

# Sharpening Tools to Effectively Pitch Your Business in any Situation:

“Business Plans” vs.  
“Venture Pitches” vs.  
“Elevator Speeches”

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**UCLAAnderson**

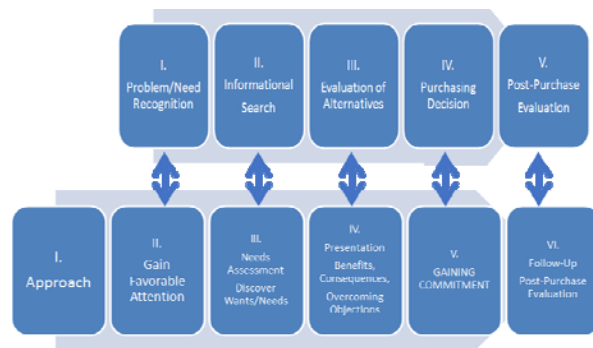
SCHOOL of MANAGEMENT

# Agenda Items

- Business Plans
  - Venture Pitch Decks
  - Elevator Speech
- 
- Business Models
  - The Buying Selling Process

# Practical Prerequisite Tools

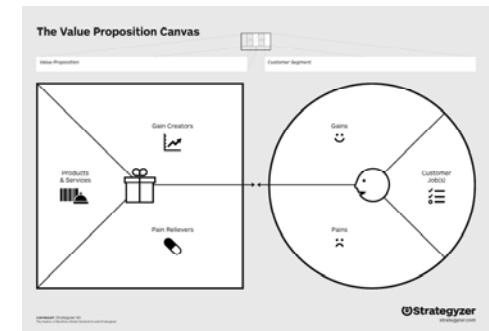
## BUYING/SELLING PROCESS



## BUSINESS MODELS



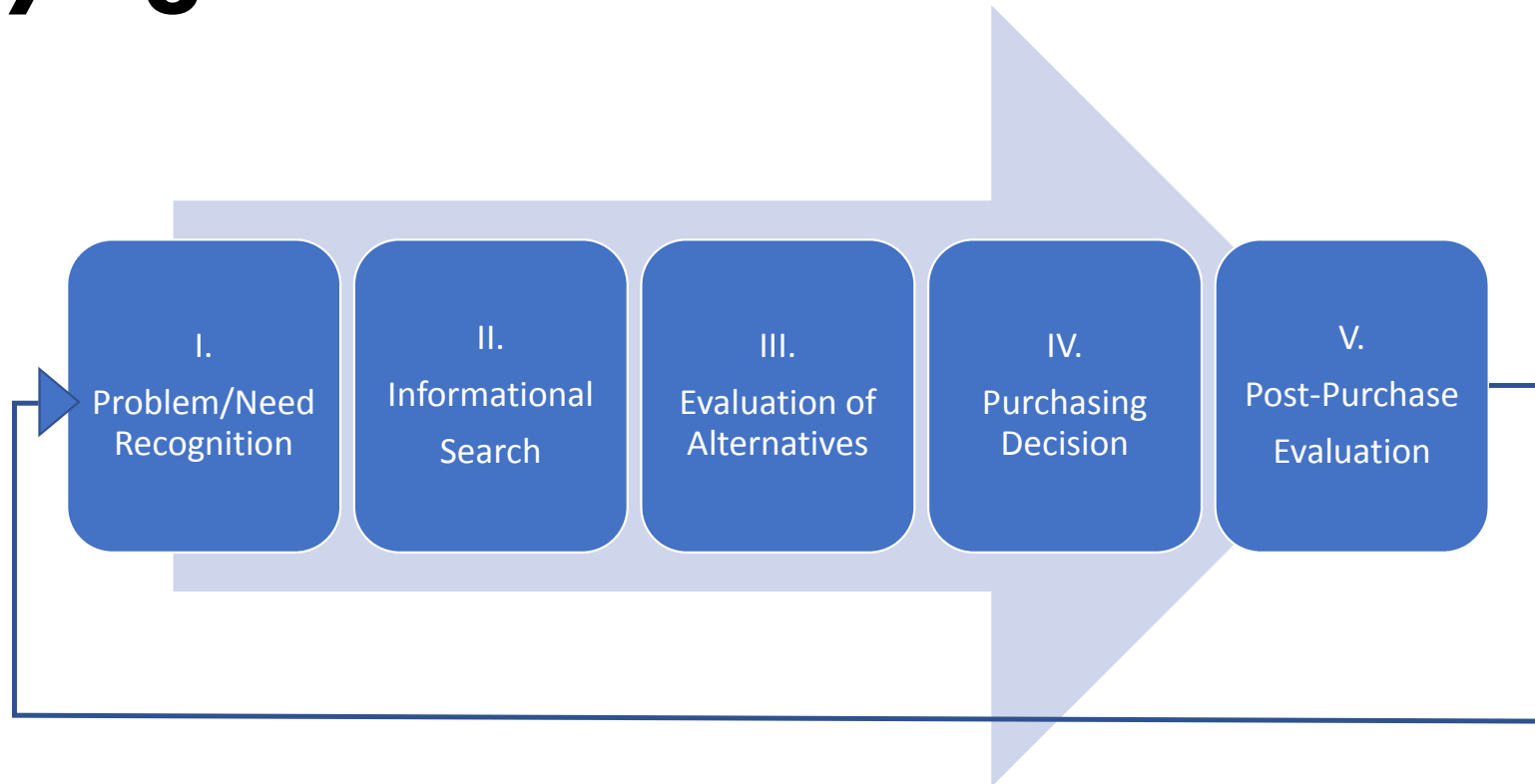
## VALUE PROPOSITIONS



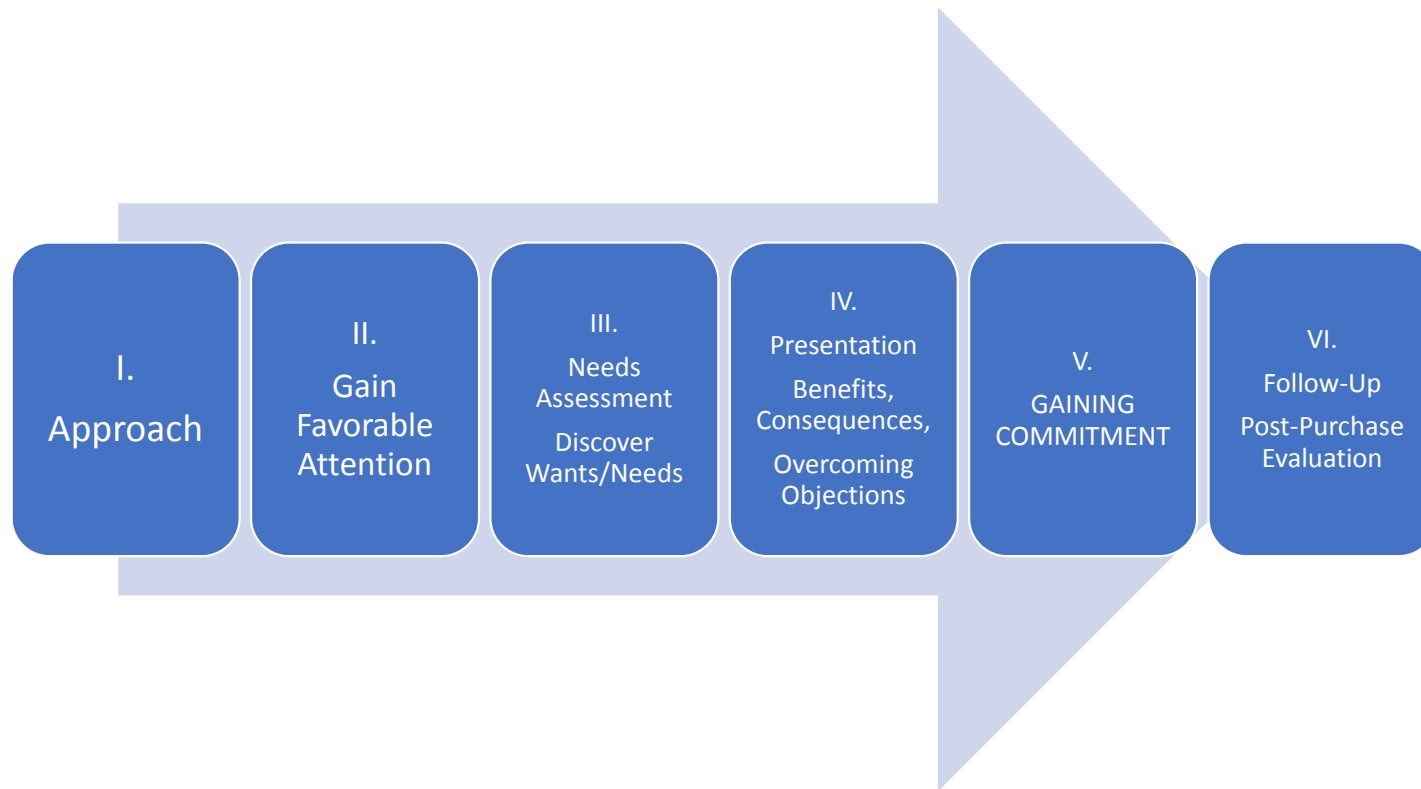
“Nothing Happens in Business  
Until a Sale is Made”

~Thomas Watson, Jr.

