



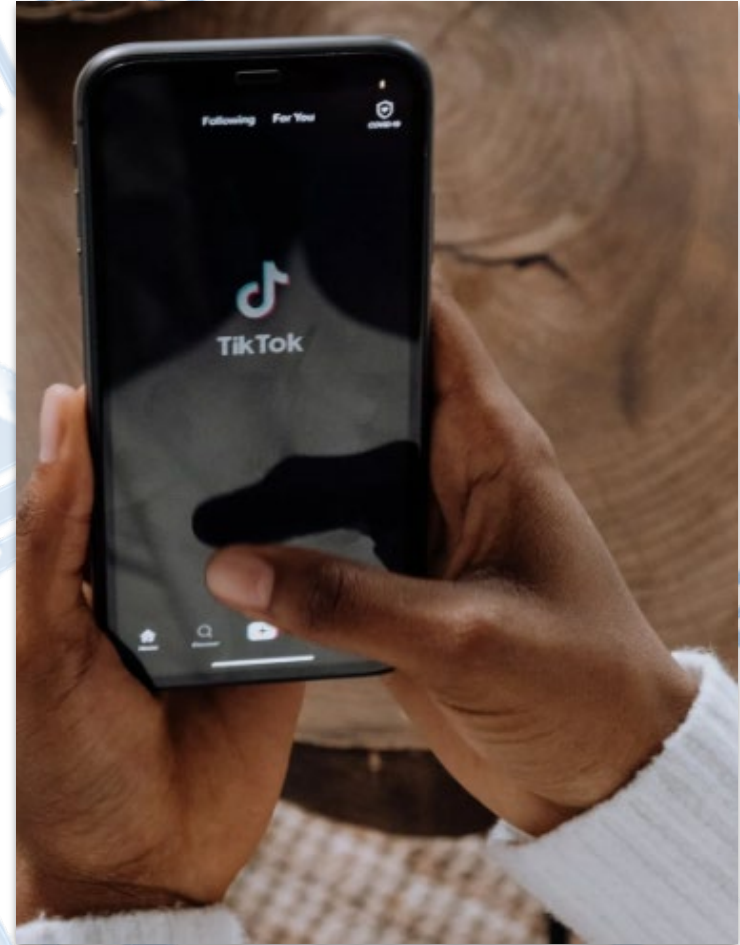
7 Investor Pitch Tips for the Tik Tok Era

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Living in the Tik Tok Era

- Short-Format
- Short Attention Span
- Engage Immediately ...
- ... Else, Swipe...



One Topic Per Slide

11 Topics

...So 11 slides...



Five Minutes to Pitch

- You have **11 things** to share in **5 minutes**
- That is **27 seconds per slide...**

You can do it...



A large audience is seated in a theater, looking towards the stage. The theater is dimly lit, with several large, bright blue spotlights illuminating the audience from the sides. The audience members are dressed in business casual attire, and many are looking towards the stage with interest. The text is overlaid on the image.

Your Only Objective...

• Make the audience think:

...Make the audience think:

“That’s interesting,
I want to hear more...”

“That’s interesting,
I want to hear more...”

7 Tips to Optimize Your Pitch

1. Tell a story about a person
2. Avoid wordy slides
3. Have a talking script
4. Use imagery
5. Make the deck pretty
6. Use big, legible fonts
7. Project yourself



Tell a Story About a Person

Introduce something or someone real-world that is relevant & compelling to the user's experience

- ✓ Once upon a time...
- ✓ A day in the life...
- ✓ Imagine if you will...



The Makings of a Story...

