How to Deliver a Pitch & Handle Q&A

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Beall Center for Innovation & Entrepreneurship – Board
Corporate entrepreneur - Disney
Thanks to Our Supporters!
Agenda

• Welcome & Congrats!
• How to Deliver a Pitch
• How to Handle Q & A
• Putting It All Together
• Next Steps
• May 22nd Details
Last week...

2019 UCI New Venture Competition: Pitch Deck "Cheat Sheet"
Structure, Considerations, Content & Design

**WHAT IS A PITCH DECK?** An engaging and compelling story that highlights the vital elements of your business concept. It convinces the audience that you know what the future looks like and sells the big vision, not just the idea/product — delivered with confidence and passion!

**WHY SHOULD I BUILD ONE?** It organizes your thinking and ability to tell your story effectively, maximizing the chance for the next meeting.

**HOW DO I BUILD IT?** With 10 to 12 slides presented in a professional, appealing, clean and consistent design; limited text; impactful images, numbers, statistics; clean, easy-to-read font (bold/non-bold); tasteful color palette; simple straightforward messaging that delivers rational and compelling arguments. Depending upon the type of investment you're looking to raise (Seed, Series A or beyond), the audience and the venue, the specific slides and content will vary to fit the situation. Following are general guidelines to help you organize and tell your story. Know that everyone has a slightly different opinion about slide number, order, content and design. *You provide the narrative that your slides augment.*

<table>
<thead>
<tr>
<th>Slide 1: Cover &gt; the big idea; the vision; the wow</th>
<th>Design &amp; Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo / Company Name</td>
<td>big; bold; lots of whitespace</td>
</tr>
<tr>
<td>Tagline under logo/name</td>
<td>3 to 5 words that clearly position your business</td>
</tr>
<tr>
<td>The Big Idea: We are X for Y, assuming X is attractive and Y is a big enough opportunity</td>
<td>a relatable one-liner to tease and pique interest</td>
</tr>
<tr>
<td>Mission Statement (optional; don't read it)</td>
<td>non-technical; impactful; short &amp; succinct</td>
</tr>
<tr>
<td>Presenter's name / Title / Contact info (below everything else)</td>
<td>don't date slides; number starting with page 2</td>
</tr>
<tr>
<td>Purpose of presentation (optional; don't crowd the slide)</td>
<td>&quot;UCI New Venture Competition&quot;</td>
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<table>
<thead>
<tr>
<th>Slide 2: Problem &gt; initial focus on a narrow segment of the larger market</th>
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<tbody>
<tr>
<td>What's the problem or unmet need you're solving; convey how it's unfulfilled</td>
<td>the more targeted and specific the better</td>
</tr>
<tr>
<td>Solve your clients' #1 problem; what keeps them up at night or bothers them?</td>
<td>how do you know this? through surveying?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Slide 3: Solution &gt; the big idea; why you? why now?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Screenshots: no more than 3; simple as 1-2-3; or key parts of your business</td>
<td>Use image / screenshot / prototype / diagram</td>
</tr>
</tbody>
</table>
How to Deliver a Pitch

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Objectives

Bring Your Story to Life!

• Get Judges to **Understand**
  Problem – Market/Competition – Business Model

• Get Judges to **Care**
  ▪ Do They Like You
  ▪ Do They Trust You
  ▪ Do They Want to do Business with You

• Get Judges to **Select** Your Team
  Excel at Each Category of Evaluation
  Mitigate Concerns During Q & A
  Start and End on Time

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BEFORE THE PITCH
“RAPID PROTOTYPING”

DEVELOP

MINIMUM VIABLE PRODUCT

REVIEW

VALIDATION

REFINE

REFINE THE STORY

TEST

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Develop Story From Pitch Deck

- **Overall Message** – 3 key takeaway's for presentation
- **Key Message Points** – Takeaway from each slide = Talking Points
  - Concise summary of slide contents – highlight advantages
  - Keep it simple – Don’t get too involved in technology details
  - Remove content that doesn’t support message
- **Story Flow**
  - Does story build to proper conclusion ?
  - Are there gaps triggering questions in judges’ minds ?
- **Judging Criteria**
  - Does it answer all areas
JUDGING CRITERIA

• Pain/problem worth addressing?
• Value proposition shows significant value?
• Target customer or market segment identified and linked?
• Sustainable advantage demonstrated?
• Business model = superior profitability?
• Path to market clear and realistic
# 2019 Judging Criteria

