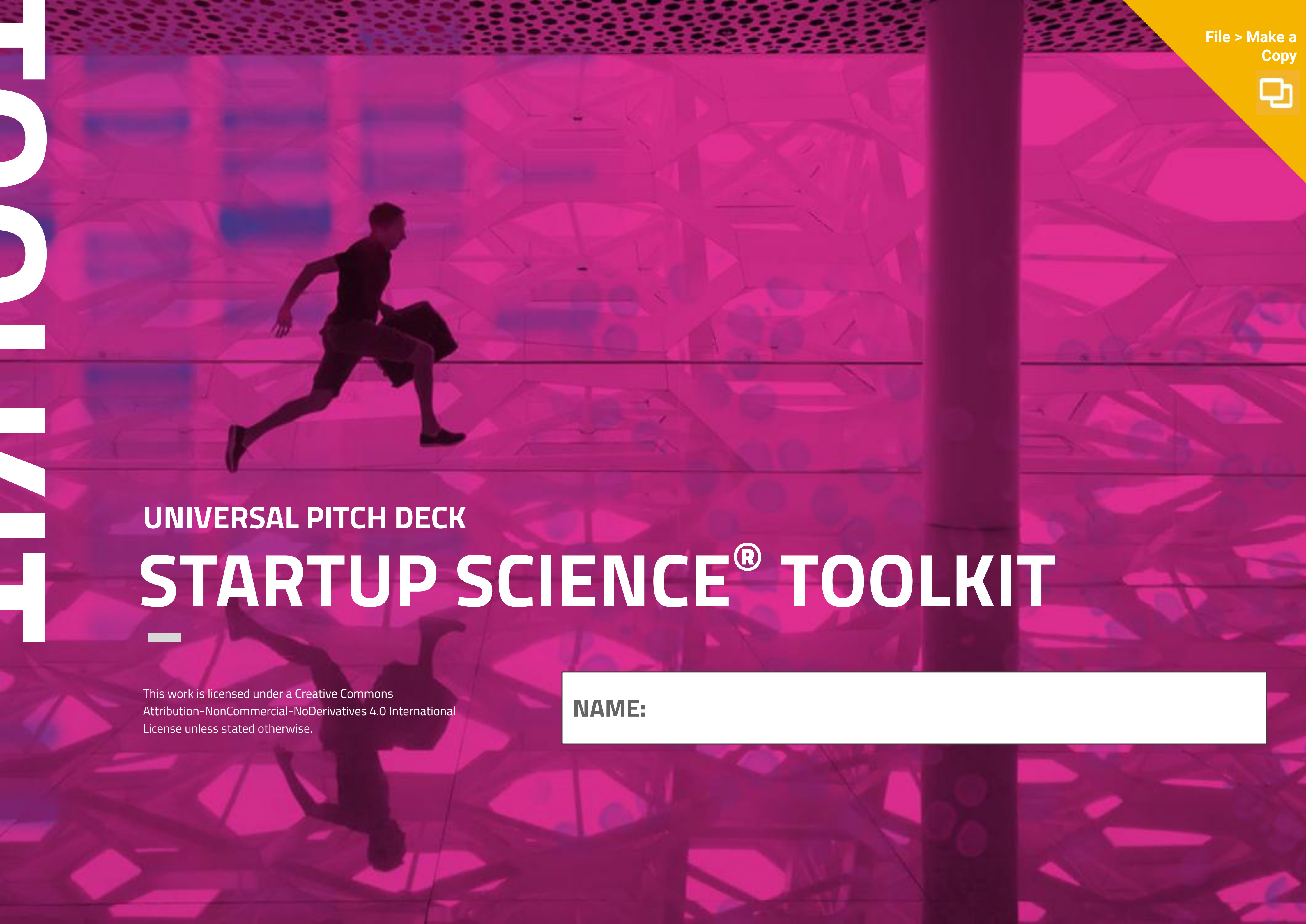

File > Make a Copy

UNIVERSAL PITCH DECK

STARTUP SCIENCE® TOOLKIT

NAME:

RE-USING AND IMPROVING

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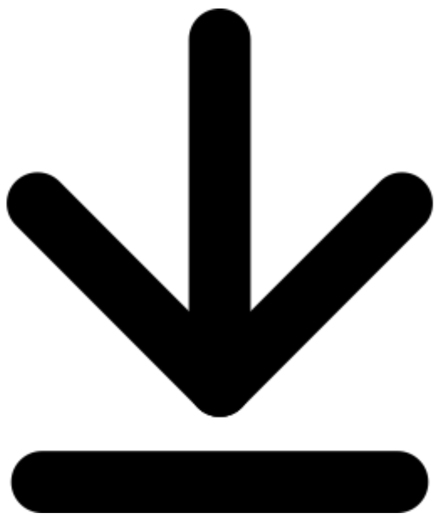
http://support.strategyzer.com/knowledgebase/articles/506842-can-i-use-the-business-model-canvas-or-value-propo

USING THE TOOLKIT

The toolkit guides your thinking



Download your own copy into a Google Drive account. Then you can make copies of all the tools.

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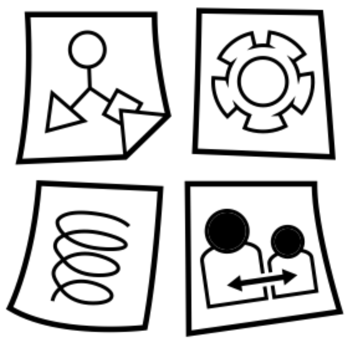
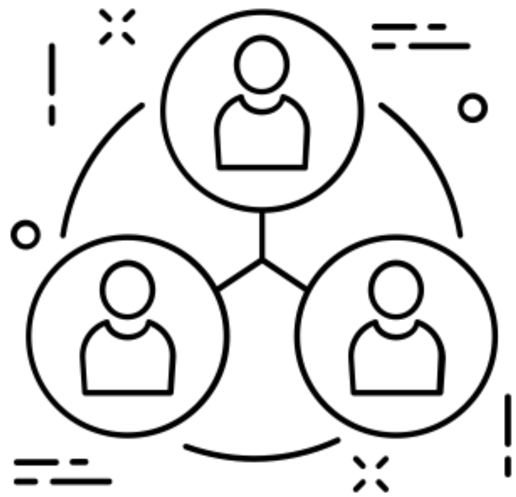


Use post-it notes to build up the tools. The Google Drive version includes digital post-its around each tool.



When working as a team, complete your version first and then share perspectives.

MODULE INDEX

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UNIVERSAL PITCH DECK

TOOLKIT

UNIVERSAL PITCH DECK

DECK INSTRUCTIONS

A starter kit for pitching your business

- Slides illustrate. Tell a story in a picture. Don’t use text that you will read or lots of data that people will try to understand instead of listening to you.
- What is your story? How does it flow from one image to the next?
- What phrases/imagery can you repeat as a theme?
- Could you present it to anyone and they would understand and be excited about what you do?
- Big pictures not small. Words and patterns not sentences.
- Feel free to make more slides if you need to to tell your story.

#TIPS

Pitch language

Passive (avoid)	Awesome
We are planning to… We hope to…	Next month we are… We are in the process of…
We think that…	We know that…
Our aim is to…	We will be…
We are considering…	We are investigating…
We have had interest from <industry>.	We have had interest from <company>
Customer interviews have validated that…	We have tested <this> with potential customers and have <this traction>

THEME / ORIENTATION

An intriguing hook or detail

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Short sentence, word pattern, image. All needs to be consumed in 1 second.

Option #1

Option #2

INVESTOR'S MIND

What might they be thinking? What is distracting them instead of listening to you? What do they want to know?

You can delete these bubbles.

INTRODUCE YOURSELF

Startup name and your catchy introduction...

Pollenizer Global Pty Ltd

Name	Value proposition

INVESTOR'S MIND

Interesting name and value proposition... but what is it...? I'm interested but sceptical. Tell me more.

BTW, give me a moment for your UVP to sink in before you woosh me to the next slide.

THE PROBLEM WE ARE SOLVING

A story that sizes the scale and impact

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You may need a couple of slides...

Perspective #1

Perspective #2

INVESTOR'S MIND

I can see that there is a problem here even though it is not in my field. But that is a massive problem to solve and I am sceptical that you can.

WHAT IF IT COULD BE SOLVED?

With us it can .... like this!

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You may need a couple of slides... can you show me? Help me picture it.