- ✓ Person being Rescued = User Persona
- ✓ Villain = Problem
- ✓ Hero = Solution / Value Proposition / Team
- ✓ Hero's Journey = Traction / Go-to-Market
- ✓ Backstory = Market / Model / Fin'ls / Comps
- ✓ Climactic Finish = Traction & Ask



Story-Telling at Matter.VC



- [Kerning Cultures](#)
- [Tangible](#)
- [Drop](#)
- [Paytime](#)
- [LedBetter](#)
- [reallyread.it](#)
- [Ovee](#)
- [nēd!](#)
- [Scriptd](#)
- [Optimera](#)
- [kweliTV](#)



If Presenters Have Slides That Are Too Wordy, No One Will Typically Be Able To Finish Reading Everything on the Page

- ✓ The problem with too many words on a page is that the audience will have to start reading the page instead of scanning it. You only have thirty eight seconds to present a slide; the audience will likely need more than that to fully comprehend what they are reading.
- ✓ Keep in mind that the average person in the audience might be capable of only reading two hundred words per minute, which translates to only ninety words in the time budgeted.
- ✓ The problem is that when they read, they won't listen. For that reason, make sure to have bullet points that can be scanned instead of read. For that reason, less than thirty words on a page in a five minute pitch is optimal.

Be Brief!

- ✓ How wordy was the last slide?
 - What is the optimal word count?
 - What's your wordiest slide?



Be Brief!

- ✓ 27 seconds allow 90 words read, but...
- People can listen & scan; not listen & read!
- This slide has only 27 words...
- **No more than 30 words per slide**



Write Out Your Talking Script

- ✓ People talk at about **150 word per minute**
- In **27 seconds** you can say about **68 words**
- ***No more than 65 spoken words per slide***





7 Tips for 7 minute pitches

File Edit View Insert Format Slide Arrange Tools Add-ons Help [All changes saved in Drive](#)

PRESENT SHARE

+ Undo Redo Print Refresh

Background... Layout Theme... Transition...

12 Be Brief

- How wordy was the last slide?
- What about your wordiest slide?
- What is the optimal number of words?

13 Be Brief

- 38 seconds allow 127 words read, but...
- People can listen & scan; not listen & read!
- This slide has only 30 words...
- No more than 42 words per slide

14 Write Out Your Talking Script

- People talk at 145-160 wpm when presenting
- In 38 seconds you can talk 92-101 words
- No more than 95 spoken words per slide

15 Write Out Your Talking Script

16

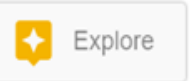


Write Out Your Talking Script

- People talk at 145-160 wpm when presenting
- In 38 seconds you can talk 92-101 words
- No more than 95 spoken words per slide

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I prefer to talk off the cuff and not just memorize a script. I tend to jot down bullet points of the stories I want to tell. That is fine but I obviously still need to keep track of how long I talk. I jot down a rough script to give me a sense of how long it will take for me to get my message out. In case you are wondering I am up to 79 words. I was planning to talk for less than 100 words so I will now stop.



Storyboarding Calculator

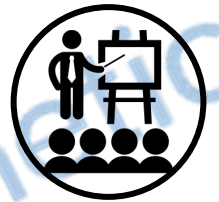
Startup Pitch Storyboard

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

50% \$ % .0 .00 123 Arial 20 B I S A

Startup Pitch Storyboard

Slide	Topic	Time From (Seconds)	Time to (Seconds)	Headline (edit this column)	Text on Slide (edit this column)	Deck Word Count: 61/462	Slide Status	Speaking Script (edit this column)	Script Word Count: 72/1045	Speaker Script Status
1	Problem/Solution	0	38	Put your Problem/Solution headline here	Put your Problem/Solution content here	5	OK	Put your Problem/Solution speaker script here	6	OK
2	Value Proposition	39	77	Put your Value Proposition headline here	Put your Value Proposition content here	6	OK	Put your Value Proposition speaker script here	7	OK
3	"Secret Sauce"	78	116	Put your "Secret Sauce" headline here	Put your "Secret Sauce" content here	6	OK	Put your "Secret Sauce" speaker script here	7	OK
4	Market Size	117	155	Put your Market Size headline here	Put your Market Size content here	6	OK	Put your Market Size speaker script here	7	OK
5	Business Model	156	194	Put your Business Model headline here	Put your Business Model content here	6	OK	Put your Business Model speaker script here	7	OK
6	Go-to-Market Plan	195	233	Put your Go-to-Market Plan headline here	Put your Go-to-Market Plan content here	6	OK	Put your Go-to-Market Plan speaker script here	7	OK
7	Competitive Analysis	234	272	Put your Competitive Analysis headline here	Put your Competitive Analysis content here	6	OK	Put your Competitive Analysis speaker script here	7	OK