<table>
<thead>
<tr>
<th>Weight</th>
<th>TEAM:</th>
<th>2019 UCI NVC: Business Products &amp; Services Judging Rubric</th>
<th>JUDGE:</th>
<th>COMMENTS, QUESTIONS, RECOMMENDATIONS</th>
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<tbody>
<tr>
<td>15%</td>
<td>PROBLEM</td>
<td>the pain was clearly described AND demonstrated, a real problem worth solving</td>
<td>CLEAR</td>
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<tr>
<td>10%</td>
<td>SOLUTION</td>
<td>the value proposition illustrated the pain was clearly described, innovative, unusual</td>
<td>CLEAR</td>
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<tr>
<td>10%</td>
<td>TARGET MARKET</td>
<td>a clearly defined target market segment was identified AND linked specifically to the described problem</td>
<td>REALIST</td>
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<tr>
<td>5%</td>
<td>COMPLETION</td>
<td>a clear, sustainable and defensible competitive advantage was clearly demonstrated</td>
<td>REALIST</td>
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<tr>
<td>10%</td>
<td>BUSINESS MODEL</td>
<td>the revenue model would make money and was clearly described through a model with operations and potential for scalability</td>
<td>REALIST</td>
<td></td>
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<tr>
<td>10%</td>
<td>GO-TO-MARKET PLAN</td>
<td>a clear and logical path to market over a realistic timeframe was demonstrated</td>
<td>REALIST</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td>FINANCIALS/FUNDING</td>
<td>a clear, 0-3 year financial projection was shown with key assumptions/tested, funded and/or projected</td>
<td>CLEAR</td>
<td></td>
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<tr>
<td>10%</td>
<td>TEAM</td>
<td>the team will succeed based on their entrepreneurial and team synergies</td>
<td>COMPLET</td>
<td></td>
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<tr>
<td>10%</td>
<td>PRESENTATION</td>
<td>the materials were organized, thoughtfully developed and clearly presented in an understandable manner</td>
<td>QUALITY</td>
<td></td>
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<tr>
<td>10%</td>
<td>Q &amp; A RESPONSES</td>
<td>strong domain expertise and confidence strengthened the overall presentation</td>
<td>INTEGRITY</td>
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</table>
Develop Q & A Session

- Develop List of Expected Questions = Anticipate Tough Questions
  - Gaps in business model and how you’ll address (Are there gaps triggering questions in judges’ minds?)
    - Technology viability → Benchmark, roadmap
    - Problem/pain points → Consumer Research
    - Financials → Detailed financials, assumptions
  - Supporting details you couldn’t address
    - Appendix contents
- Risk & sensitivity
  - Code 3/5/7
  - Risk & mitigation
- Assign Questions and Categories
  - Who will answer what and how
  - Ensure alignment with message
# Expected Questions - Checklist

<table>
<thead>
<tr>
<th>Slides</th>
<th>Questions &amp; Answers</th>
<th>Owner</th>
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<tbody>
<tr>
<td>Problem or Pain Points</td>
<td></td>
<td></td>
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<tr>
<td>Solution</td>
<td></td>
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<tr>
<td>Target Market</td>
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<td>Competition</td>
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<td>Business Model</td>
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<td>Go To Market Plan</td>
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<tr>
<td>Financials</td>
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<tr>
<td>Team</td>
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<tr>
<td>Summary</td>
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</table>
Plan The Actual Presentation

▪ “Run of Show”
  ▪ Who will present?
    ▪ Select best presenter, not team leader
  ▪ Who will answer which questions in Q & A
    ▪ Business model, technology, team qualifications
  ▪ Any props or prototypes used?
  ▪ How will team be dressed
    ▪ Business or business casual?

▪ Site Survey
  ▪ Visit the location (or review the photos)
    ▪ A/V equipment – widescreen or 4:3
    ▪ Layout & furniture – where team presents

▪ Schedule
  ▪ Know where and when to meet
Rehearse Presenting

▪ INDIVIDUAL
  ▪ Content - Know your content BUT don’t be too scripted
  ▪ Voice – Expressive, conversational – not too fast or slow
  ▪ Timing – Time each slide within overall pitch
  ▪ Technology - Practice with computer & slides
  ▪ Flexibility - Adapt to problems.

▪ TEAM
  ▪ Full run thru including Q&A - To Team
  ▪ Full run thru including Q&A - To New Group
Immediately Before Presenting

- Visualize Success
- Take a Deep Breath
- Warm Up Your Voice
- Stand Up Straight
- Put Away Your Notes
DURING THE PITCH
Delivery

- Confident, not Arrogant
- Display Mastery of Content – Own it!
- Engagement – Tell your story in your way
  - Personal Story
  - Vivid examples
  - Appropriate humor (if your style)
- Keep Track of Time! (team timekeeper / signals)
  - Know where you should be on each slide
Delivery

- Voice – Expressive, conversational –
  - Not too fast or slow
  - Don’t stammer, use filler words; avoid “we believe”, ”we think”
  - Pause for emphasis

