

An illustration of a man in a light blue suit and striped tie, standing on a light blue path that leads towards a dark blue building with arched windows. He is holding a large, wavy, light blue banner that says "Startup Experience" in a bold, dark blue font. The banner is held up by a pole. There are two sets of three white starburst icons, one in the top right and one in the bottom right of the banner area.

Startup Experience

What is a pitch?

A Minimum Fundable Pitch™

Its job is to convince someone to do something
that you want them to do

Who are you pitching for?

Customers
Investors
General audience
Your parents

Different people - different pitches

Kawasaki 10 slide pitch

- Summary of all key elements of a startup
- Convince investors to give you money



1

TITLE

Provide company name plus your name and title, address, email, and cell number.

2

PROBLEM/OPPORTUNITY

Describe the pain that you're alleviating or the pleasure you're providing. The goal is to change the pulse rate of the investors.

3

VALUE PROPOSITION

Explain the value of the pain you alleviate or the value of the pleasure you provide.

4

UNDERLYING MAGIC

Describe the technology, secret sauce, or magic behind your product. The less text and the more diagrams, schematics, and flowcharts the better. If you have a prototype or demo, this is the time to transition to it. "If a picture is worth 1000 words, a prototype is worth 1,000 pictures."

5

BUSINESS MODEL

Explain who has your money temporarily in their pockets and how you're going to get it into yours.

6

GO-TO-MARKET PLAN

Explain how you are going to reach your customer without breaking the bank. "Go viral," btw, is total bullshit.

7

COMPETITIVE ANALYSIS

Provide a complete view of the competitive landscape. And saying that you're "more passionate" is utterly meaningless.

8

MANAGEMENT TEAM

Describe the key members of your management team, board of directors, and board of advisors as well as your major investors. It's okay if you have less than a perfect team. If your team was perfect, you wouldn't be pitching.

9

FINANCIAL PROJECTIONS AND KEY METRICS

Provide a three-year forecast containing not only dollars but key metrics such as the number of customers and conversion rate. Do a bottom-up, not top-down, analysis. You are not going to get 1 percent of the people in China...

10

CURRENT STATUS, ACCOMPLISHMENTS TO DATE, TIMELINE, AND USE OF FUNDS.

Explain the current status of your product, what the next version looks like, and how you'll use the money you're trying to raise.

11

A word about liquidity: no entrepreneur knows when, how, or if she will achieve liquidity, and yet many include a slide that says, "There are two liquidity options: an IPO or an acquisition." Dub. If investors ask about your exit strategy, it means they are clueless. If you answer with these two options, you have a lot in common.

12

1. Title
2. Problem / Opportunity
3. Value proposition
4. Underlying magic
5. Business model
6. Go-to-market plan
7. Competitive analysis
8. Team
9. Financial projections and key metrics
10. Current status

See more: <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

Does this look familiar to you?

You already have the information

Team _____ **Enterprise Outline** Project _____

Impact Analysis

Environment
Social

Value Proposition

Money, Value and Stakeholders

Action Targets

Problem Synthesis

I _____

User Quote

Legend

Company Customer User Subcontractor Partner of Business Money Flow Money Flow

Legend

Location Title Public Relations Sales Stakeholder Role Young Business Registration Do not need registration

Roles and Resources (in order of appearance):

Now

First Delivery

Total Sum € _____

Duration _____

To Monitor

1. Indicator 01 Target Value

2. Indicator 02 Target Value

3. Indicator 03 Target Value

4. Indicator 04 Target Value

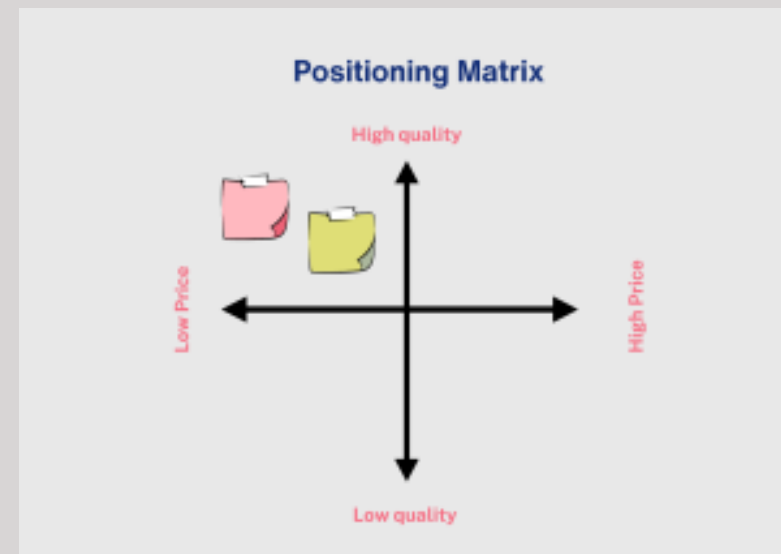
5. Indicator 05 Target Value

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What you might not have

- Financial projection: unit cost, number of units forecast being sold
- Competitive analysis

