

ILLUMINATION

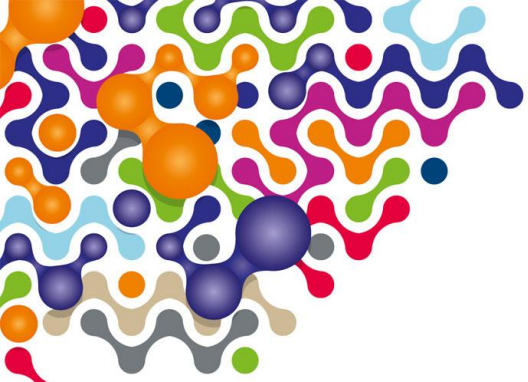
January 18-19, 2018



Rabobank

ORDINA





Pitch IT!

Create the pitch your idea deserves

Go For IT Day, 19 January 2018




Rob Bakker

DARE TO MAKE A DIFFERENCE



- I. FINDING YOUR ONE THING!
- II. STRUCTURE OF A PITCH
- III. IT'S ALL ABOUT YOUR STYLE

What is an elevator pitch?



“Describe a situation or solution so compelling that the person you’re with wants to hear more even after the elevator ride is over.”

- Seth Godin

GoForIT 2018

ILLUMINATION

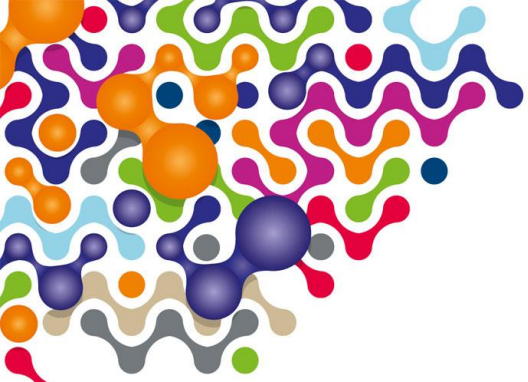
GoForIT provides a time box for you and your team of 24 hours in which you are completely free to work on whatever you want. So if you have a good idea around **Technical Invention and Cooperative Processes**, join the GoForIT event to put your idea into practice and share your idea with everyone in our first ever Innovation Marketplace.

We give you this day to dive deep into your technical expertise to **create, improve or optimize** our systems. Also we want to encourage you to think outside the technical toolbox and consider **innovations for a more cooperative organization**. It's open to everyone with an idea and a team to make it reality. "Patrons" will give awards to the most **innovative, active, practical, or accelerating idea**.

Sounds good? We think so!

Evaluation Criteria

- Honest opinion
- How innovative is it really? New idea, tweak, or new use?
- Is it practical? Will this solve more problems than it creates, and do the benefits outweigh the costs?
- Not a good or bad judgement, but is it clear whether this is a Horizon 1 (process improvement), Horizon two (new product), or horizon three (new way of working/technology) innovation?
- Can this idea be expanded to more than one team?
- Does this idea connect people or can it be connected to the bank as an organization?

