Stella Zhang
New Venture Competition 2022
Developing A Winning Pitch Deck

Powered by
UCI Paul Merage School of Business
Beall Center for Innovation & Entrepreneurship

DAN JENKINS
Executive Board, Beall Center for Innovation & Entrepreneurship
Co-Chair New Venture Competition
AGENDA

- Key dates, rules & awards
- Pitch deck overview
- Visual design: *bad* & *good*!
- “Winning” tips
- Slide-by-slide breakdown
- Summary
- Q&A
ROUND 2

BoardRoom Round Rules

8-10 Teams compete per track:

- 20 minutes total time
- 10 minutes to pitch (recommended!)
- 10 minutes for Q&A (often seals the deal!)
- Top 2 Teams in each track are guaranteed cash prizes and automatically advance to the Grand Finale

Submit your Pitch Deck by May 2nd at 11:59PM
https://forms.gle/nS6Dz9LY4jMxw6Cq8
RULES & REGULATIONS

IDEA

• Must be an ORIGINAL idea
• Not in existence before January 2020
• In pre-incubator form
• Have not received financial backing exceeding $10,000 in total by professional 3rd party incubators, accelerators, existing companies or VCs (Angels, Friends & Family not included) at the time of the concept paper submission

PARTICIPATION

• Open to ALL UCI grad & undergrad students
• Open to UCI faculty, staff and alumni
• Open to the community/Non-UCI
• Team Size:
  ◦ Minimum 2 registered UCI students
  ◦ 4-member minimum
  ◦ 6-member maximum
COMPETITION TRACKS

**Business Products & Services**
- Semi-Finals: $10K First Place
- $5K Second Place
- Grand Finale: $20K First Place
- $1K Fan Favorite Prize

**Life Sciences**
- Semi-Finals: $10K First Place
- $5K Second Place
- Grand Finale: $20K First Place
- $1K Fan Favorite Prize

**Consumer Products**
- Semi-Finals: $10K First Place
- $5K Second Place
- Grand Finale: $20K First Place
- $1K Fan Favorite Prize

**Social Enterprise**
- Semi-Finals: $10K First Place
- $5K Second Place
- Grand Finale: $20K First Place
- $1K Fan Favorite Prize

**Consumer Services**
- Semi-Finals: $10K First Place
- $5K Second Place
- Grand Finale: $20K First Place
- $1K Fan Favorite Prize

In-kind Prizes (e.g. legal/IP services)
SO WHAT’S A PITCH DECK?
in a thumbnail:

what?  ...an engaging & compelling “story”

why?  ...to secure the next meeting w/ investors

when?  ...during your “100” presentations to investors

how?  › by selling your “VISION” of the future
   › by selling the market potential of your idea
   › by telling your story with confidence & PASSION!
“recommended” format

1. **length:** 12 slides max (including cover slide) + **appendix**
2. **background:**
   a) white or black > *high contrast to color palette; visually simple*
   b) simple & uncluttered > *don’t let it compete with the content*
3. **words:** 20 per slide max > (3 to 5 bullets)
4. **images/charts/stats:** **YES!** (easy to absorb; minimize copy)
5. **palette:** 2 contrasting colors > *(e.g. blue/orange + gray/black/white)*
6. **fonts:** 30-pt min; 2 fonts max *(sans serif + bold/italic treatments)*
7. **consistent formatting throughout**

**Simple! Clear!! Compelling!!! Memorable!!!!**
"Quick Reference Guide"
with only **10** minutes to present...

*resist the urge to toss everything in ... use an appendix!*
QUESTIONS?
“Winning” tips

1. Tell an engaging “story”
2. Use simple, clear & concise slides
3. Be: Compelling! Believable!! Realistic!!!
4. Finish presenting in less than 10 minutes
5. Practice & prepare for Q&A
6. NEVER be arrogant or defensive
7. Exhibit good team dynamics
POP QUIZ!
Number of bikes sold (2002-2007)

Over 5,000 bikes sold in 2007

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Real Center for Innovation & Entrepreneurship
A or B

Obesity among OCED nations

3.2% of Japanese are “Obese”

<table>
<thead>
<tr>
<th>Country</th>
<th>Obesity Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>3.2%</td>
</tr>
<tr>
<td>France</td>
<td>9.5%</td>
</tr>
<tr>
<td>Canada</td>
<td>22.4%</td>
</tr>
<tr>
<td>Mexico</td>
<td>24.2%</td>
</tr>
<tr>
<td>USA</td>
<td>32.2%</td>
</tr>
</tbody>
</table>

OECD Factbook 2007
A or B

The effectiveness of presenting to bullets
- People can’t read and listen effectively at the same time.
- Audiences report that the presenter reading slides is the thing they hate most.
- Presenting to lists of bullets will put people to sleep (at best).
- Avoid ‘death by powerpoint’

“Death by PowerPoint”

Keep it simple ... design for ”Grandma”
less is more!