Result #1

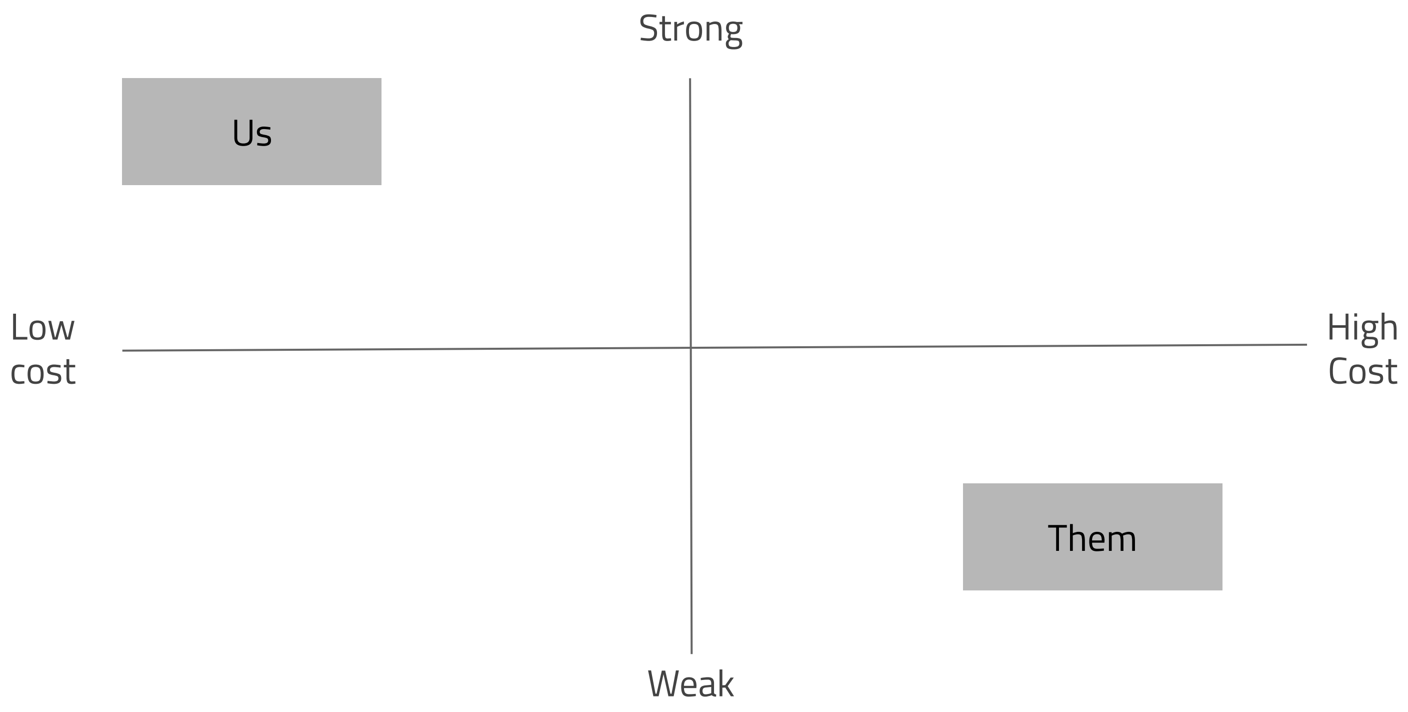
Result #2

INVESTOR'S MIND

Click... boom... amazing... wow. Surely others are doing it? If not, why not? If they are, how are you unique?

HERE'S THE COMPETITION

Can you see how unique we are? Find a single visual.



INVESTOR'S MIND

I can see how these are the important factors that customers think about when choosing a supplier and how you guys standout...

Sounds great but how do you make money out of this?

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WHY US?

Here's our extraordinary team

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Picture of team. Why are you the best people in the world to deliver this?

Team member #1
Why you?

Team member #2
Why you?

Team member #3
Why you?

Team member #4
Why you?

INVESTOR'S MIND

I need to know that you have the experience to figure this business out and that you are obsessed with making it happen. Passionate. Unstoppable.

Sounds like you are... but where's the proof...?

STATUS

We are unstoppable. We do the right things in the right order.

DONE	DOING	NEXT

INVESTOR'S MIND

You will deploy resources well to increase value and decrease risk. I'd better get on the train because you will go ahead whether I am on it or not.

Short timeframe

Pollenizer Global Pty Ltd

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THE ASK

Here's the transaction

What's in it for both sides? When?

Option #1 and timeframe	Option #2 and timeframe

INVESTOR'S MIND

I can see how I can get involved.

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THE 'NEW BLISS'

The world with us will be different

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Restate UVP?

Option #1

Option #2

INVESTOR'S MIND

I want to talk more to these people...