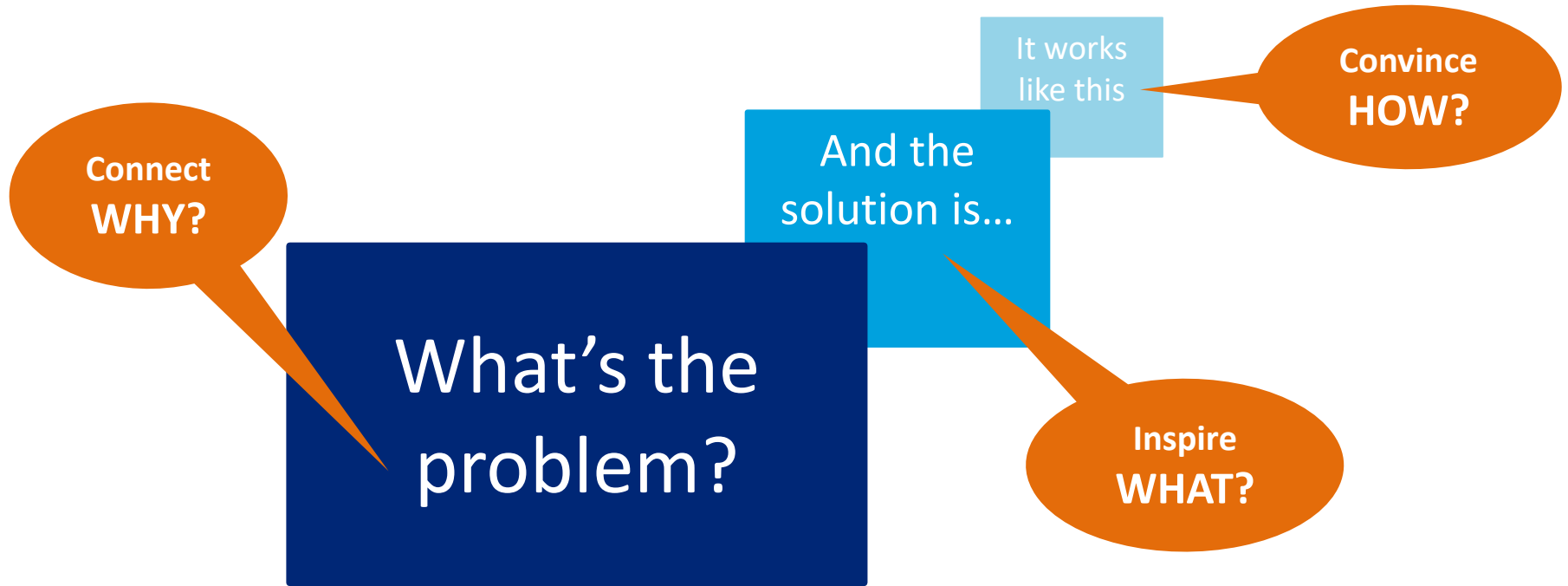


Rabobank

ORDINA

FINDING YOUR ONE THING!

The ONE Thing



Different Thinking Styles

The hats of De Bono

- *What's your preference?*
- *Recognize the hats in your team!*
- *All hats are valuable*

Use to structure your process

The jury has hats too!



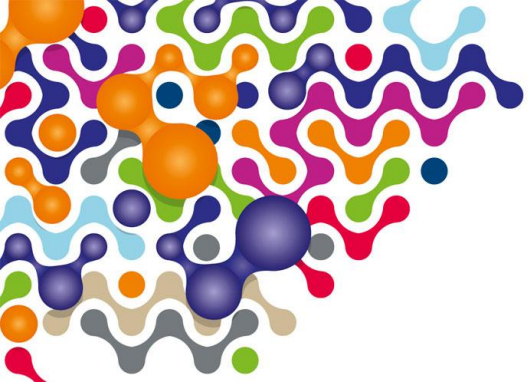
So, Your ONE Thing is...

*The heart of the
matter in a single
sentence*

*Catch phrase
(eg. I'm the Über of ...)*













My startup, **<name>**,
is working on **<offering>**
to help **<target customers>**
to solve their **<pain-point>**
by **<your secret sauce>**



STRUCTURE OF THE PITCH

Using The Pitch Canvas

The Pitch Canvas©

<p align="center">A simple statement of what change you and your product are making in the world.</p> <p align="center"><small>A memorable one-sentence explanation of what you do for customers.</small></p> 	
<p>Pain (+ Gain)</p> <p><small>What problem is out there in the world? What are you solving for your customers? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer,...</small></p> 	<p>Product</p> <p><small>As simple as possible: what does your product do for customers? How does it work? How have you tested it with customers? (Be sure not to let the product dominate the pitch.)</small></p> 
<p>Product Demo</p> <p><small>Live demo? (always risky, but powerful if it works...) Or screenshots? Physical product? Can you show a real customer using it? And do you really need to do a demo?</small></p> 	<p>What's Unique</p> <p><small>Technology/Relationships/Partnerships How do you help your customers get results differently to your competition, or alternatives?</small></p> 
<p>Customer Traction</p> <p><small>Success so far? Pilot customers? Major brands? Customer reference quotes/movies? PR coverage? Use data and facts to strengthen.</small></p> 	<p>Business Model</p> <p><small>How do you get paid? What's the opportunity for growth? How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?</small></p> 
<p>Investment</p> <p><small>Amount of investment? In how many rounds? How many investors? What type of investor are you looking for? What expectations do you have of your investors, network, expertise?</small></p> 	<p>Team</p> <p><small>What relevant experience does your team have that supports your story? Brands worked for? Achievements? Sales success?</small></p> 
<p align="center">End statement with call to action</p> 	

