

INTRODUCTION TO PITCHING

WITH
MIKE BRADSHAW

WHAT?

WHY?

WHEN?

PREPARATION

"FAILURE TO PREPARE IS PREPARING TO FAIL"
- JOHN WOODEN

TAG LINE

PROBLEM

SOLUTION

VALUE

BUS MODEL

LANDSCAPE

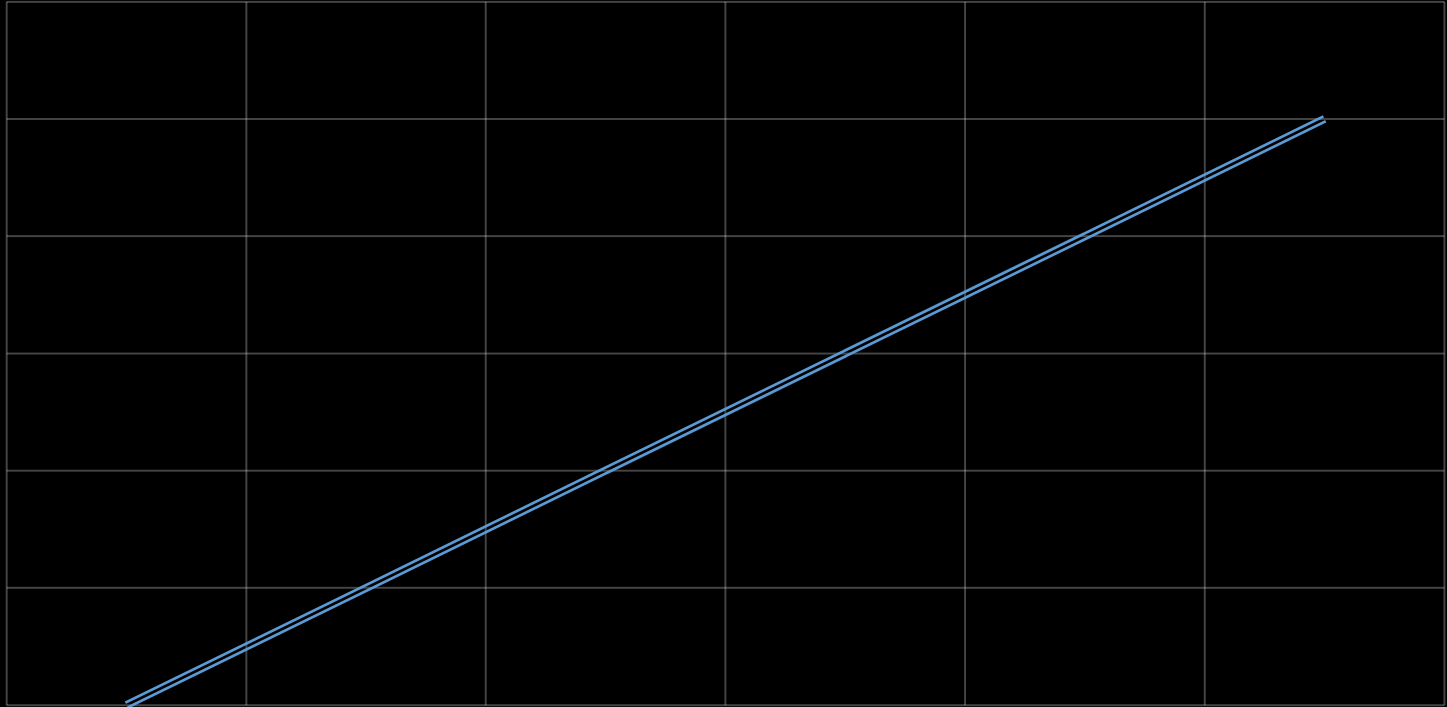
TEAM

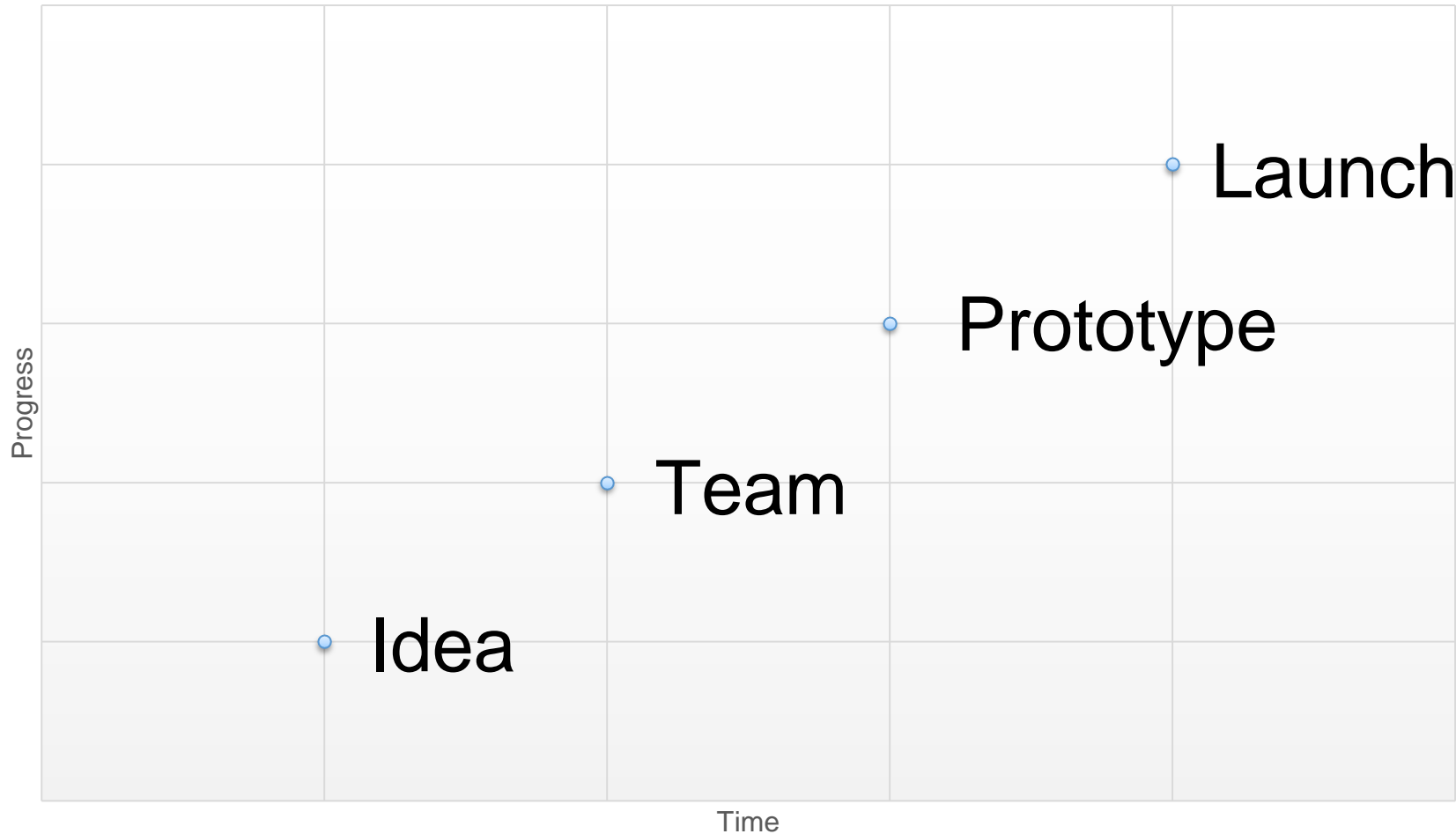
EXECUTION/TRACTION

ASK!