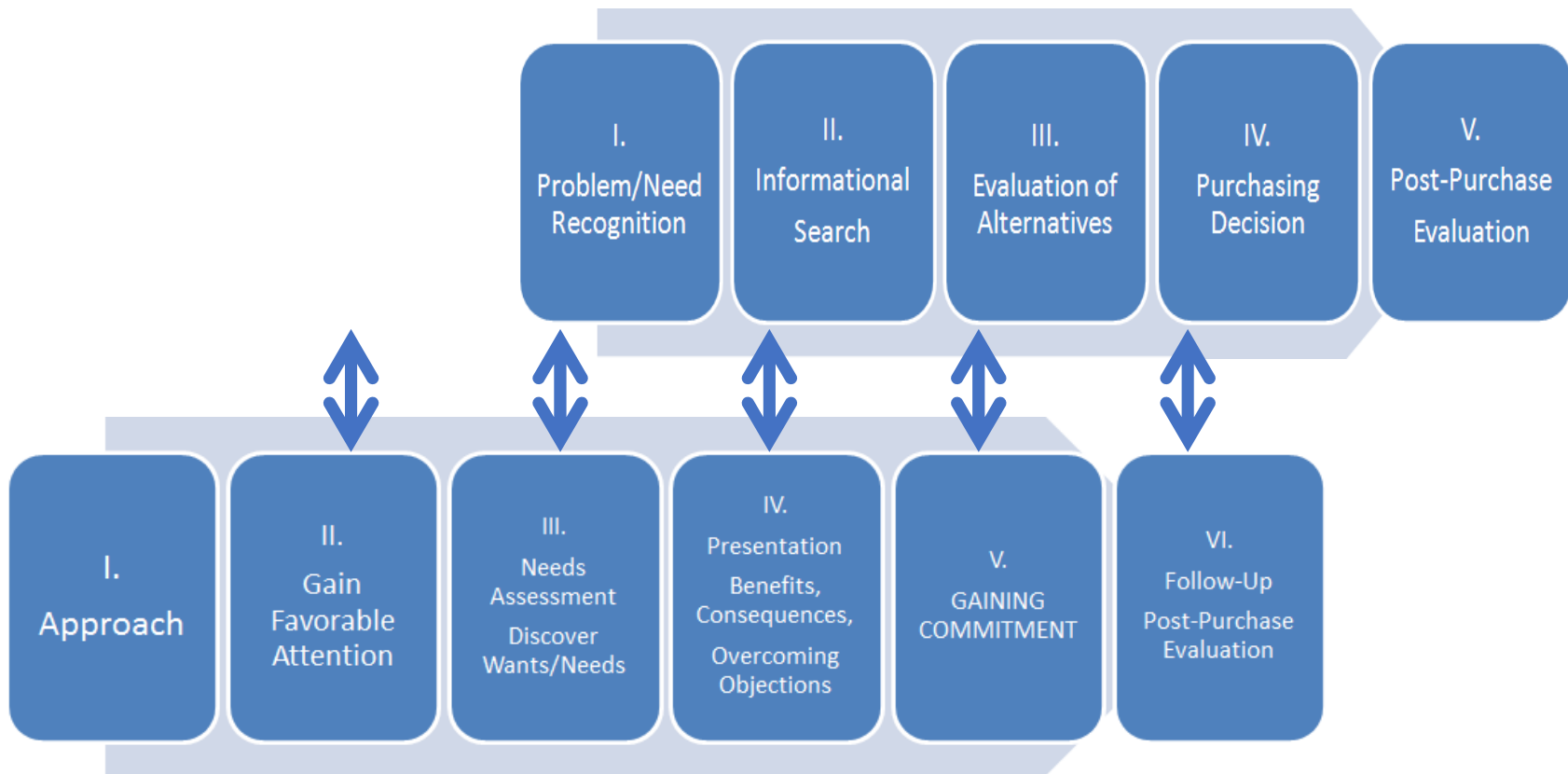
# Buying



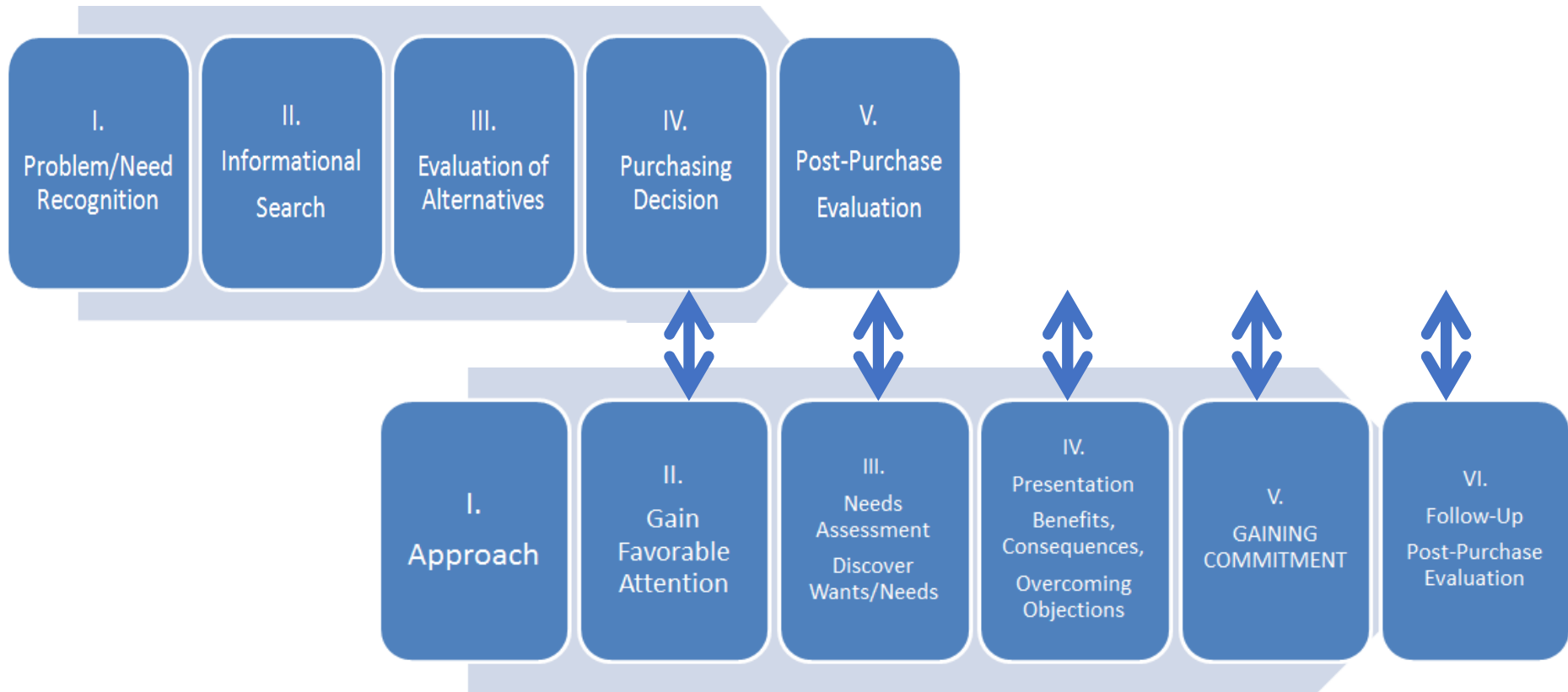
# Selling



# Don't Barge Ahead



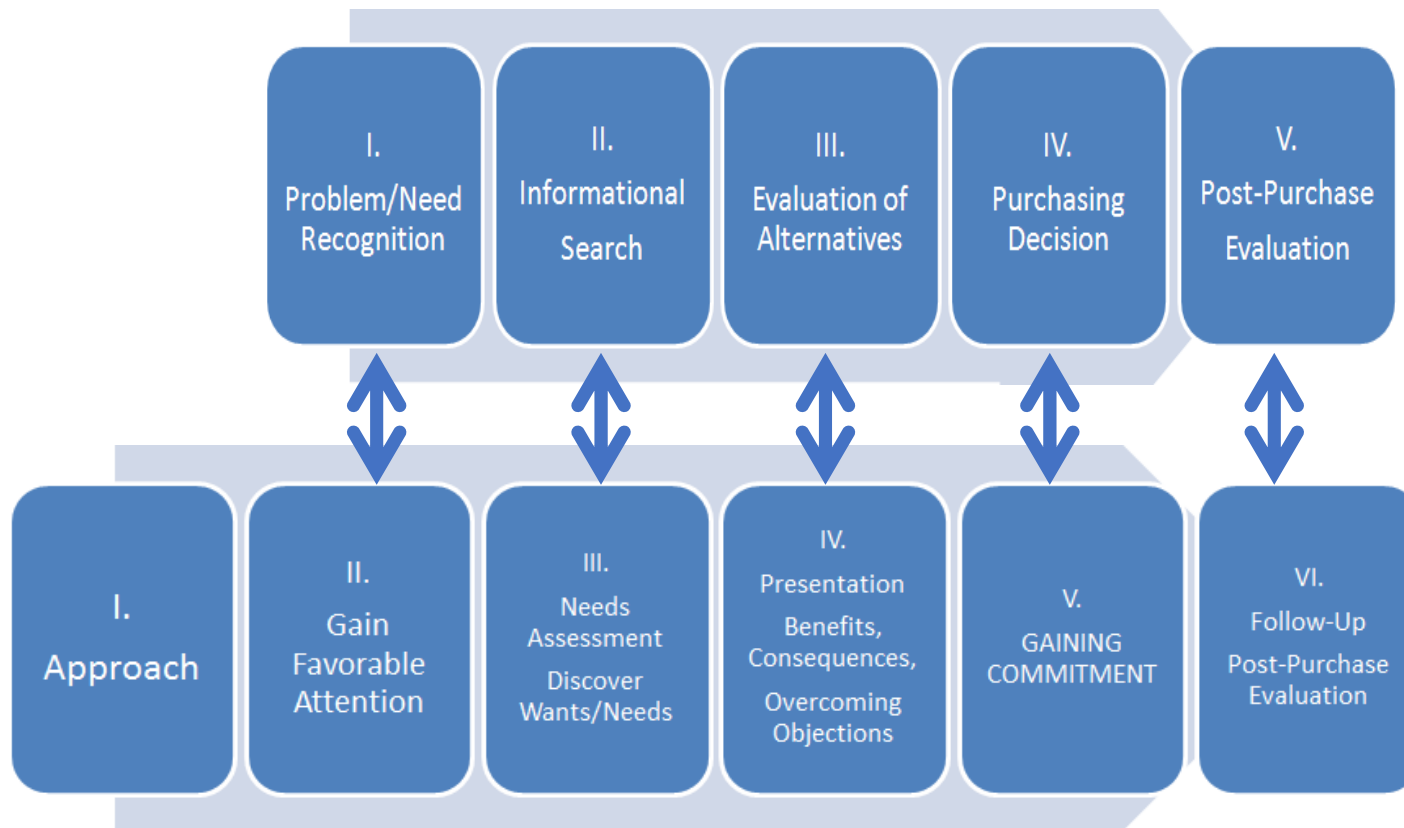