<p>Intrigue/Surprise</p> <p><small>Don't give the whole game away; leave them wanting to know more. Surprising facts or insights about the industry and its trends? New information about a known subject?</small></p> 	<p>Why You?</p> <p><small>Why do you care about solving this problem for your customers? How has your life been affected by this industry and business? Why should your audience get involved with you?</small></p> 
<p>Interaction</p> <p><small>Challenge the audience with questions and something to take action on. How can you re-set their attention? What media can you use to give energy to your story?</small></p> 	<p>Portable Story</p> <p><small>What story can the audience go away and tell on your behalf? What key things do you want them to remember about you and your company?</small></p> 



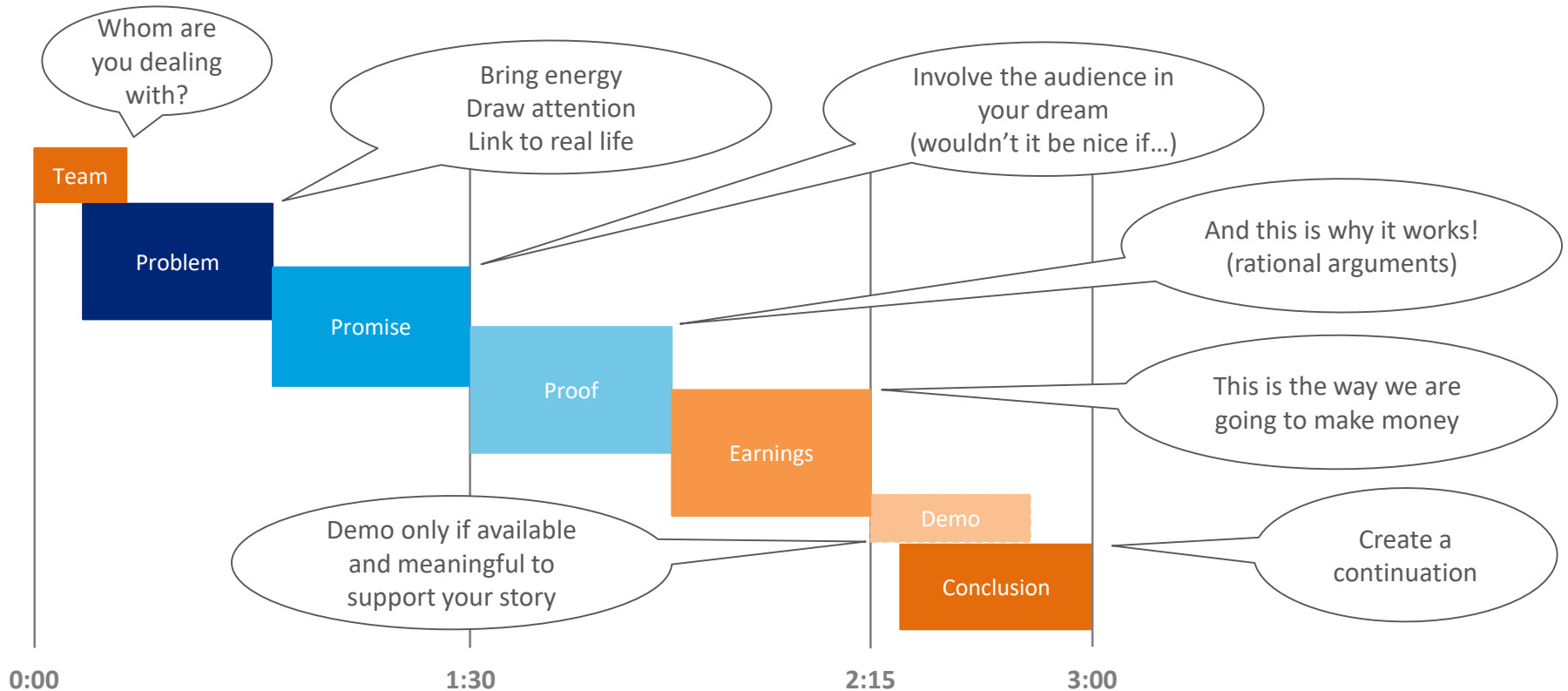
CREATED BY: David Beckett/Best 3 Minutes
Produced by David Beckett and Geert van Vlijmen

Developed from an original idea by David Beckett.
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.
To view a copy of this license, go to: <http://creativecommons.org/licenses/by-sa/4.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Best  minutes

Download this file as a pdf at Best3minutes.com
Please feel free to share The Pitch Canvas©
Simply ensure you reference Best3minutes.com after each use - thanks!