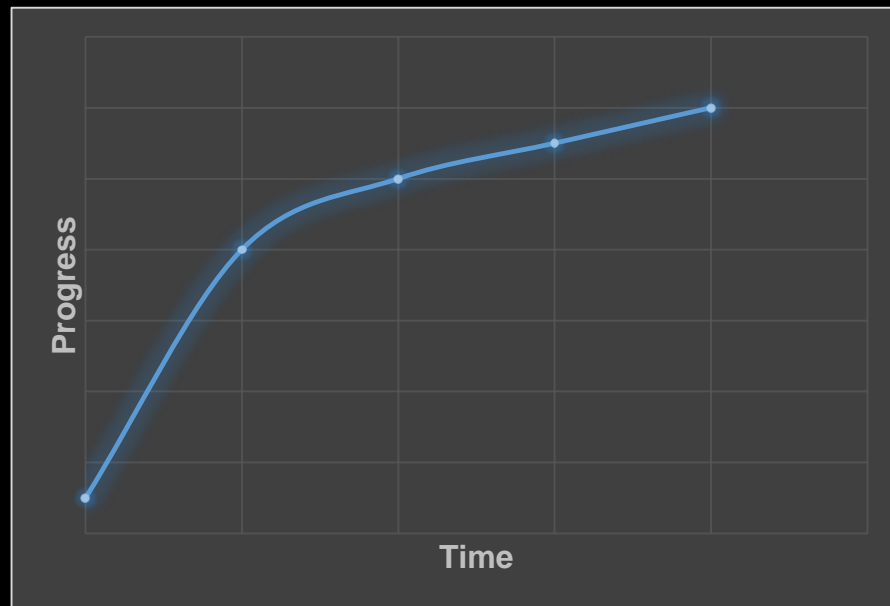
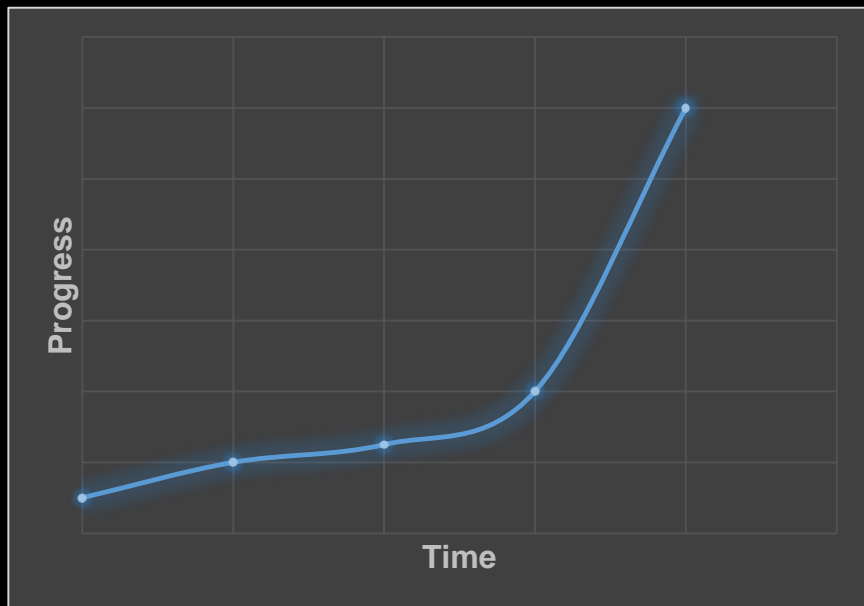