“Simplicity means the achievement of maximum effect with minimum means.”
—Dr. Koichi Kawana

simple is better!
QUESTIONS?
SLIDE by SLIDE BREAKDOWN
Intriguing & memorable … “hook them at hello”
Slide #2: problem

Remember when...
- Your imagination ran wild!
- You dreamt of faraway lands!
- You created magical creatures!

Too bad they are gone forever

Problem
Why do so few people garden?*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storing</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
</tr>
<tr>
<td>Expensive</td>
<td>19%</td>
</tr>
<tr>
<td>Space</td>
<td>38%</td>
</tr>
<tr>
<td>Time</td>
<td>52%</td>
</tr>
<tr>
<td>Knowledge</td>
<td>56%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Out of 53 respondents said

Connect; make it relatable

Physical evidence!

Cite evidence obtained by survey

Draw a conclusion

Continue your storytelling...
Slide #3: solution

...it’s always about much “better, faster, cheaper”
Slide #4: market opportunity

Realistic & substantiated – it’s not a $200 B market…
QUESTIONS?
Slide #5: product/service

Flexible, fast rich insights

A picture or diagram replaces lots of copy

- A take away box
- Dumb it down; left to right
- Flow chart
- Numbers guide the eye

How it works:
1. any NFC device/tag
2. sync to pin
3. auto-track into app

Sets… reps… weight… range-of-motion captured automatically.
There is **ALWAYS** competition…if only the “status quo”

- strengths, advantages, “secret sauce” barriers...
- who are the key players?
- where do you fit?
Can you make money – the bottom-line for investors!
Slide #8: go-to-market strategy

How will you reach & connect with prospects/customers?

- Start small & focused; don’t bite off too much
- Create market presence & awareness
- Simply explain the selling process
- CAC: Cost to acquire each customer

Go To Market Strategy

- Direct sales
- Channel partners
- Trade shows

Initial focus on direct sales to large brands, scale through API integration through partners and VARs.
“We’ve accomplished ‘X’ with only $$$ of bootstrapping!”
Slide #9: Financial Projections

- Use & state realistic assumptions
- Use industry models
- Point out key metrics
- Limit decimal points; no cents!
- 1-5% market share is realistic
- Breakeven w/in 3 years

Be conservative... or be shot down!
Slide #10: fundraise

Not required for this competition!
Slide #11: team

Go Team!

management team

cyrus taghechian
ceo | MBA

robert fox
cto | bs cs

eugene shampansky
business dev | law

deloitte digital

third startup
cto 300m valuation

6 agile transformations
mulsoft 800m to 1.6b

cwm implementation
100k+ app downloads

experience & successes

Zarina Bahadur
CEO & Founder

Jay Vogel
Logistics Specialist

Kiara Samala
Digital Marketer

Rocio Naranjo
Product Manager

Go Team!

use job logos

donate yet easy to digest

pictures humanize

experience & successes

what is their value add

“We have the right team to execute on this plan!”
Slide #12: summary

Why YOU..?  Why NOW..?  Why should they CARE..?

make it compelling!

reinforce key messages

name, title, phone & email

usually stays on screen during Q&A!

more fun! less worry...

seeking $750K
lean startup model
high margins
2-year breakeven
2 local pilots
utility patent pending

Rehema Feleke, co-founder and CEO
funbandinc.com

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Appendix: examples

- Timeline: history, milestones, R&D
- Detailed value propositions
- Additional product screenshots
- Average revenue per user (ARPU)
- Pipeline of potential customers
- Detailed financials; cash flows; breakeven
- Headcount projections and hiring plan
- Partnership arrangements
- Patents & patent filings

You have only 12 minutes to clarify confusion, sell your idea & impress the judges.

It's there in case the question arises.

Strongly encouraged for Q&A.

Be prepared! Anticipate judges’ questions. Role play in advance.

This is where you put the “kitchen sink”!
Appendix Slide #1 *(optional)*: why now?

**Market Landscape**

- Comparable companies: Anaplan, Tableau & others, approx. 20K customers
- "Others" are growing competitors
- Growth fueled by vendors across departments; customers also use SaaS
- The target (Venture) NA SAM (657k companies) is only at 20% market penetration

1/3 of a huge market ripe for entry

Big names underscore market viability and potential

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*Trends? Niche opportunities? Timing?*
QUESTIONS?
Resources:

Need help with market research?
Schedule an Appointment with Sara Heimann, our Innovation and Entrepreneurship Librarian! Please contact Sara to schedule an appointment at sheimann@uci.edu

Need help with your business concept or general guidance?
Schedule an Appointment with Jaune Odombrown, the ANTrepreneur Center Manager! Please contact Jaune to schedule an appointment at jaune.odombrown@uci.edu
Final thoughts:

- Decide how to tell your story most effectively from 30,000 feet
- Cover only key points central to your venture (put rest in appendix)
- FOCUS on your target market’s primary problem
- Gaining market traction quickly is key . . . learn, iterate & accelerate
- Great ideas are just ideas; execution is everything
- All that really matters is that someone will pay you money!

FOCUS . . . PRACTICE . . . HAVE FUN!
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Questions?

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THANK YOU
jennh@uci.edu

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