- Make Eye Contact – Don’t Read the Slides

- Stand Up Straight. Don’t fidget. Watch your hands

- Technology – Use remote to advance slides

- Flexibility. Adapt to problems. Don’t get flustered.
Q & A Section

- **Listen** to Question – Intent & Tone
  - Don’t **talk** over Judges
- Be **Gracious**, Not Defensive
- Answer and **Resolve** Issue
  - Refer to Appendix if you have (know where to go)
- Tie To Overall Message, if relevant
- Be **Concise**
- Don’t **Fake** It – If no one knows the answer:
  - Acknowledge it and make point to get answer
AFTER THE PITCH
After the Pitch

▪ Celebrate
  ▪ Take a deep breath.
  ▪ Congratulate each other

▪ Debrief
  ▪ What worked and didn’t work → how to change
  ▪ Which judges were most engaged → future advisor(s)
  ▪ Message points / elevator pitch for NVC Finale
Presentation Details
May 22nd

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and UCI Applied Innovation
Updated Schedule

9:00 am – 3:00 pm       Final Presentations
                        (Merage Conference Rooms)

3:30 pm – 5:00 pm       Reception
                        (Merage SB1)

5:00 pm – 6:30 pm       Awards Ceremony
                        (Merage School Auditorium)

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Presentation Details

You will have 20 minutes for your presentation + Q&A

Team Presentation: 8-12 Minutes
Q&A: 12-8 Minutes
Judging / Transition: 10 Minutes

*The more time you leave for Q&A, the more likely the judges will be able to clarify any concerns they may have had about your business model.

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Presentation Details

• Dress code is business professional
• Presentations will have a hard stop after 20 minutes
• Time signals for final 4, 2, and 1 minutes left will be given
• Coaches may sit in the presentation, but cannot participate in the presentation or Q & A
Competition Schedule

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Check In and Pre-Presentation

• Each team must check in at least 30 minutes before their presentation. The check in location is in the Merage School Lobby.

• A staff member will take you to the presentation room.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
<th>Session 5</th>
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<tr>
<td>8:00-8:30</td>
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<td>9:30-10:00</td>
<td>JiFFAL</td>
<td>Ventus</td>
<td>Time Krunch</td>
<td>iChargeMe</td>
<td>Fast Imaging</td>
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<tr>
<td>10:00-10:30</td>
<td>Vertical Irrigation</td>
<td>steth 'n go</td>
<td>Sawpplt</td>
<td>embryologic</td>
<td>Sea &amp; Sky</td>
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<tr>
<td>10:30-11:00</td>
<td>Park Flex</td>
<td>GOTO Lockers</td>
<td>myHealthToday</td>
<td>Gut Feelings</td>
<td>giv</td>
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<td>11:00-11:30</td>
<td>UniSAFE</td>
<td>Gratitube Essentials</td>
<td>Curbd</td>
<td>CenSyn</td>
<td>Mercado Movil</td>
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<td>11:30-12:00</td>
<td>AUGMA</td>
<td>Poo Pal</td>
<td>LIÉREN</td>
<td>ELF Therapeutics</td>
<td>P-FLAPs</td>
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<td>12:00-12:30</td>
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<td>12:30-1:00</td>
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<td>1:00-1:30</td>
<td>Beautixian</td>
<td>Dynamis Games</td>
<td>Neighborhood Kitchen</td>
<td>NOWA Innovations</td>
<td>Vasohealth</td>
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<tr>
<td>1:30-2:00</td>
<td>Smart Real Estate Signs</td>
<td>waiv</td>
<td>Nana Stories</td>
<td>HemaDynamics</td>
<td>Profugo</td>
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<td>2:00-2:30</td>
<td>Ardha Health</td>
<td>MethylAge</td>
<td></td>
<td>NanoCurv</td>
<td>NeyborTalk</td>
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<td>2:30-3:00</td>
<td>ConsultNet</td>
<td>AquaBit</td>
<td>Resellers</td>
<td>pHetal Meter</td>
<td>VolunteerCrowd</td>
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<td>3:00-3:30</td>
<td>networth</td>
<td>Sticker of Youth</td>
<td>Journey</td>
<td>Cure Tinnitus</td>
<td>Bottle Built</td>
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Reception
Final Awards Ceremony (Auditorium)
this could be **you** on May 22nd!

www.merage.uci.edu/go/nvc

Breanna Hale | Beall Center | haleb@uci.edu

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Next Steps

• **May 16**, Submit your pitch deck (If you make changes to your deck after May 16, that is acceptable)

• Your May 16 version will be printed for the judges, but you can still show an updated version of your deck on May 22 during your presentation

**See you on May 22!**