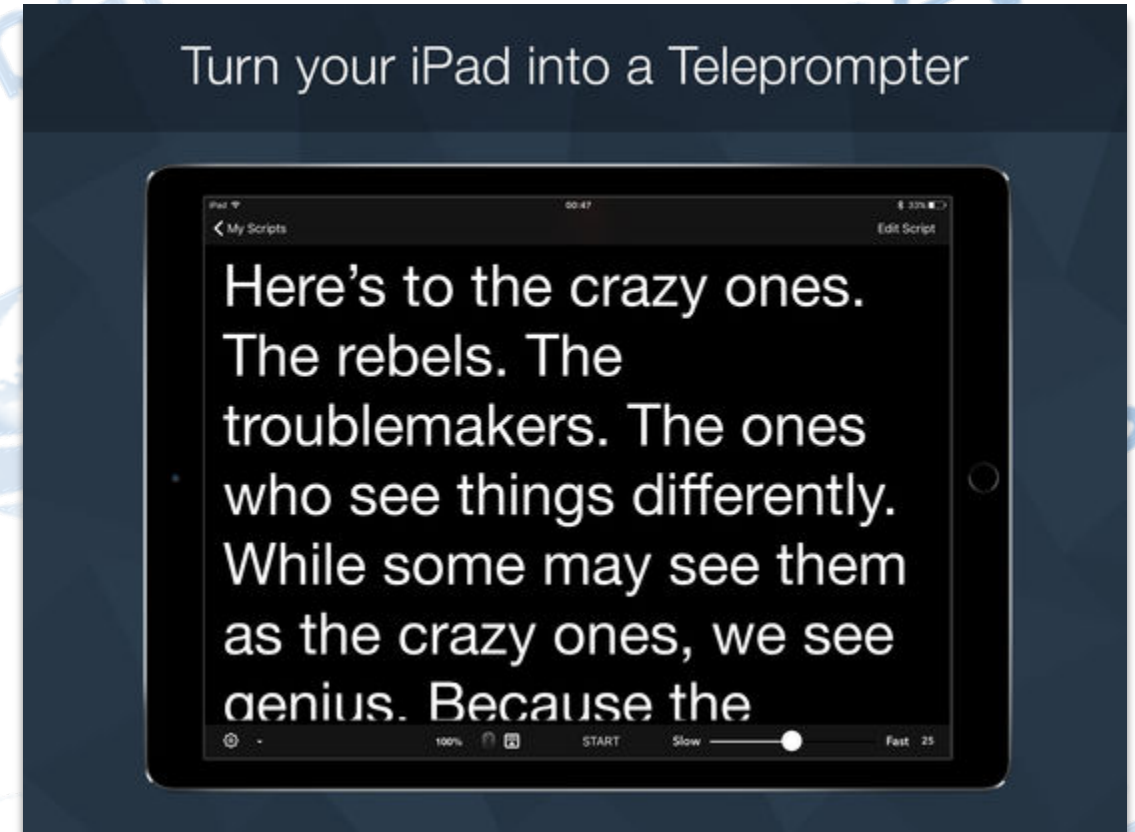
Part of Accelerator Program at SiliconValleyInYourPocket.com



Don't Use a Teleprompter

Unless you **really** need to...

...There are many apps for mobile...