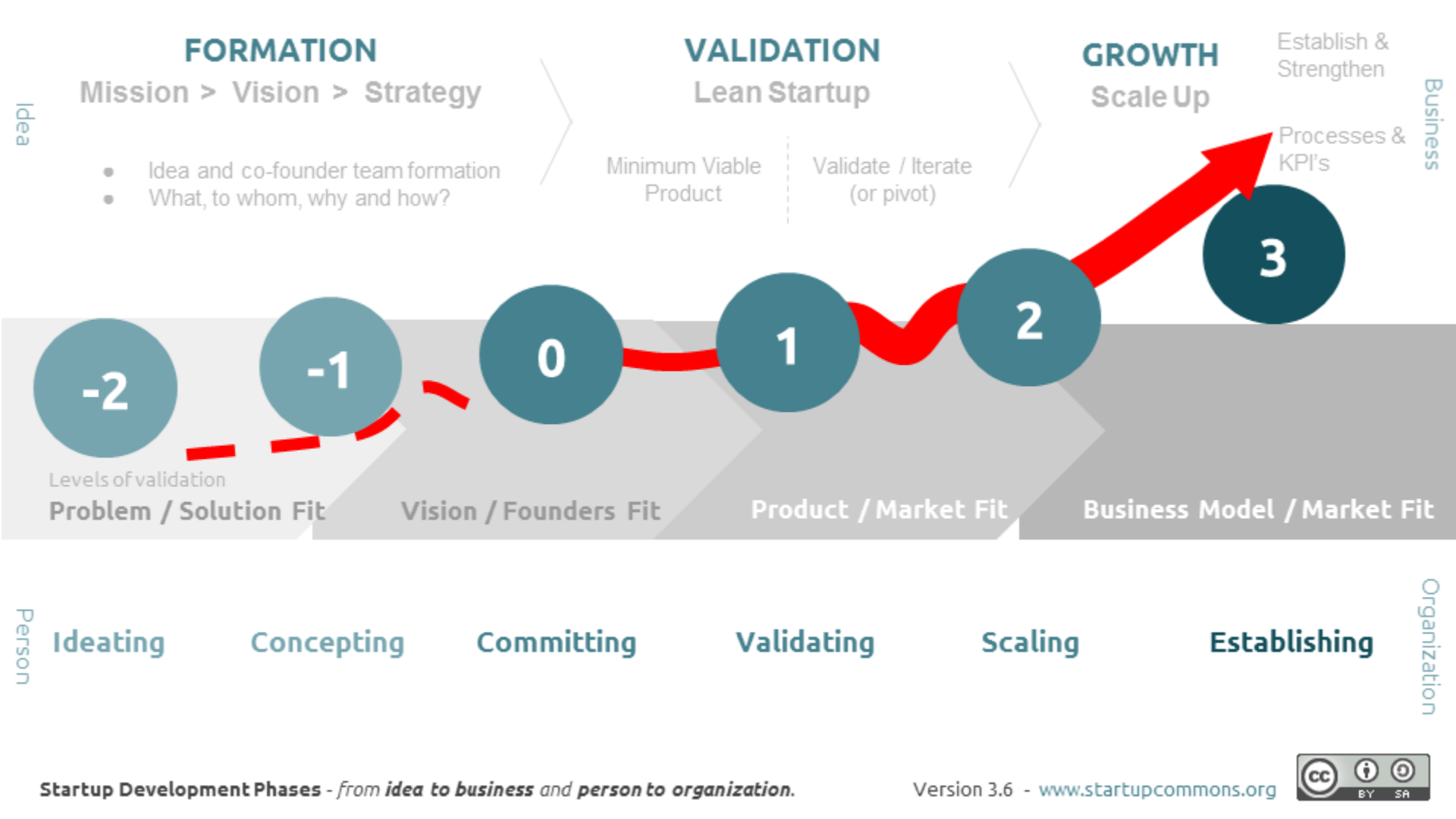
TRACTION





WHICH ONE ARE YOU?



