All Good Pitches Are Telling a Story

There are expected structures for stories. Follow them.

Expected structure for a pitch.

1. Problem
2. Solution
3. Evidence

Don't move on to the next part until you have finished the previous part.

- Think of characters in a play.
- Have a story arc.
- Build tension and resolution.
- Introduce a point of "maximal curiosity."

Pitch Structure

- #1 goal of a short pitch: Just enough info to get them interested in speaking with you
- Make each slide matter. If it's not serving a clear purpose, you probably don't need it.

<u>Structure of a full pitch:</u>

- Intro
- Problem
- Solution
- Market
- Business Model
- GTM
- Competition
- Traction
- Team
- Funding/Ask

Example pitch deck from AirBnB ($600k seed, now worth > $80B)

Project Name

Catchy tagline that conveys the essence of your project

AirBed&Breakfast™

Book rooms with locals, rather than hotels.

19 rausch street, ste c, san francisco, ca 94103 www.airbedandbreakfast.com (888) 461 8180 joe@airbedandbreakfast.com

Problem

- Clearly describe the problem your target customers are facing - make the audience feel the problem
- Use statistics or examples to highlight the significance of the problem

Problem

2

Price is a important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Solution

- Explain your product or service and how it solves the problem
- Highlight key features and benefits

Solution 3

A web platform where users can rent out their space to host travelers to:

SAVE MONEY
when traveling

MAKE MONEY
when hosting

SHARE CULTURE
local connection to the city

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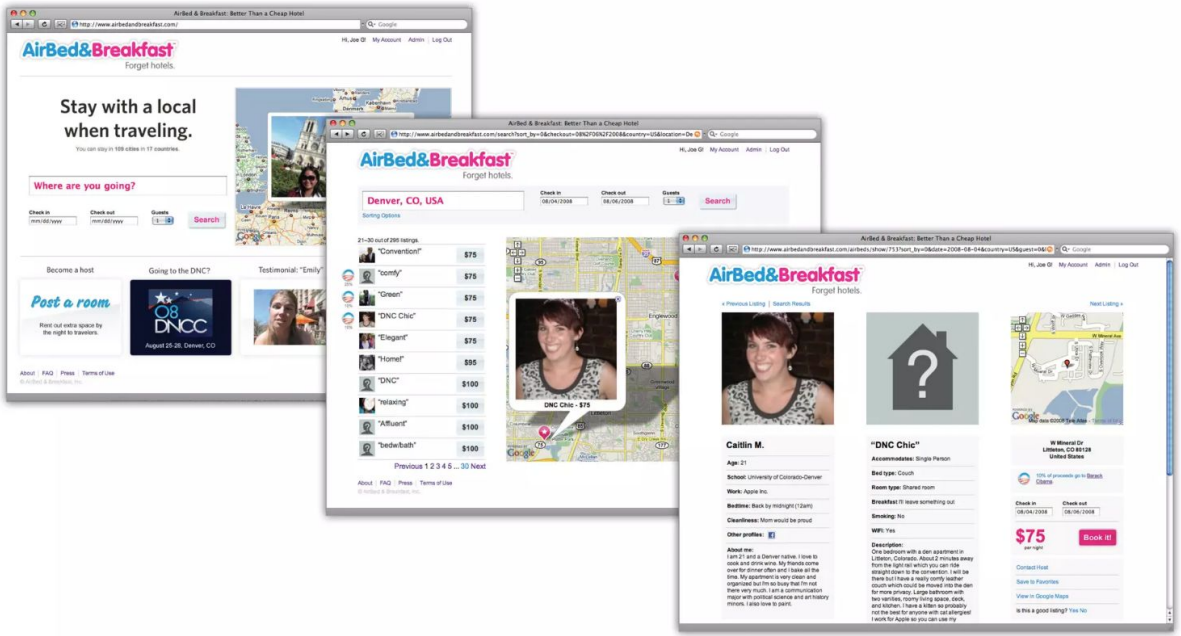
Product

- Show, don’t just tell
- Clearly convey what your product is and how it works
- Simple visual or demo

Product

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Evidence

Provide evidence as to why this is the right solution and you are the right team

- Defensibility
- Traction
- Team and founder-market fit

Business Model

- Explain how your company makes money
- Outline pricing strategy and revenue streams

Business Model

We take a 10% commission on each transaction.

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Go-to-Market Strategy

- Describe how you will reach customers and drive sales
- Include distribution channels, marketing tactics, and sales approach

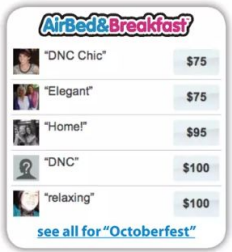
Adoption Strategy

EVENTS

target events monthly

- Octoberfest (6M)
- Cebit (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget



PARTNERSHIPS

cheap / alternative travel

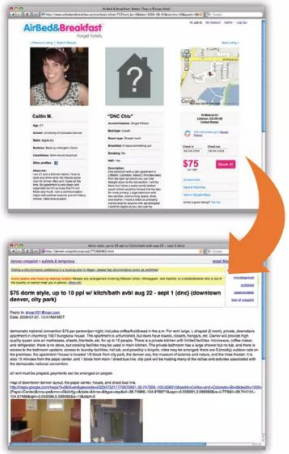
GoLoco

KAYAK

ORBITZ

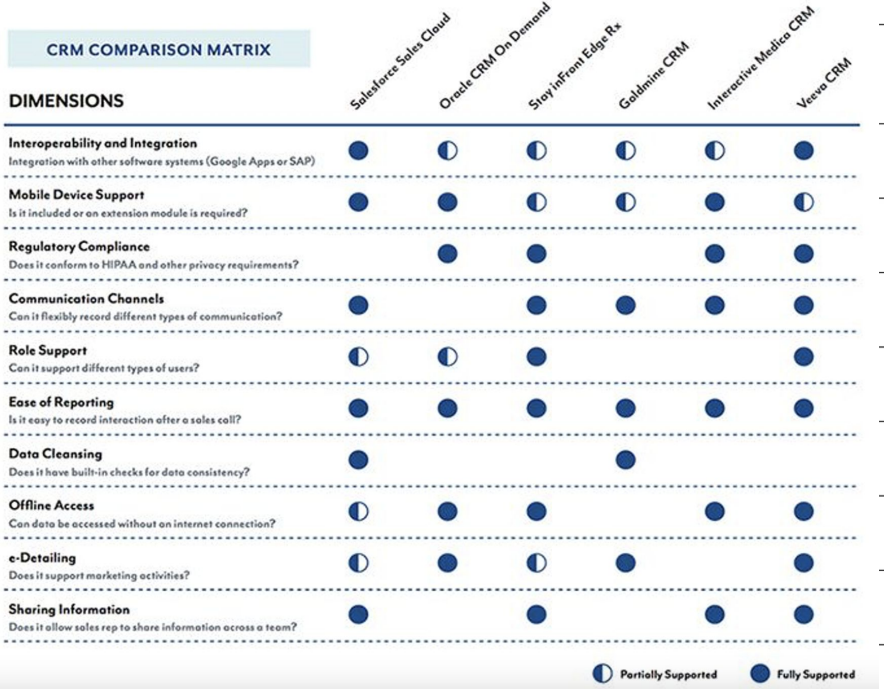
CRAIGSLIST

dual posting feature



Competition

- Identify key competitors & differentiate your solution. Examples:



CRM COMPARISON MATRIX

DIMENSIONS	Salesforce Sales Cloud	Oracle CRM On Demand	StayInFront Edge Rx	Goldmine CRM	Interactive Medical CRM	Veeva CRM
Interoperability and Integration Integration with other software systems (Google Apps or SAP)	●	◐	◐	◐	◐	●
Mobile Device Support Is it included or an extension module is required?	●	●	◐	◐	●	◐
Regulatory Compliance Does it conform to HIPAA and other privacy requirements?		●	●		●	●
Communication Channels Can it flexibly record different types of communication?	●		●	●	●	●
Role Support Can it support different types of users?	◐	◐	●			●
Ease of Reporting Is it easy to record interaction after a sales call?	●	●	●	●	●	●
Data Cleansing Does it have built-in checks for data consistency?	●			●		
Offline Access Can data be accessed without an internet connection?	◐	●	●		●	●
e-Detailing Does it support marketing activities?	◐	●	◐	●		●
Sharing Information Does it allow sales rep to share information across a team?	●		●		●	●

◐ Partially Supported ● Fully Supported

	Pinterest	Telly	#waywire	VIinterest
User Friendly	✓	✗	✗	✓
Privacy	✓	✗	✗	✓
Keyword follow	✗	✗	✗	✓
Playlist follow	✗	✗	✗	✓
Video Bookmarks	✓	✓	✓	✓
Video Autonext	✗	✓	✓	✓
Video Shuffle	✗	✗	✗	✓

Competition

Competitive Advantages

1st TO MARKET

for transaction–based temporary housing site

HOST INCENTIVE

they can make money over couchsurfing.com

LIST ONCE

hosts post one time with us vs. daily on craigslist

EASE OF USE

search by price, location & check-in/check-out dates

PROFILES

browse host profiles, and book in 3 clicks

DESIGN & BRAND

memorable name will launch at historic DNC to gain share of mind

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Traction

- Achievements to date and future milestones.

Press

"AirBed & Breakfast is a fun approach to couch surfing."

Webware
COOL WEB 2.0 APPS FOR EVERYONE

www.webware.com

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."

JOSH SPEAR

www.joshspear.com

"A cool alternative to a boring evening in a hotel room."

Mashable
SOCIAL NETWORKING NEWS

www.mashable.com

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."

springwise.com

www.springwise.com

User Testimonials

"AirBed&Breakfast freaking rocks!"

Josue F, Washington, DC

"I found something in my price-range, and that's what really enabled me to come to the conference."

Jason R, Atlanta, GA

"A complete success. It is easy to use and it made me money."

Emily M, Austin, TX

"It's about the ideas, the interactions, the people. You don't get that in a hotel room."

Dan A, Ontario, Canada

Team

- Profiles of the founding team and key employees and advisors

Team

Joe Gebbia, User Interface & PR
Entrepreneur and designer. Holds a patent for his product, CritBuns®.
A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.

Brian Chesky, Business Development & Brand
Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.

Nathan Blecharcyk, Developer
Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor
Michael is the CEO and co–founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

Funding / Ask

- Clearly state the amount of funding needed
- Explain what meaningful milestone you'll achieve

Financial

We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.

ANGEL ROUND
initial investment opportunity

TRIPS W/AB&B
avg $25 fee

REVENUE
over 12 months

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Closing

- What is your ask?
- Include contact information for follow-up inquiries

Overall

- Pitching and storytelling is an essential skill for founders.
- You need to tell a good story to recruit teammates, find investors, get your first customers.
- You need to sell the future to the present. You need to convince people that something that doesn't exist yet not only will, but has to.
- Your success as a founder is most directly tied to this skill, so it is worthwhile to practice it.

Group Review of a Pitch

Take notes on each of these components

- Problem
- Solution
- Traction
- GTM
- Market
- Business Model
- Competition
- Team
- Funding/Ask

IN
INCEPTION
STUDIO
Cohort 13 Demo Day
Sept 29, 2024

Pitch

Sela