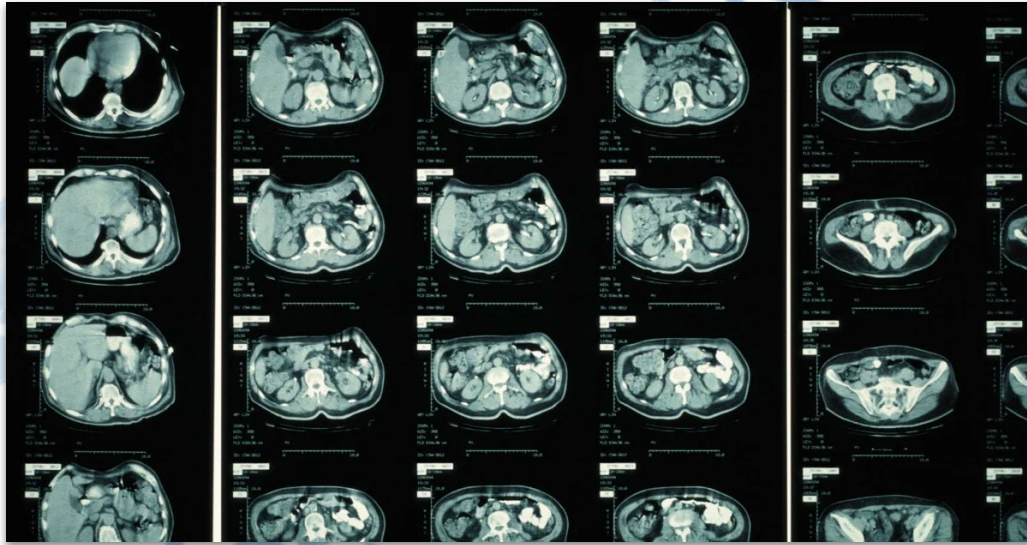


Images Complement the Story

- If you are selling aspirin, do you show the pill or the patient?
 - Think of your **User Persona** & the **Problem You are solving**
 - Emotional connection
 - Immediate context
 - Complex ideas can be conveyed
 - A picture is worth 1,000 words...



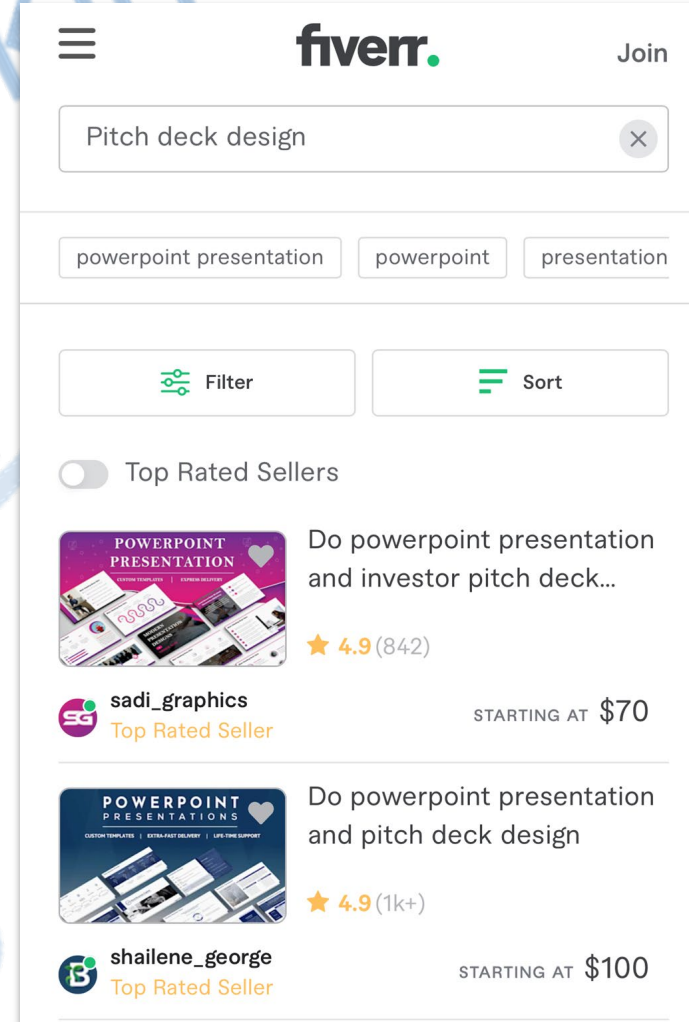
The Connection of Imagery and Emotional Connection