# Don't Arrive Late





# A Sense of Where You Are

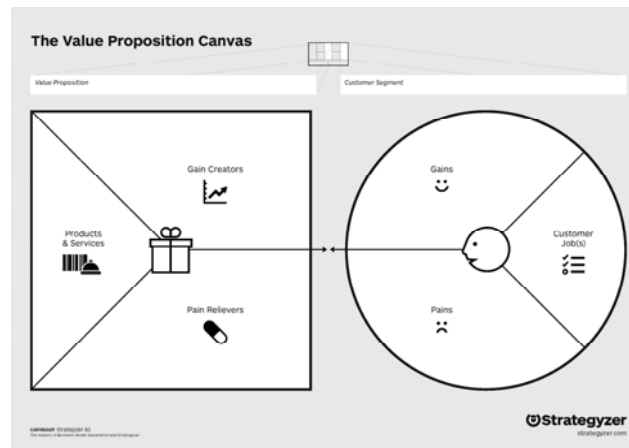
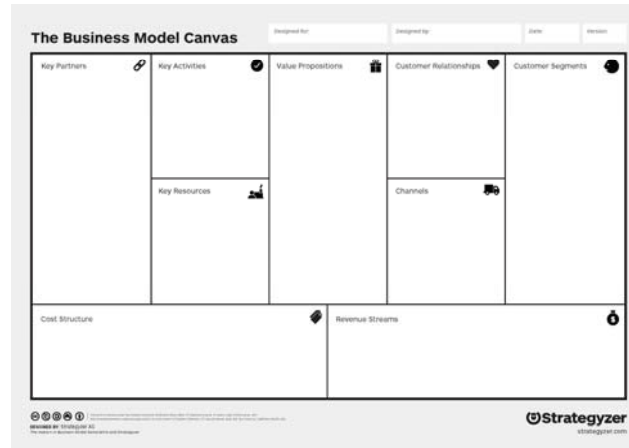
is Critical to Buying/Selling



