

The Artful Science of Pitching®

Frank Erschen

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Artful
Sciences™

NPC

NATURAL
PRODUCTS
CANADA



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The pages in this document are designed for educational presentations and reference

They are not good examples of page design for a pitch deck

Territorial Acknowledgement

The land from which I'm presenting is the traditional territory of the Wendat, Anishinabek Nation, the Haudenosaunee Confederacy, the Mississaugas of Scugog, Hiawatha and Alderville First Nations, and the Métis Nation.

As attendees for this event are participating virtually from many different places, I encourage you to learn about and acknowledge the aboriginal land from which you participate.





Frank Erschen
Global Coach

Developed
The *Artful Science* of Pitching®
based on

Fundraising success (raised >40M)
Angel investing (GTAN Angel of the Year 2011)
Investment evaluation (fund inv. committee)
Educator, advisor, director

“Canada’s best pitch coach” (Founder Institute)

“Startup whisperer” (Communitech)

Frank

PROPEL ICT
Atlantic Canada's Startup Accelerator

GTAN | STARTUP

Georgian

venn COMMUNITeCH

MaRS

Entrepreneurship 101

DMZ Women Founders Accelerator

COMMUNITeCH
Tech Jobs Connex

CONESTOGA
Connect Life and Learning

Accessibility Tech Pitch Competition

GAN
Georgian Angel Network
investing in innovation

COMMON GROUND
Gryphon's LAAIR

In partnership with:
40FORWARD

NACO
National Angel Capital Organization
Communittech Rev

Fierce Founders
A BOOTCAMP FOR SMALL ENTREPRENEURS

New Brunswick

UNIVERSITY OF GUELPH
RESEARCH INNOVATION

accelerator GUELPH

DMZ SANDBOX
Student Grant Program

Seneca

National Angel Summit
October 6-8, 2015
Niagara-on-the-Lake, Ontario

Accessibility Innovation Showcase
Tech Pitch Competition

Network of Angel Organizations Ontario is a member of
ANGEL ONE
Ontario Network of Entrepreneurs

FOLLOW-ON INVESTMENT FORUM

PLANET HATCH

Fierce Founders x11
A BOOTCAMP FOR SMALL ENTREPRENEURS

National Angel Summit
October 1-3, 2014
Quebec City, Canada

COMMUNITeCH HYPERDRIVE

access to success

Joint Economic Development Initiative

PROTEIN INDUSTRIES CANADA

OMAFRA – University of Guelph Partnership

Startup Kitchen
FOUNDER INSTITUTE Toronto

Volta
Aboriginal Business Accelerator Program

NPC | **NATURAL PRODUCTS CANADA**

accelerator centre

National Angel Summit
November 20-22, 2013
Banff, Alberta

UNIVERSITY OF WATERLOO

JUMPSTART
Refugee Talent

YuKonstruct

WATERLOO HACKS
JANUARY 22 - 24, 2016
SERIES 401
Google Developers

National Angel Summit 2012 | NACO
Halifax, Nova Scotia
October 24, 2012

CONRAD
BUSINESS. ENTREPRENEURSHIP. TECHNOLOGY

SYRIAN CANADIAN FOUNDATION
Empowering People. Connecting Communities.

JOHN F. WOOD CENTRE FOR BUSINESS AND STUDENT ENTERPRISE
Bring your ideas to life.

Protein Highway
Network for plant-based protein innovation

#HackTheCurve
INVESTMENT ACCELERATOR FUND
MaRS

ANGELS + SYRIAN REFUGEE ENTREPRENEURS
Friday, March 6 & Monday, March 9
10:00am - 1:00pm

LaunchPad \$50K
ORGANIZED BY GTAN

JUMPSTART
HER STARTUP
HOMERUN REFUGEE START-UP

SALUIT STE MARIE INNOVATION CENTRE

ventureLAB

INAUGURAL CANADIAN CROWDFUNDING SUMMIT 2015
FINANCIAL & SOCIAL INNOVATION ENTREPRENEURSHIP
NCFA MARCH 03
MARS DISCOVERY DISTRICT, TORONTO

WATERLOO-TORONTO CORRIDOR DEMO DAY • NYC
January 29th, 2017 @ Company

WOMEN ENTREPRENEURS BOOTCAMP
GET READY. GET SET. LAUNCH YOUR STARTUP.

LAURIER
Inspiring Lives!

[IN]cubes

2019 CORRI DEMO
2020 CORRIDOR DEMO DAY

GSF (India)
TRANSFUZION
GTAN October Investment Meeting

ten | **CARIBBEAN STARTUP SUMMIT**
THE ENTREPRENEURIAL NETWORK

COMMUNITeCH
Ask Me Anything Sessions
Experts take your questions
Pandemic-Proof Pitching

Innovation & Entrepreneur MBA

BIOATLANTECH

POND-DESHPANDE CENTRE
AT THE UNIVERSITY OF NEW BRUNSWICK

LaUNCH 36
Powered by **propel ICT**

COMMUNITeCH
Techtoberfest
October 2020

ONB
Opportunities | Opportunités NB

ATLANTIC CANADA AEROSPACE & DEFENCE

Invest Ottawa | **Investir Ottawa**

MISSISSAUGA BOARD OF TRADE
Spirit of Success.