- Diagnostic accuracy increased 46% in CT scans with a picture of the patient*
 - Pix were 80% of diagnoses
 - Mindful of what is at stake
 - More empathy

Make the Deck Pretty

- Find a Pitch Deck Freelancer
 - [Fiverr](#)
 - [Guru](#)
 - [Toptal](#)
 - [Upwork](#)



The screenshot shows the Fiverr search interface. At the top, there is a search bar with the text 'Pitch deck design' and a close button. Below the search bar, there are three filter buttons: 'powerpoint presentation', 'powerpoint', and 'presentation'. There are also 'Filter' and 'Sort' buttons. A toggle switch for 'Top Rated Sellers' is turned on. The search results show two listings:

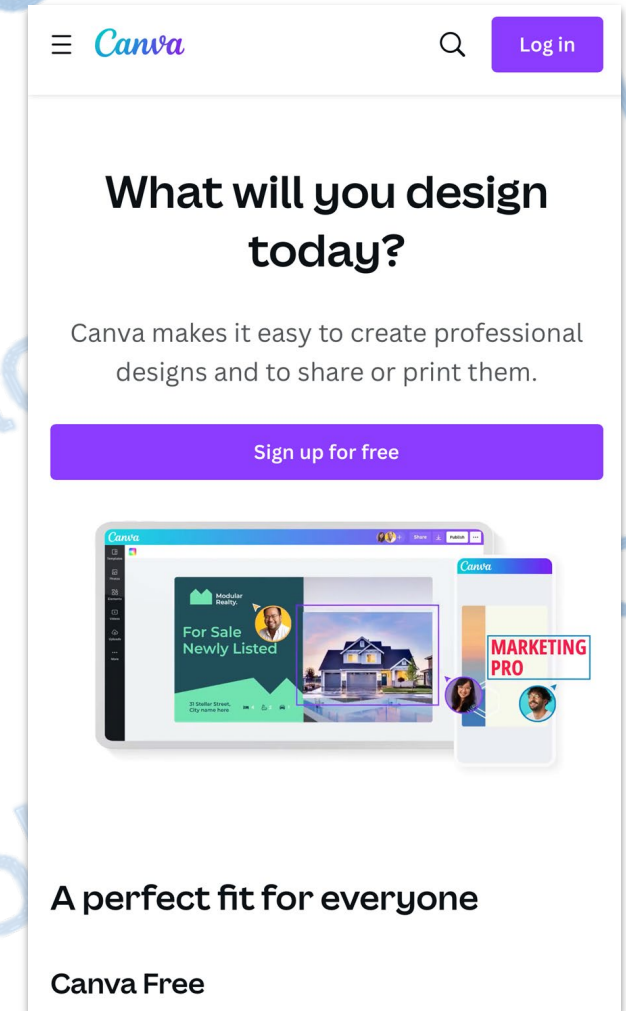
Listing Title	Rating	Starting Price
Do powerpoint presentation and investor pitch deck...	4.9 (842)	\$70
Do powerpoint presentation and pitch deck design	4.9 (1k+)	\$100



If You Can't Afford a Freelancer...