Income Statement	Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue		40,000	75,000	100,000	200,000	300,000
Gross margin %		55.0%	55.0%	55.0%	55.0%	55.0%
Cost of sales		18,000	33,750	45,000	90,000	135,000
Gross margin		22,000	41,250	55,000	110,000	165,000
Research and development		5,000	6,000	8,000	17,000	25,000
Sales and marketing		6,000	7,000	8,000	16,000	24,000
General and administrative		5,000	6,000	9,000	17,000	26,000
Operating expenses		16,000	19,000	25,000	50,000	75,000
Depreciation	20.0%	5,000	14,000	11,600	9,680	11,744
Operating income		1,000	8,250	18,400	50,320	78,256
Finance costs	4.0%	600	2,248	1,615	956	487
Income before tax		400	6,002	16,785	49,364	77,769
Income tax expense	20.0%	80	1,200	3,357	9,873	15,554
Net income		320	4,802	13,428	39,491	62,215



How do we obtain the unit price / unit cost?
How do we forecast sales?
How much should we ask for?

Should not strive for perfection.
Just go with something and test with customers.
Start small

Homework for the investment pitching session

You are asking for a very early-stage pre-seed investment, or a research grant.

Prepare a reading deck for the investors and send on Sunday March 24th

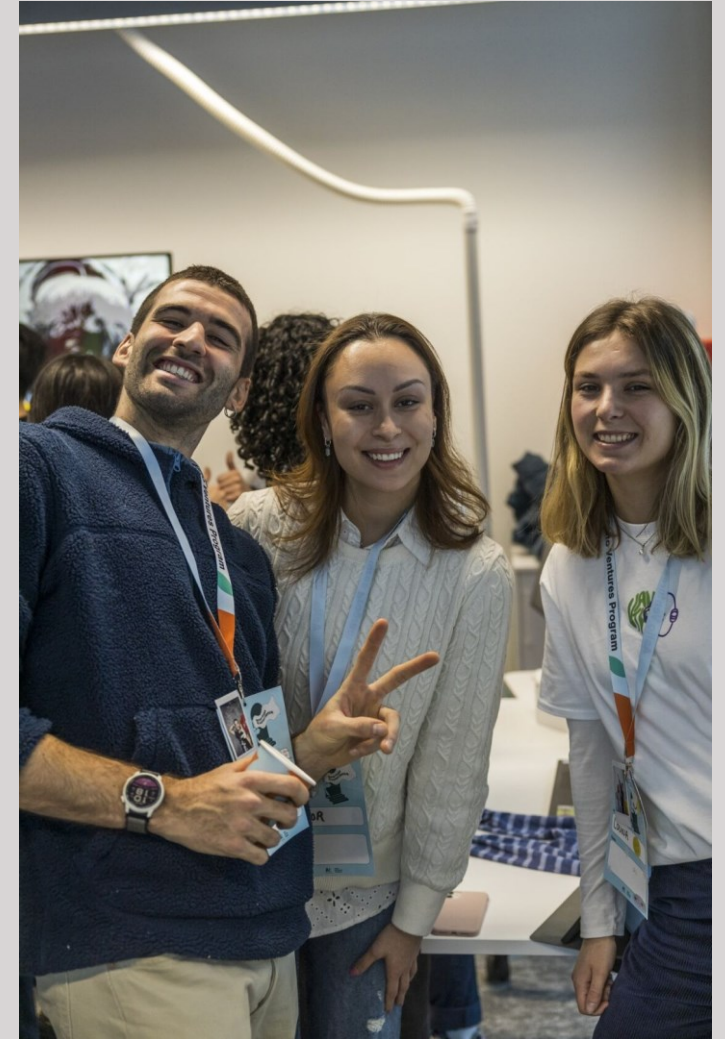
- Who are you asking the money from? How much?
- Adapt the Enterprise Canvas to your own Kawasaki Deck

Prepare a pitch deck for the investment meeting on Wednesday March 27th

Coffee break

“Demo Day Pitch” vs “a normal pitch”

What is it
like at a
Demo Day?



30 seconds max

To grab someone's attention

To introduce the project

To summarize briefly

Full stop (to let people absorb and ask questions)

Practice: 10 mins

1 person from each team will tell me in what their project is in one sentence

Prepare for the unexpected

Next week

- Plan for Demo Day: Questionnaire will be sent on Monday for you to fill out.
 - Teamwork feedback session (all members present) March 20th
 - Coaching session 3: Preparation for Demo Day - March 21st
 - Investment simulation March 27th
- Easter Holiday**

Thank You



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