# The Business Model

&

# Value Proposition









# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

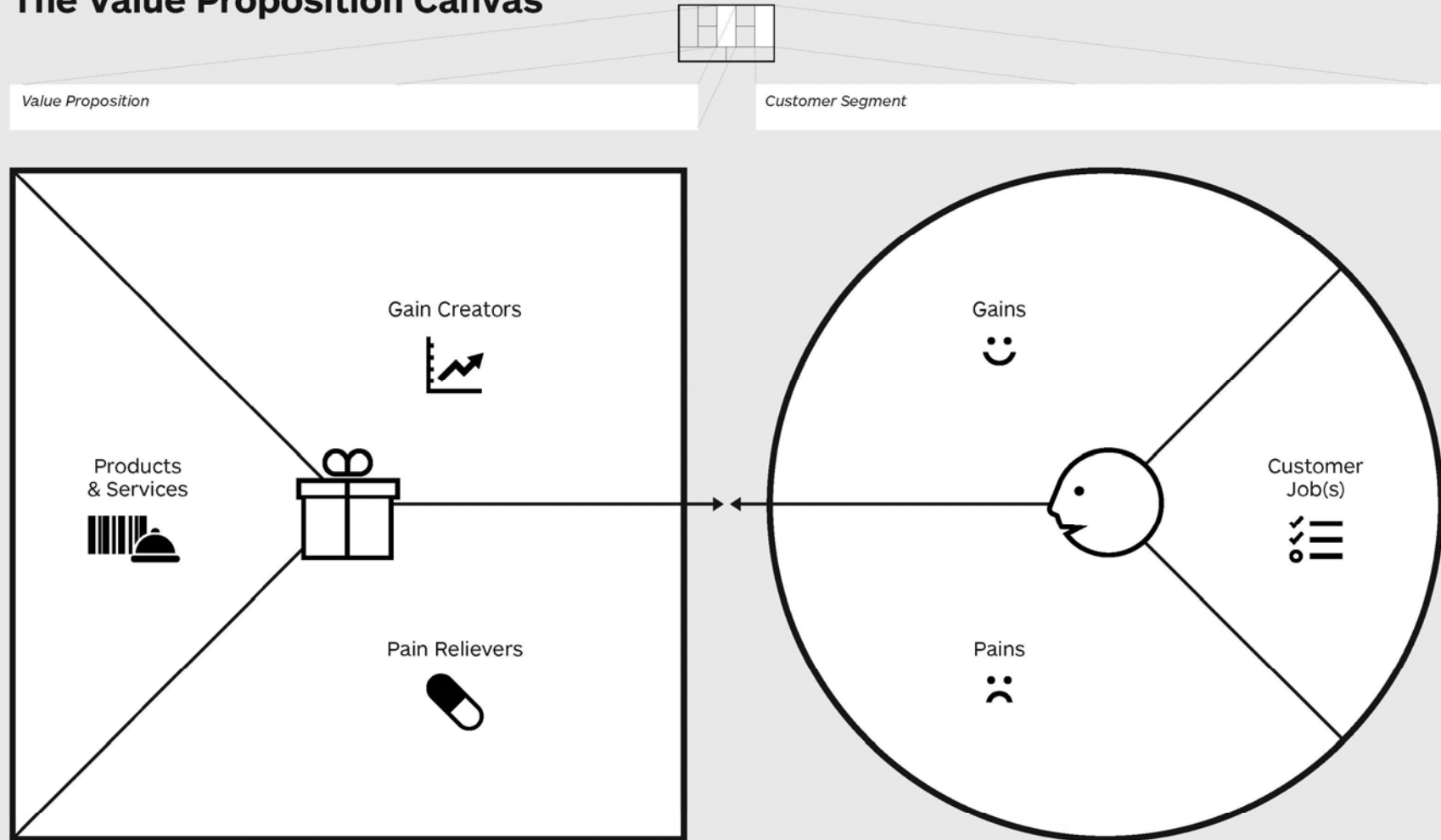


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DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

 **Strategyzer**  
strategyzer.com

# The Value Proposition Canvas



# Communicating Business Value

## BUSINESS PLANS



## CAPITAL RAISE PITCH DECKS



## ELEVATOR SPEECHES



# The Business Plan



## **Business Plan for a Startup Business**

The business plan consists of a narrative and several financial worksheets. The narrative template is the body of the business plan. It contains more than 150 questions divided into several sections. Work through the sections in any order that you want, except for the *Executive Summary*, which should be done last. Skip any questions that do not apply to your type of business. When you are finished writing your first draft, you'll have a collection of small essays on the various topics of the business plan. Then you'll want to edit them into a smooth-flowing narrative.

The real value of creating a business plan is not in having the finished product in hand; rather, the value lies in the process of researching and thinking about your business in a systematic way. The act of planning helps you to think things through thoroughly, study and research if you are not sure of the facts, and look at your ideas critically. It takes time now, but avoids costly, perhaps disastrous, mistakes later.

This business plan is a generic model suitable for all types of businesses. However, you should modify it to suit your particular circumstances. Before you begin, review the section titled *Adapting the Plan*, found at the end. It suggests emphasizing certain areas depending upon your type of business (manufacturing, retail, service, etc.). It also has tips for fine-tuning your plan to make an effective presentation to investors or bankers. If this is why you're creating your plan, pay particular attention to your writing style. You will be judged by the quality and appearance of your work as well as by your ideas.

It typically takes several weeks to complete a good plan. Most of that time is spent in research and re-thinking your ideas and assumptions. But then, that's the value of the process. So make time to do the job properly. Those who do never regret the effort. And finally, be sure to keep detailed notes on your sources of information and on the assumptions underlying your financial data.

I.	Table of Contents .....
II.	Executive Summary.....
III.	General Company Description.....
IV.	Products and Services .....
V.	Marketing Plan .....
VI.	Operational Plan .....
VII.	Management and Organization .....
VIII.	Personal Financial Statement .....
IX.	Startup Expenses and Capitalization .....
X.	Financial Plan .....
XI.	Appendices.....

# The Art of the Pitch Deck





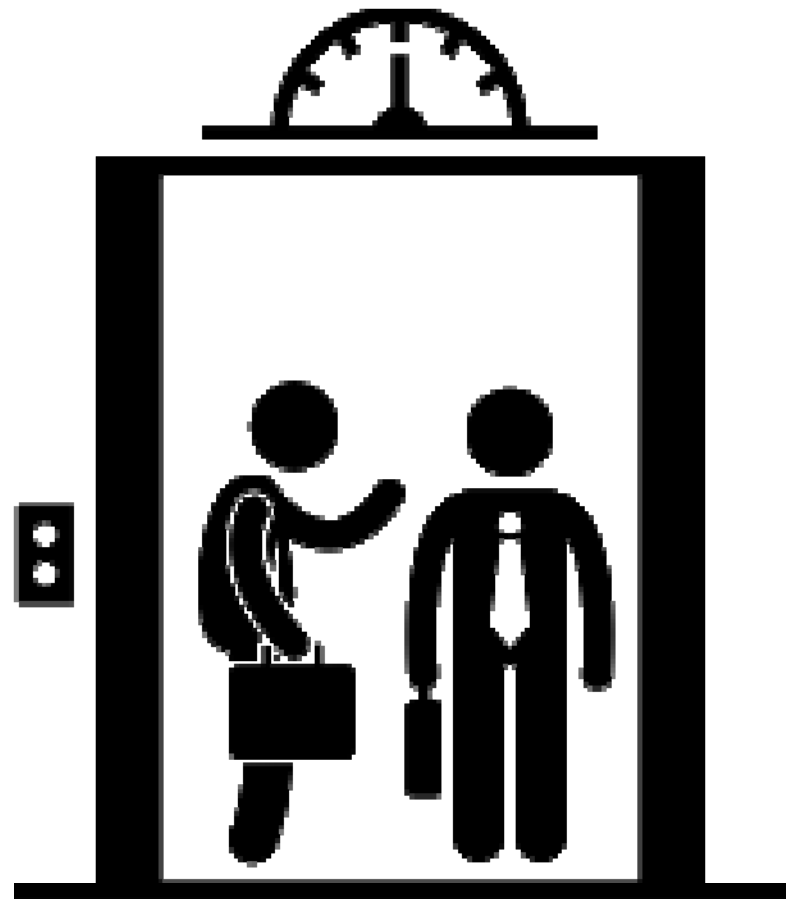
<b>EARLY GROWTH FINANCIAL SERVICES</b>	<b>PENN VENTURES</b>	<b>ART of PITCHING</b>
Logo/Mission/Positioning Line. Founders.	Company Introduction	Vision
The Problem We Solve	Market Overview (optional)	Problem
The Solution	Problem	Solution
The Market Size	Solution	Market Size
The Product/Technology Architecture	Market Assessment	Competition
IP/Defensibility/Scalability Chart	Competitive Landscape	Traction/Demand
Go To Market/Distribution	Competitive Advantage	Revenue Model
Competitor Matrix	Development Plan	Sales Funnel
Revenue Projections	Business Model/Reimbursement Strategy (if applicable)	Customer Journey
The Advisors	Additional Market Opportunities (if applicable)	Unit Economics
Use of Funds	Team	Go-To-Market Plan
Exit Strategy	Financials (if applicable)	Team
	Investment Highlights	Key Milestones
		The Ask
		3 year Financials