3 Minute Pitch (in English)



The Team

Your team's strengths

- Thank for the **opportunity** to pitch!
- **Introduce** yourself and the team
(mention names and roles as short facts)



**Only elaborate on team if team members have super relevant backgrounds/experiences or seniority
(our CTO has been the CTO of Booking.com)**

The Problem

*What's the challenge
for the stakeholder?*

*Internal and external
analyses.
(we noticed that...)*



- **Customer first**, company second, IT last
- Choose a **captivating** problem
- **Use examples** to get inside the jury's heads
- It's about your **ONE Thing**, not about many things.
- Let the jury **relate** to the problem,
and feel the problem with the need to solve it.

The Promise

How does this make the world a better place?

What's the role of your team and the organization?



- Why should your customer **buy from you?**
- How do you deliver a **solution to the problem?**
- What **Return On Investment** do you offer to your investor?
- And what's the **Return On Environment?**

The Proof

*Rational arguments
and hinting the
earnings.*

What are your USP's?

3 is a magic number



- How large is the **market**?
- Who will be your **customers** and why will they buy?
- Who is your **competition** (or substitutes)?
Remember: everyone has competition,
otherwise there might not be a market.
- Are there **comparable use cases** that offer proof of viability
(in technique, business model, benefits, etc?)

The Earnings

*Startups often pivot revenue models in early years.
So, tell your potential revenue models.*

- How will you as a **company** make money?
- What are your **potential revenue** models?
- What are likely to be your main **investments** and operational **costs**?

List 3 revenue models, but focus in your pitch on your main revenue model and the key drivers within this business model



The Demo: Showcase Briefly

*Hard work: too little
time to show it all*

- **Murphy's Law: live is always a risk**
- **Reveal the user experience**
- **Essentials only**
- **What's unique? What's new?**
- **Technical details: only if unique**
- **Live demo or mock up?**



The Conclusion: Seek Continuation

What are you asking for?

What do you need?

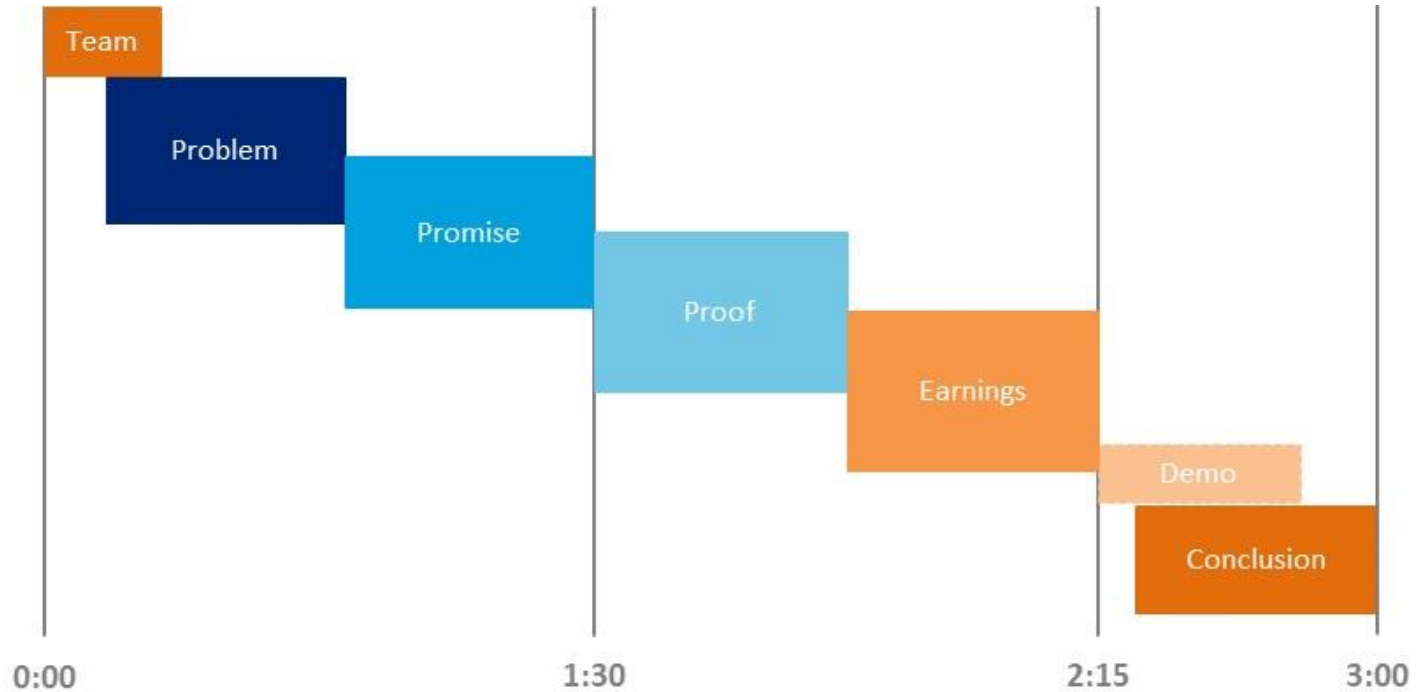
What do you want the jury and investors to do?