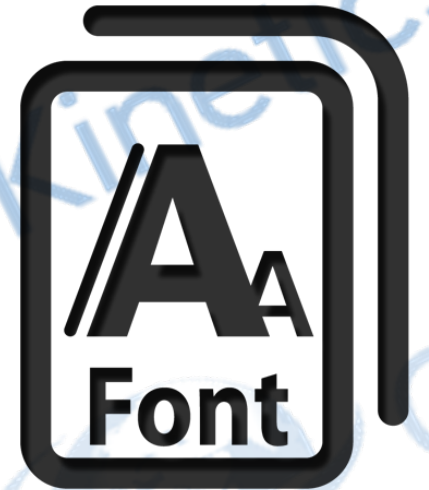
Try these alternatives:

- [Canva](#) – free tool for templates and more.
- [Haiku Deck](#) – beautiful presentations w/o a struggle.
- [Prezi](#) – free tool w/ customizable templates.
- [Powerpointify](#) – free pitch deck templates.
- [StoryDoc](#) - interactive presentations in minutes.
- [Visme](#) - all-in-one presentation platform
- [Xtensio](#) – free templates for your pitching needs.



Use 30 Point Font

- Make it legible
- Investors tend to be older...
 - **and old eyes are not good**




Project Yourself

- Voice, tone and body language
 - ✓ “Power Pose”
 - ✓ Engage
 - ✓ Eye contact
 - ✓ Vary tones
 - ✓ Use your hands
 - ✓ No “um” or “you know”

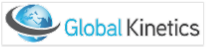


Get a Free Storyflow Guide

- Problem/Solution
- Value Proposition
- IP & Advantages
- Market Size
- Business Model
- Go-to-Market
- Competitive Analysis
- Team
- Financials
- Traction
- Ask/Milestones/Exit



Storyboard Framework for Startup Pitch Deck



If you Google "pitch deck template", you'll find lots and lots of template recommendations. There is no one right answer that will work for all startups. However, there are a set of questions that most investors expect you to address in your pitch deck. Moreover, that deck allows you to create a narrative arc, similar to what a storyteller might do. Think of each slide as a "wow" or "aha" that gets your audience to say, "that's interesting, I want to hear more." Below are the things that we recommend that you include in your talking script for your pitch deck. Need more help dazzling your audience? Check out [Silicon Valley in Your Pocket's accelerator and investor readiness program](#).

SLIDE	SUBJECT	OBJECTIVE / NOTES	YOUR STORY
Title	Company name & slogan (15 word or less blurb)	Imagine this is the only page that someone will see. Ensure that they know what you do and attempt to pique their interest to want to learn more by reading the remainder of the presentation.	
1	Problem	Is there a "real" problem that someone can relate to and that people will be willing to come out of pocket to solve? What is the problem that you solve and who feels the pain today? Think about reflecting the problem by the use of a persona that provides real world context and makes it very relatable to the audience. Check out some persona examples .	
2	Solution	Does your solution truly address the problem in a manner that warrants someone paying for it, even if that is indirect (e.g. advertising revenue streams)? To be sure, "product-market fit" is the top cause of startup failure, so be sure to show the reality and scale of the problem and the suitability of your solution to solving the problem.	
3	Value Proposition	Why does anyone really care about your solution? What true value does it bring users? What does the solution do for your customer and/or at large? Will your solution help users make or save money? Save time or gain productivity? Or is it some other measure? Consider cost savings, time savings, revenue growing, efficiency gains, or even a gain in happiness, satisfaction or prestige as potential value propositions .	
4	"Secret Sauce"	What is differentiated and defensible about your solution? Investors want to know that your " secret sauce " can't easily be duplicated. Defensibility is what helps keep you successful & slows competitors down. Do you have any intellectual property (IP)? Exclusive agreements? A unique user experience or business model? Think about potential barriers to entry that you can erect to maintain that advantage over the years. Lastly, think about "why you?" and "why now?" Why are you uniquely qualified to solve the stated problem better than anyone else?	



Thank You For the Privilege of Your Time

Questions?



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**Please Let Us
Know How
We Did**



<https://forms.gle/723FEVAGESEh4xCx5>