<b>Common Threads</b>	<b>Variations</b>
Problem Statement	The start: Vision, Mission, Company introduction
The Solutions	Product Description / How it Works
Market Size/Assessment	IP - Defensible Competitive Advantage
Competition / Competitor Landscape	Scalability
Business Model / Revenue Projections	Use of Funds
Go-To-Market / Distribution Plan	Business Model
Development Plan / Key Milestones	Value Proposition
The Team	
The Ask	
Financials - 3 Year	
Exit Strategy	

# Pitch Deck Artist's Checklist

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>Vision</b><br>Big? Aligned?                                    | <input type="checkbox"/> <b>Traction / Demand</b><br>Customer feedback<br>Sales / commitments<br>Users / other key metrics | <input type="checkbox"/> <b>Go-to-Market</b><br>Marketing<br>Distribution           |
| <input type="checkbox"/> <b>Problem</b><br>What it is<br>Who has it                        | <input type="checkbox"/> <b>Revenue Model</b><br>Who pays<br>Reimbursement   | <input type="checkbox"/> <b>Regulatory</b><br>Timeline and cost                     |
| <input type="checkbox"/> <b>Solution</b><br>What it is<br>Why now<br>Unique<br>Protectable | <input type="checkbox"/> <b>Sales Funnel</b><br>Process<br>Metrics   | <input type="checkbox"/> <b>Team</b><br>Why the right team                          |
| <input type="checkbox"/> <b>Market Size</b><br>Big? Correctly defined?                     | <input type="checkbox"/> <b>Customer Journey</b><br>Initial sale<br>Fully deployed   | <input type="checkbox"/> <b>Key Milestones</b><br>Accomplishments<br>Goals          |
| <input type="checkbox"/> <b>Competition</b><br>Who? Pros / cons<br>How you will win        | <input type="checkbox"/> <b>Unit Economics</b><br>BOM, COGS, Commissions....   | <input type="checkbox"/> <b>The Ask</b><br>How much you are raising<br>Use of funds |
|  |  | <input type="checkbox"/> <b>3 Year Financials</b>                                   |

# The Elevator Speech



# How to Deliver a “Perfect Pitch”

Benefits

Product

Categories

Competition

Needs/

Differentiation

Problems

Customer

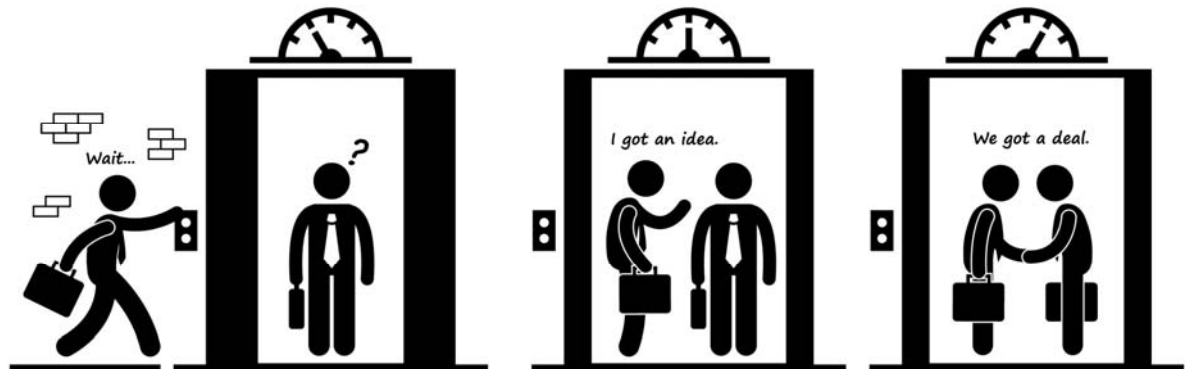


# The “Perfect Pitch” – How Much Time do you Have?



15 Minutes

45 Seconds



# AlertCap™



Keeping troops and civilians Awake, Alert, and Alive

## **The AlertCap™ Will Detect Drowsiness and Alert You Before Something Bad Happens**

- For drivers and Industrial Operators
- Need to stay awake / alert under extended monotony
- AlertCap™ : Wearable personal warning system
  - Buzzes wearer back to a state of alertness.
- Uses brainwaves for early detection → counter action



## **Problem:**

**Losing Alertness  
or Falling Asleep  
during Critical  
Tasks → Injury &  
Death**

## **U.S. National Highway Traffic Safety Administration:**

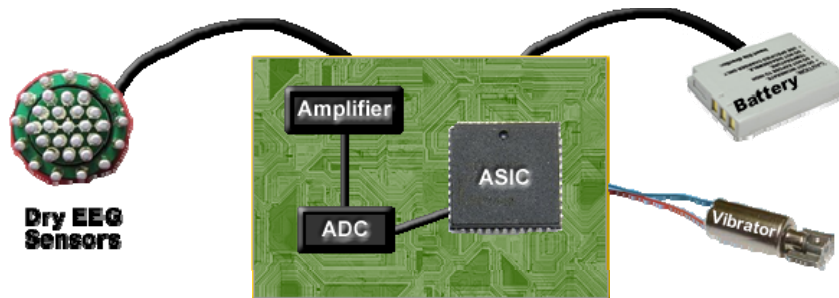
- Each year tired drivers are involved in more than
  - 100,000 vehicular crashes
  - \$12.5 billion in losses
  - 71,000 injuries
  - **1,500 fatalities**

## **2005 U.S. poll conducted by the National Sleep Foundation:**

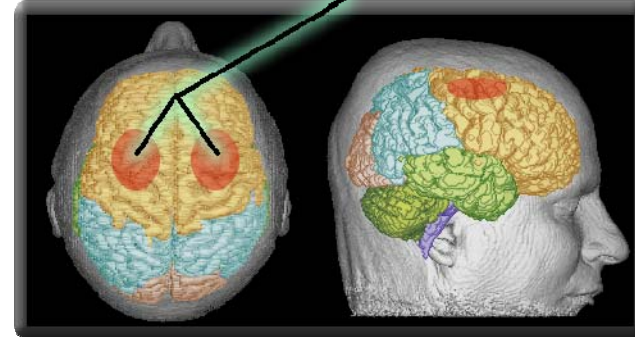
- 60% of us had driven while feeling sleepy
- 37% admitted to falling asleep at the wheel
- 4% percent had an accident or near accident because they were too tired

