

# Pitching with **Impact**



# Hanadi Jabado



Hanadi is passionate about entrepreneurship and innovation. She has founded and built businesses in several industries, including education, online retail and property, and has used her multicultural background and experience with new technologies to cofound Ecamb, a business accelerator aiming at helping entrepreneurs to succeed globally. Hanadi has driven the creation of Accelerate Cambridge, the new accelerator at the Cambridge Judge Business School, and is currently its director.

Hanadi has been closely involved with over 100 start-ups over the globe and across industries over the last three years. Born in Lebanon and raised in France, she is fluent in English, French and Arabic and speaks another four languages. She lives in London with her four children.



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# Anatomy of an elevator pitch

- Start with a bold statement of the problem (attention grabber)
- Our product is (simple, non-technical description)
- That provides (key benefit that solves a problem)
- For (target customers)
- Who have/are (their compelling reason to buy)
- Unlike (objective analysis of competitor shortcomings)
- Our unique selling point is....(your main source of competitive advantage)
- We need to raise £....in order to....(why you need the money)
- Call to action (a way to engineer feedback)

# Collateral required before pitching

- 60 second elevator pitch
- 5 / 8 / 10 minute investor pitch
- 2 page investment summary
- business plan
- marketing plan
- financials

# Pitching pitfalls

- Reading notes / using jargon
- Incorrect pitch for audience
- Low energy, dynamism
- Over selling product benefits
- Relying too heavily on PowerPoint
- Wordy slides - less is more



# Pitch Deck Content

- **Pain point / problem solved**
- **Your solution and value proposition (mention IPR)**
- **Your Market**
- **Revenue model**
- **Competition**
- **Timeline**
- **Management team**
- **Financials / deal**



# Pitch Deck: Opening slide

- company name / logo
- strapline
- presenter's name
- date

# Pitch Deck: Pain point / problem solved

- articulate issue simply
- describe how you discovered the issue
- describe what led you to solve the problem
- this is often an experience – tell it as such



# Pitch deck: Product & Value Proposition

- samples
- demo
- pictures
- simplify
- key features ***and*** benefits!
- IPR
- high level future plans

# Pitch deck: Market

- market size (£££)
- local vs. global potential (£££)
- why there is a need
- market position
- how you will capture it

# Pitch Deck: Revenue model

- cost vs. price (use tables)
- revenue streams
- gross margins (%)
- client acquisition rate
- cost of client acquisition
- scalability (forecasts)

# Pitch deck: Competition

- differentiators
- market size of competitors
- barriers to entry
- unique selling points

# Pitch deck: Company timeline

- history / achievements
- milestones
- indicative plan



# Pitch Deck: Management team

- grants (accompanying DD / tracker sheet)
- awards
- previous success (exits!)
- PR coverage
- expertise
- associated brands

# Pitch deck: Financials / deal

- Revenue (use table, years & total)
- EIS? SEIS?
- investment target + equity stake
- seed investment
- use of funds
- exit

# The ACE checklist of presenting

## **A**dvance preparation

- builds confidence
- you can drop the script
- develops your focus

## **C**ontext

- who is your audience?
- what does your arena look like?

## **E**asy

- be at ease with yourself & your task
- at least appear relaxed, ready and enthusiastic





# Common mistakes

- Not to Shock and Awe
- Failure to explain upfront what the product is or the need.
- Ignoring or “knocking” off the competition
- Failure to ask for what you need!
- Not tailoring the pitch

## Key points to remember!

- Create flowing story line
- Tell it with passion
- **IMPACT** in opening sentence
- Lots of pictures
- Slides are a prompt
- Know your 60 second pitch!



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