories. In contrast to naked facts, stories give meaning to processes and functionality, provide structure to complex correlations and thus help to better understand and remember things. For instance, speak about someone who has the problem that you intend to solve with your idea. Or tell how you came up with your idea. A pitch is a staging that does not only present the central aspects of your idea but is meant to entertain. Create an arc of suspense, combine your story with significant facts that remain in the minds of your audience and use a fair degree of dramaturgy to sell your idea in the best possible way.

## TIP. Address their mind and heart

Your pitch should equally address the brain and the heart since people make decisions based on both. On the one hand, it is necessary that you present knowledge, insights and facts. On the other hand, it is recommended to address their hearts. Integrate emotional elements. Your audience should be able to feel the problem as well as the feeling of relief when you solve the problem with your idea. At the same time, show your passion for the topic. Your audience and potential investors should feel how much you trust your idea - your investors won't be excited about it if they do not see excitement in you.



## TIP. Less is more.

A pitch is a short story, not a novel. Come to the point fast and try not to get lost in detailed explanations. The attention span of the audience - especially when they listen to different pitches - is limited. Keep it short and concentrate on the essential. The design of the pitch slides is also crucial: less is more. Slides are not a manuscript, but a visual guide for the audience. Make sure that every slide is essential for selling your idea. Pay attention to simple and consistent design and use pictures that are only relevant to the contents and make an impact.

## TIP. Be authentic.

What makes investors most interested? You! Besides your idea, you should be convincing as a founder. Therefore it is not rational to pretend or to slip into another role. The aim is to keep true to yourself while presenting a pitch. A pitch, regardless of style, is always a very individualized form of presentation. It is important that the pitch is authentic and you can let the audience feel that you are convinced of your own idea and motivated to implement it. Show passion for your project, no more, no less. A confident and relaxed performance is crucial.



## **The most important takeaways from this booklet:**

A pitch is not the same as pitch. Setting, audience, and aim of the pitch have a massive influence on how you present your business idea.

Good pitching is an art in itself and often a tightrope walk. Find your own mix between emotions and facts, as well as between expectations and surprises.

Regardless of what your plans are, be authentic: in an artificial role in which you don't feel right, you won't convince anyone.

This is the last booklet of the Bluelion Incubation Series for now. However, the booklets will be developed further. Stay curious, so that you can soon develop yourself and your business idea even further.

**Your Bluelion Team**

# Literature

Grichnik, D., Heß, M., Probst, D., Antretter, T. & Pukall, B. (2018):  
Startup Navigator: Das Handbuch

Griesbach, D. (2016): Business Design. Revenue Model, Pricing &  
Competition. [Unveröff. Folienset, Hochschule Luzern Wirtschaft.]

Kawasaki, G. (2014): The Art of the Start: Von der Kunst, ein  
Unternehmen erfolgreich zu gründen.

Maurya, A. (2012): Running lean: Iterate from plan A to a plan that works.

99designs (2018): [https://99designs.de/blog/unternehmertum/  
kostenlose-pitch-templates/](https://99designs.de/blog/unternehmertum/kostenlose-pitch-templates/)



# Bluelion

© 2019 **Bluelion Incubator**

Authors: Mayer Miro, Wiedemer Caroline, Zumoberhaus Daniel

Design & Illustration: Bernotti Federico

Other coworkers: Imfeld Claudia, Polini Giada, Senn Anina,

Renfer Christian, Stender Urs, Zeiler Christian, Zimmermann Anja.

---

The book and its parts are protected under copyright. Any use without the consent of the authors is prohibited. This applies in particular to electronic or other duplication, translation, distribution, and public disclosure.