Today's Focus is to Help You Prepare for ...

- ✓ Pitching to investors – IN PERSON AND VIA VIDEO
- ✓ Any other pitching – casual & formal
- ✓ Follow-up meetings with investors, including Due Diligence

By Reviewing & Discussing ...

- Elements of a pitch
- What's interesting & important to investors
- In-person vs via video



“artful”
“science”

The *Artful* Science of Pitching®

art

how & what you pitch
(with imperfect information)

VS

“science”

How audiences evaluate.

*(sometimes formally,
sometimes informally)*

audiences = potential investors, possible (strategic) partners, prospective hires, potential customers, and stakeholder pitching (employees, peers, superiors, shareholders, and others)

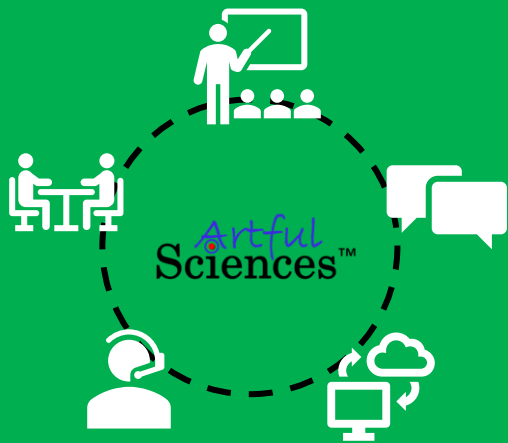
How audiences **engage** depends on situation

Formal pitches happen in 2 different situations:

Pitching to N people for X minutes,
no interruptions, usually with Q&A afterwards

1:1 mtgs, when meeting with a VC or
other individual/few investor(s); small room setting; interactive

What is a Pitch?

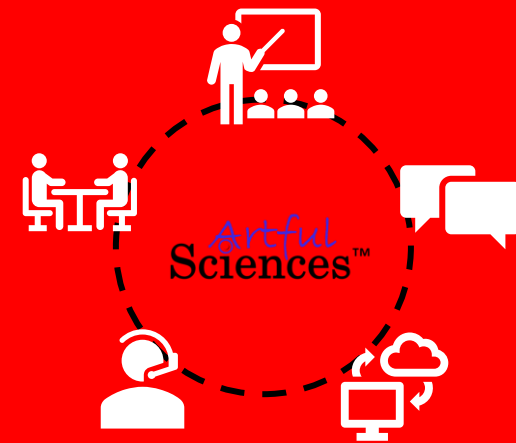


BY DEFINITION:
The objective of a pitch is to influence behaviour

A pitch
is not
an open opportunity
to educate

*... unless the audience
drives it there*

What a Pitch
is NOT?





← Your Pitch is what
people see/hear

*Everything
else about
your business*



← Your Pitch

Audiences (groups or 1:1) will draw conclusions about what's below the surface based on your pitch

Does the pitch jive with other collateral?

*Do the dots connect?
Are you convincing?*

Objective

Strategy

Content

Design

The *Artful* Science of Pitching®

Prep

Setup

Delivery

Routine

Objective

Usually
*“Get the next
meeting”*

Objective

Competitions:
WIN!

*(next meetings &
awareness
will happen)*

One
master deck

Extract
pages as needed



ORGANIZE

Fit within time
being gifted

Strategy

RESPECT
THE HOST

Competitions:
Address criteria
but not serially
... embed in your
storyline



CRITERIA
≠ STORY



Content

TOPICS
HAVE ROLES

Create interest
Convert to
potential action
Confirm the
action



Content

ESTABLISH
CONTEXT

Create interest

1. INTRO (first impressions)
2. CONTEXT (elevator pitch)
3. PROBLEM BEING SOLVED OR OPPORTUNITY YOU CREATE



Content

ESTABLISH
SCALABILITY

Create interest

4. SIZE OF PROBLEM OR OPPORTUNITY

- Usually Bad: Industry \$
- Good: Cost of problem / Value of opportunity
- **Best: Counts**



Content

ESTABLISH
LEGITIMACY

Create interest

5. (A) YOUR SOLUTION TO THE PROBLEM OR OPPORTUNITY
 - Brief focus on “how”
 - Avoid “features-benefits”
 - Key: Value Propositions
 - Include IP if applicable



Content

Create interest

5. (B) YOU VS COMPETITION
 - Why your solution vs other options (including doing nothing)
 - Focus on your strengths & differentiations vs disparaging others