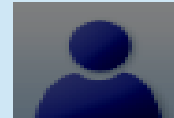




<http://www.flickr.com/photos/mapkyca/5258201148/>



CEO



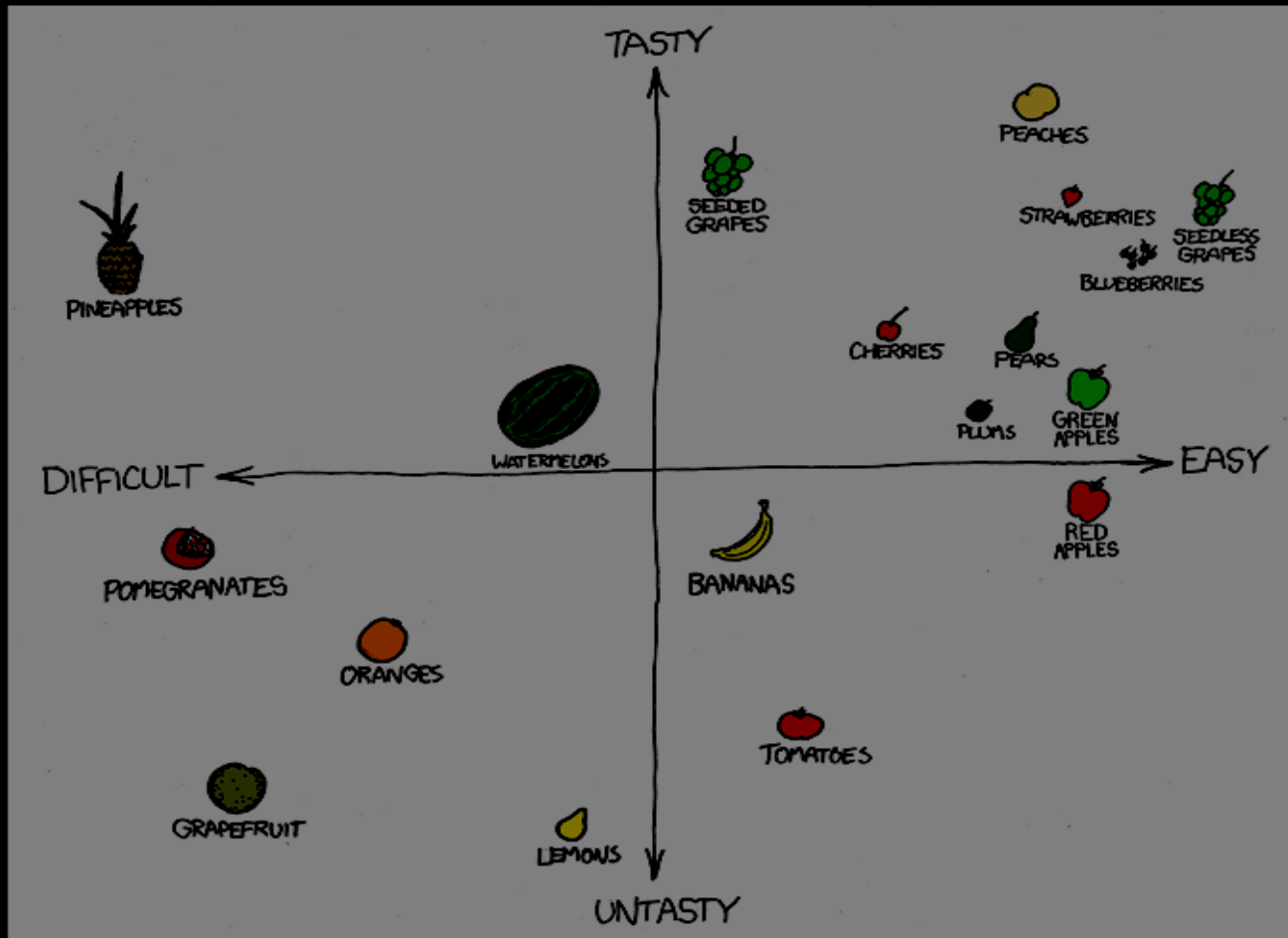
CTO



CDO

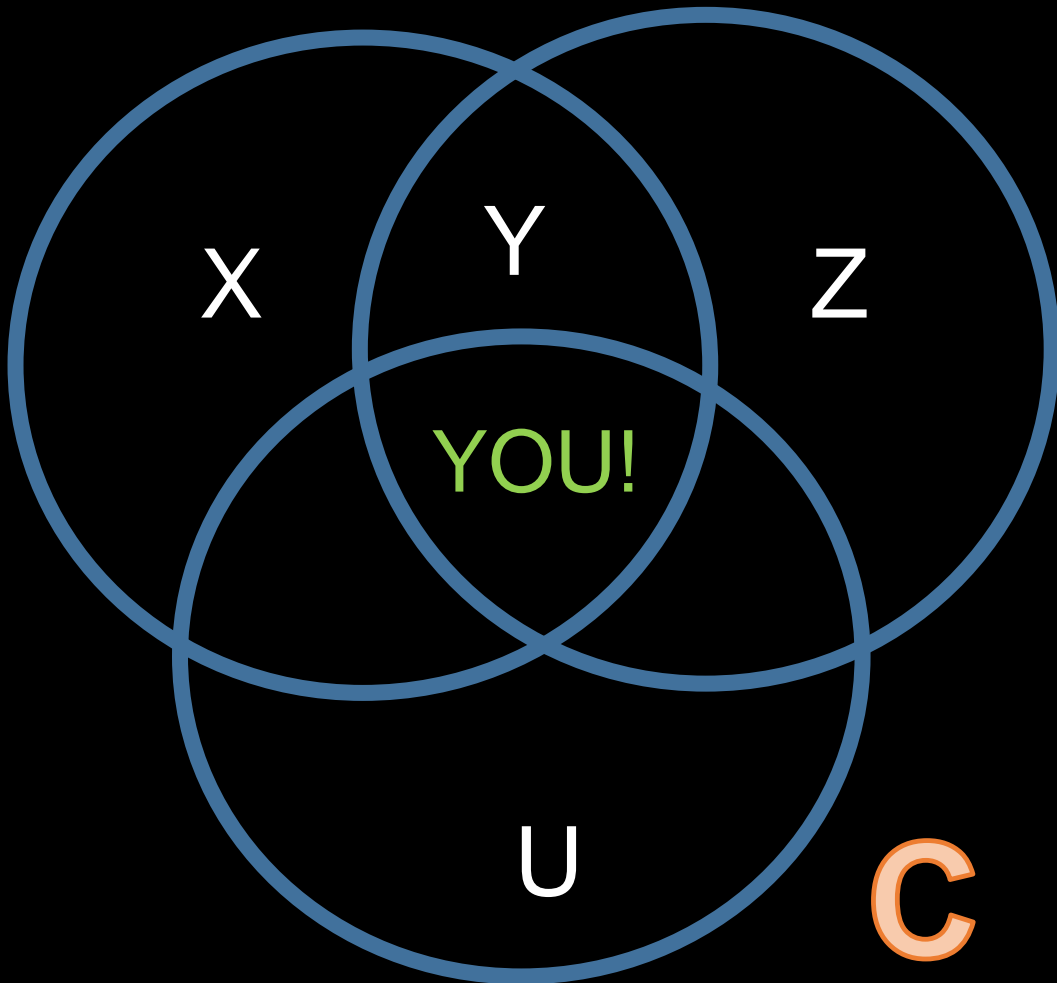


 **Startup** Sauna



A

B



X

Y

Z

YOU!

U

C

The Business Model Canvas

Designed for:

Designed by:

Date:

Revision:

Key Partners



Who are our Key Partners?
Who are our Key Suppliers?
Which Key Resources are we acquiring from partners?
Who is Key Activities do partner contribute?

Guess

Key Activities



What Key Activities do our Key Partnerships require?
Do Suppliers Contribute?
Customer Relationships?
Revenue streams?

Guess

Key Resources



What Key Resources do our Key Partnerships require?
Do Suppliers Contribute? Customer Relationships?
Customer Segments?

Guess

Value Propositions



What value do we propose to the customer?
What need of our customer's problem are we seeking to solve?
What bundles of products and services are we offering to each Customer Segment?
What customer needs are we addressing?

Guess

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which channels make sense to establish?
How do we manage each type of relationship?

Guess

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How do we plan Channels to improve?

Guess

Customer Segments



For whom are we creating value?
Who are our most important customer?

Guess

Cost Structure