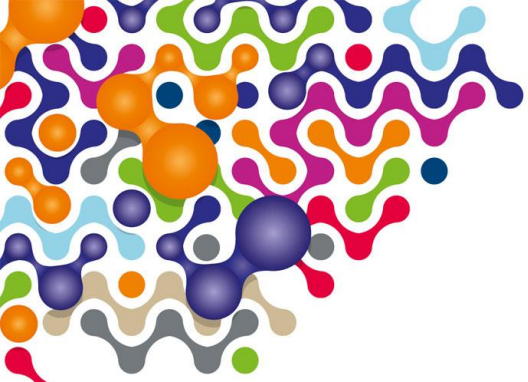
- Make them **curious**, what's next?
- Ask for help: how to move **forward**?
- Q&A: just answer, **no defense**
- **Repeat** your ONE Thing
- End on a **high note!**

Would you bet your money on this?



So remember...





IT'S ALL ABOUT YOUR STYLE

Your idea deserves a good pitch

Pitching is an art

First impressions count

*Prepare and practice
in order to convince!*

A bit of self reflection...



- Choose the **pitcher** early on
- Make your **opening** and **concluding** sentence count
- Practice out **loud** and **time** your pitch
- Breathe in, breathe out. Use the power of **silence**
- It's about the **ONE THING**, not about everything you know
- **Leaving out** is the key

Know your strengths and weaknesses. What matches the subject? What suits the jury? What fits you?

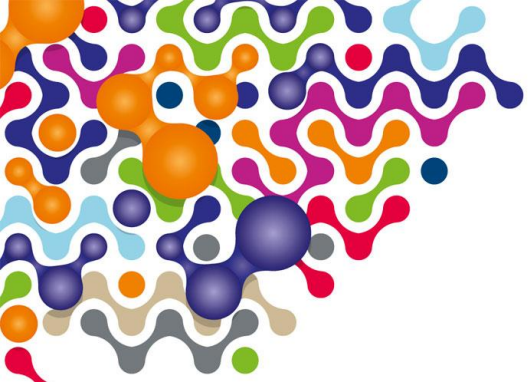
Tips & Tricks

It's all about your presence

It's not just the idea, but equally so the person and the team!



- **Enthusiasm, convincing and persuasiveness**
- **Bring energy, a bit rebellious, and always true to yourself**
- **Strong opening, remarkable middle, powerful ending**
- **Use simple words, no jargon**
- **Speak loud and clear, vary in tone, tempo and volume**
- **Support with gestures, body language**
- **Use the power of silence and repetition**
- **Use cue cards if necessary**



JUST ASK, I AM HERE TO HELP



Full Scope

INTERIM MANAGEMENT
ORGANISATIEADVIES
TRAINING & COACHING

Rob Bakker

Full Scope

Mobiel:

+31 (0)6 2293 3740

E-mail:

rob.bakker@full-scope.nl