ESTABLISH
COMPETITIVENESS



Content

ESTABLISH

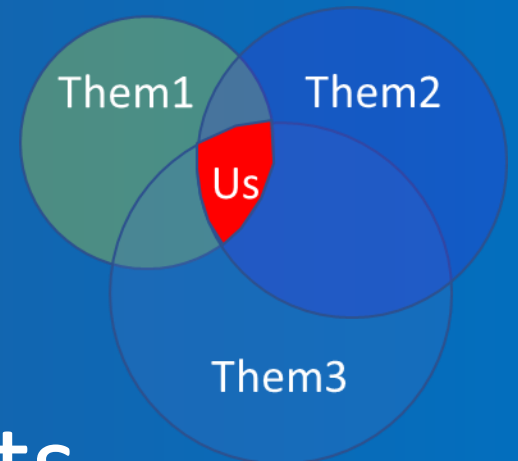
COMPETITIVENESS

Create interest

5. (B) YOU VS COMPETITION

- Venn diagrams:

Beware trap
of looking
surrounded
by deep pockets



Create interest

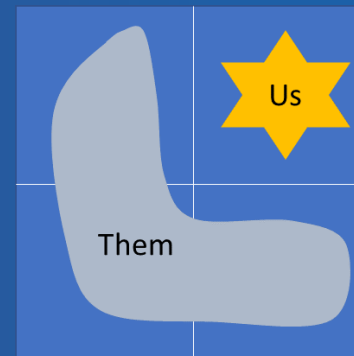
Content

5. (B) YOU VS COMPETITION

- Comparison table or 2x2s:
objective criteria = credibility
subjective criteria = suspicion

ESTABLISH

COMPETITIVENESS



Attribute	Us	Them1	Them2
A	✓	✓	✓
B	✓	✓	✓
C	✓	✓	✗
D	✓	✗	✗



Content

ESTABLISH

FOMO

(Fear Of Missing Out)

Create interest

6. WHY NOW.

- Best: Continue traction
- Good: To win a race
- Ok: Regulatory
- Depends: Unique insights
- Forcing it = why not



Content

DELIVER WHAT
THEY CAME
TO HEAR

Convert to potential action

7. GO TO MARKET

- How: From “today” to “tomorrow” to “day after”
- Is the setup to convince audience of your projections



Content

DELIVER WHAT
THEY CAME
TO HEAR

GTM Framework

VEGaS™

- Validate – *that people buy*
- Enter – *launch strategy*
- Grow – *growth plans*
and
- Scale-up – *rapid growth*

GTM Framework

Content

VEGaS™

DELIVER WHAT
THEY CAME
TO HEAR

- Validate
- Enter
- Grow
and
- Scale-up

When: Timeline
Who: Target
Customers
Where: Geography
How: Direct vs
Online, with
Partners, etc.?



Content

Confirm the action

8. COMPETITIVE DIFFERENTIATION

- If you didn't cover this in 5. SOLUTION then cover it here

CONFIRM

COMPETITIVENESS



Content

Confirm the action

9. BUSINESS MODEL

a) Revenue model: How do you make money?

- If SaaS, talk the lingo
- Know your unit economics

CONFIRM

SCALABILTY + GTM

Content

Confirm the action

9. BUSINESS MODEL

b) Projections

- Result of GTM
- Reasonable, doable

CONFIRM

SCALABILTY + GTM

Content

CONFIRM
CREDIBILITY

Confirm the action

10. TEAM

- Expertise & experience
- Advisory & board
- What are the gaps?



Content

Confirm the action

11. ASK

- Brief history
- Today's ask mapped to VEGaS™
- Target milestones

CONFIRM
DOTS CONNECT



Content

STRONG
CLOSE

Confirm the action

12. SUMMARY (LAST PAGE)

- Help audience
remember your pitch
- 3 key takeaway points
- Your contact info



Content

SHOW
YOU KNOW

Confirm the action

13. Q&A

- Leave summary page up during Q&A
- Use backup only if necessary
- Use hyperlinks



Content

SHOW
YOU KNOW

Confirm the action

13. Q&A

- Strong Q&A can save a bad pitch
- Weak Q&A can kill a good pitch

Large font

Few bullets

Easy to consume



Design



Prep

Consider

Audience – VCs, Angels, etc.

Format – Group, 1:1, ...

Mode – In person, video

Stage – Podium, mic, preview monitor; Zoom or Meet or ...



Prep

Rehearse

With others (feedback)

Mentor whiplash

Q&A (keep a log)

Mic, Camera &
Lighting

Background

Tech Checks



Setup

Delivery

Sit vs Stand
Meet objective

Debrief & refine
Update Q&A log

Post-
Delivery
Routine

Objective

Strategy

Content

Design

The *Artful* Science of Pitching®

Prep

Setup

Delivery

Routine