What are the most important costs inherent in our Business Model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Guess

Revenue Streams

For what value do our customers really willing to pay?
To what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much do we really make from each Customer Segment?

Guess

20

BAZILLION



WHO HAS WHAT
PROBLEM,
HOW DO YOU
SOLVE IT AND
WHY WOULD THEY
GIVE YOU MONEY

TAG LINE

PROBLEM

SOLUTION

VALUE

BUS MODEL

LANDSCAPE

TEAM

EXECUTION/TRACTION

ASK!

Together we can bring order to galaxy

If you only knew the power of the Dark Side

- Force is with you — but you are not ready yet
- Join me and I will complete your training
- You can destroy the Emperor (if you really want to do this)
 - *It is your destiny*
- I am your father
 - *Search your feelings. You know the truth. You were born to be my apprentice.*
- Together we shall rule the galaxy as father & son
- Come with me. It is the only way to save you.
- It is your destiny!



RESOURCES

[HTTP://WWW.GARRREYNOLDS.COM/PRESENTATION/INDEX.HTML](http://www.garreynolds.com/presentation/index.html)

[HTTP://PRESENTATIONZEN.COM](http://presentationzen.com)

[HTTP://TED.COM](http://ted.com)

[HTTP://SLIDESHARE.NET](http://slideshare.net)

[HTTP://PREZI.COM/](http://prezi.com/)

[HTTP://REPORTS.TOASTMASTERS.ORG/FINDACLUB](http://reports.toastmasters.org/findaclub)

THANK YOU

AND
ANY QUESTIONS?

MIKE BRADSHAW

[HTTP://ABOUT.ME/YIMB](http://about.me/yimb)