**Airline pilots, train operators, nuclear plant supervisors, security guards, or oil tanker pilots**

# Solution: AlertCap™ Continuously Monitors EEG Brain Waves and Immediately Sounds An Alarm Before You Lose More Alertness

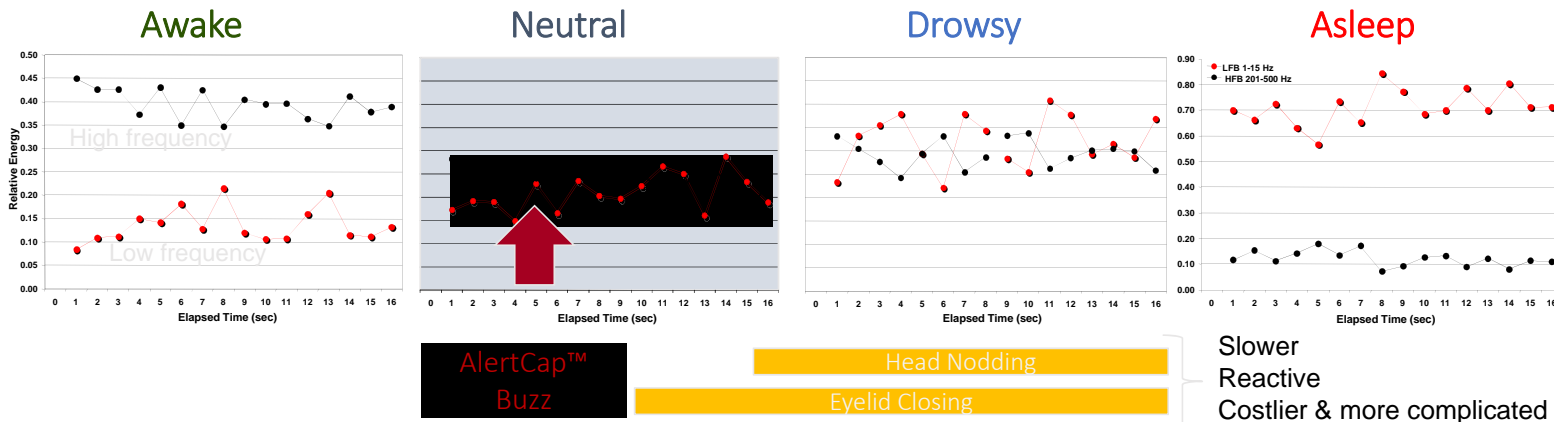


EEG Monitors the C3/C4 Brain Regions



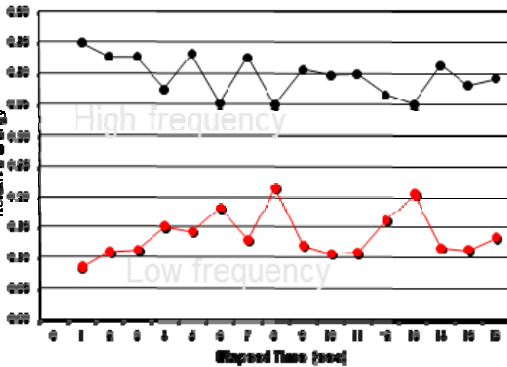
Patent Status: Application Pending USSN 339,864

High and Low Frequency EEG Bands

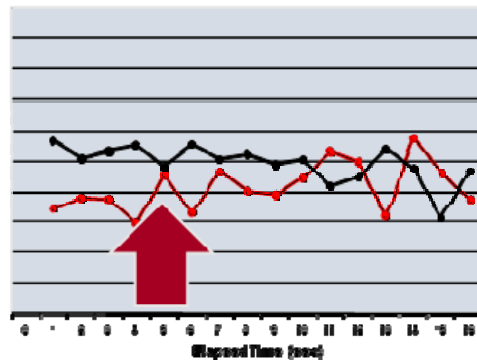


## High and Low Frequency EEG Bands

**Awake**

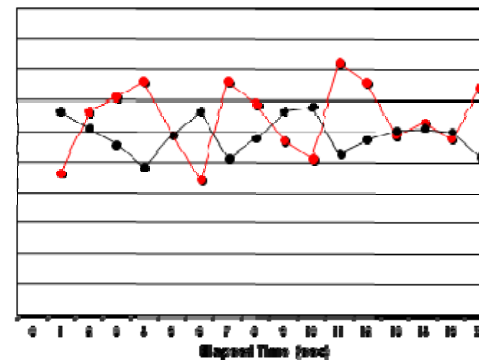


**Neutral**



AlertCap™  
Buzz

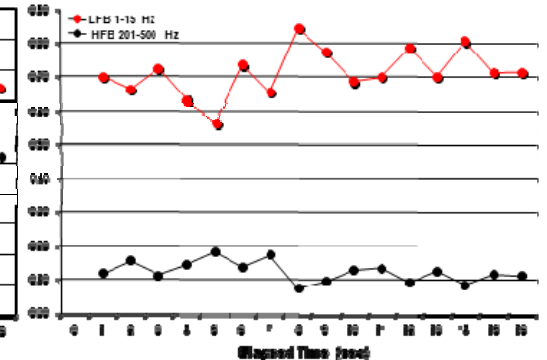
**Drowsy**



Head Nodding

Eyelid Closing

**Asleep**



Slower  
Reactive  
Costlier & more complicated

## Market Opportunities: Industrial, Civilian, and Military

U.S. Addressable Industrial Markets	# Personnel
Maritime Transportation	84,000
Railroad Transportation	125,000
Air Transportation	132,000
Taxi Drivers	229,000
Bus Drivers	653,000
<b>Truck Drivers</b>	3,356,000
<b>Material Moving Operators</b>	4,825,000
Power Plant Operators	47,000
Quality Assurance Inspectors	491,000
<b>Production Assemblers and Fabricators</b>	2,075,000
Firefighters and Paramedics	562,000
Police	861,000
<b>Security Guards</b>	1,049,000
Source: <a href="http://www.bls.gov/OCO/">http://www.bls.gov/OCO/</a>	<b>TOTAL 14,489,000</b>

**We are uniquely positioned to work with other government agencies to help establish regulatory requirements**

### U.S. Addressable Market Segments By Number of People

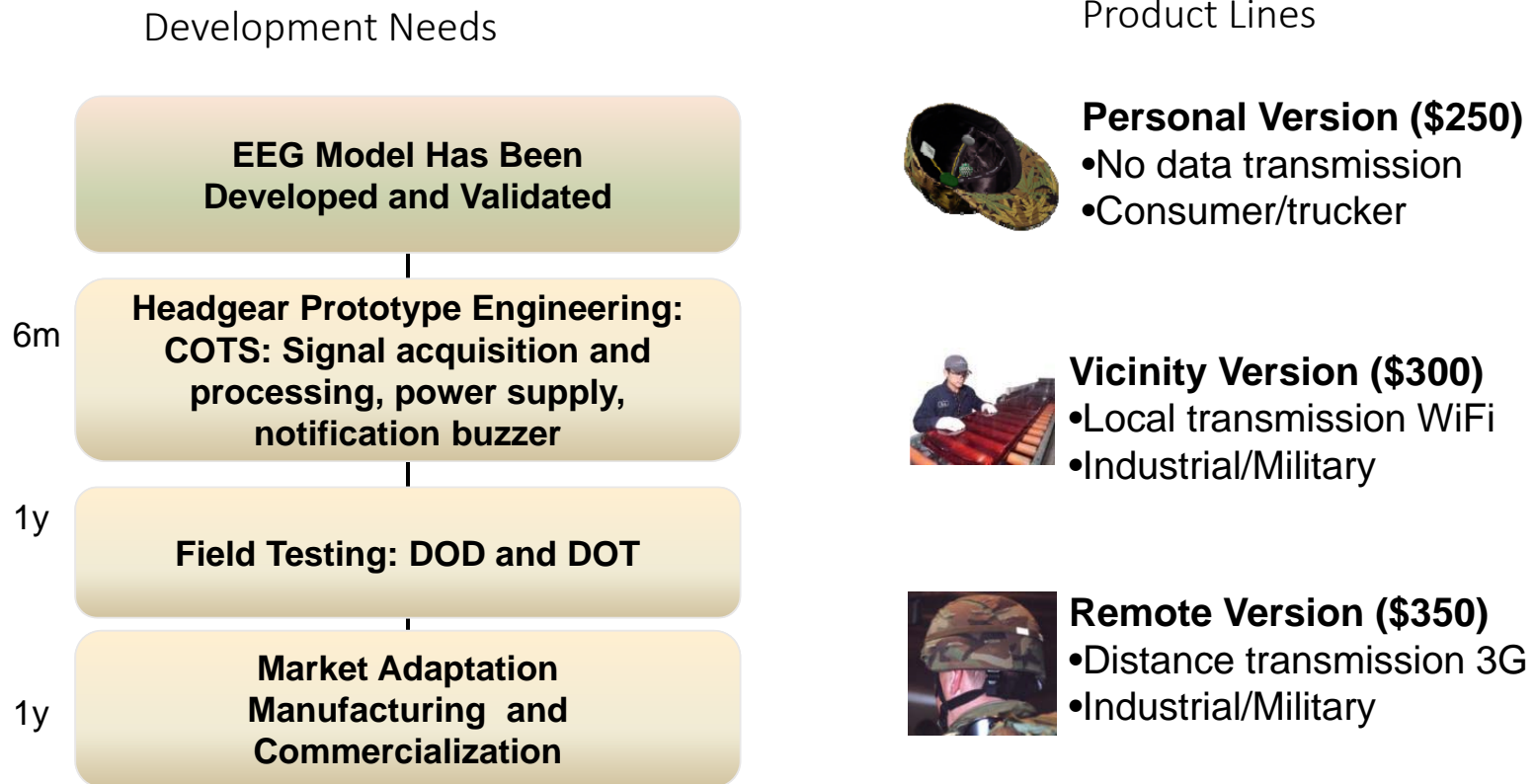
Civilian= 200 m  
Industrial= 15 m  
Military= 1.5 m

#### Business Opportunity

Civilian= \$20-60m  
Industrial= \$38m  
Military= \$9m

Product pricing similar to noise cancellation headphones \$200-300@

## Commercialization Plan: Looking for Development Partners and Licensees



So, What 7 Words Will  
Succinctly  
Transform a Business Pitch Deck  
Idea into an Elevator Speech  
(30-45 secs.)?

Step	Key Word “Prefix”	Instruction
Customer	<b>FOR</b>	Target Market/Consumer
Problem	<b>WHO</b>	Critical need or Issue Faced
Product	<b>THE</b>	“Brand” name
Category	<b>IS AN</b>	Product/Service Category
Compelling Benefit	<b>THAT</b>	Compelling Benefits of use
Competitors	<b>UNLIKE</b>	Competitors Listed with & Limitations
Differentiation	<b>OUR</b>	Performance and why it differentiates you

	The Alert Cap is ...
<b>FOR</b>	Military troops and civilians in the transportation industry
<b>WHO</b>	Are at risk of (and do) fall asleep at the wheel
<b>THE</b>	“ALERTCAP”
<b>IS AN</b>	EEG monitoring hat or helmet
<b>THAT</b>	Alerts the wearer (or central command & control) that the wearer is about to fall asleep
<b>UNLIKE</b>	Eyelid closing or head nodding monitors that are only able to detect physical changes in the “Drowsy” stage, right before falling asleep
<b>OUR</b>	AlertCap works during the “Neutral” stage prior to becoming drowsy and can buzz the wearer awake in time to prevent an accident



# Where We've Been Today

- Nothing Happens in Business Until a Sale is Made
- “Business Model” & “Value Proposition” Canvases
- Business Plans for Deep Clarification
- Venture Pitch Decks to Serve as “A Plan for the Business”
- Elevator Speeches: Distill, Clarify, and Get to the Point
- 7 Words Can Transform Your Business Plan

Key Word "Prefix"	7-Step Elevator Speech
<b>FOR</b>	For Business Owners & Entrepreneurs
<b>WHO</b>	Need to convey their business idea succinctly to potential investors or partners
<b>THE</b>	7-Step Elevator Speech Template
<b>IS AN</b>	Simplifying framework to Create an Elevator Speech
<b>THAT</b>	Works in for any well planned business idea
<b>UNLIKE</b>	Complete business plans, or several minute venture pitches
<b>OUR</b>	The 7 Step Elevator Speech Template provides an algorithm that creates a compelling and well constructed description of the business, that respects the listener by covering only the necessary points of interest in the business, and concluding within 45 seconds.

Q&A

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