



# UCI NEW VENTURE COMPETITION 2019

Presented by

The Beall Center for Innovation & Entrepreneurship  
and UCI Applied Innovation

## How to Deliver a Pitch & Handle Q&A

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# Thanks to Our Supporters!

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# Agenda

- **Welcome & Congrats!**
- **How to Deliver a Pitch**
- **How to Handle Q & A**
- **Putting It All Together**
- **Next Steps**
- **May 22<sup>nd</sup> 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.**

Slide 1: Cover > the big idea; the vision; the wow	Design & Considerations
Logo / Company Name	big; bold; lots of whitespace
Tagline under logo/name	3 to 5 words that clearly position your business
The Big Idea: We are X for Y, assuming X is attractive and Y is a big enough opportunity	a relatable one-liner to tease and pique interest
Mission Statement (optional; don't read it)	non-technical; impactful; short & succinct
Presenter's name / Title / Contact info (below everything else)	don't date slides; number starting with page 2
Purpose of presentation (optional; don't crowd the slide)	"UCI New Venture Competition"
Slide 2: Problem > initial focus on a narrow segment of the larger market	
What's the problem or unmet need you're solving; convey how it's unfulfilled	the more targeted and specific the better
Current Solutions & inefficiencies? Biggest challenge: status quo? changing behavior?	a few bullets; reference credible sources
Solve your clients' #1 problem; what keeps them up at night or bothers them?	how do you know this? through surveying?
Slide 3: Solution > the big idea; why you? why now?	
Screenshots: no more than 3; simple as 1-2-3; or key parts of your business	Use image / screenshot / prototype / diagram



# 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

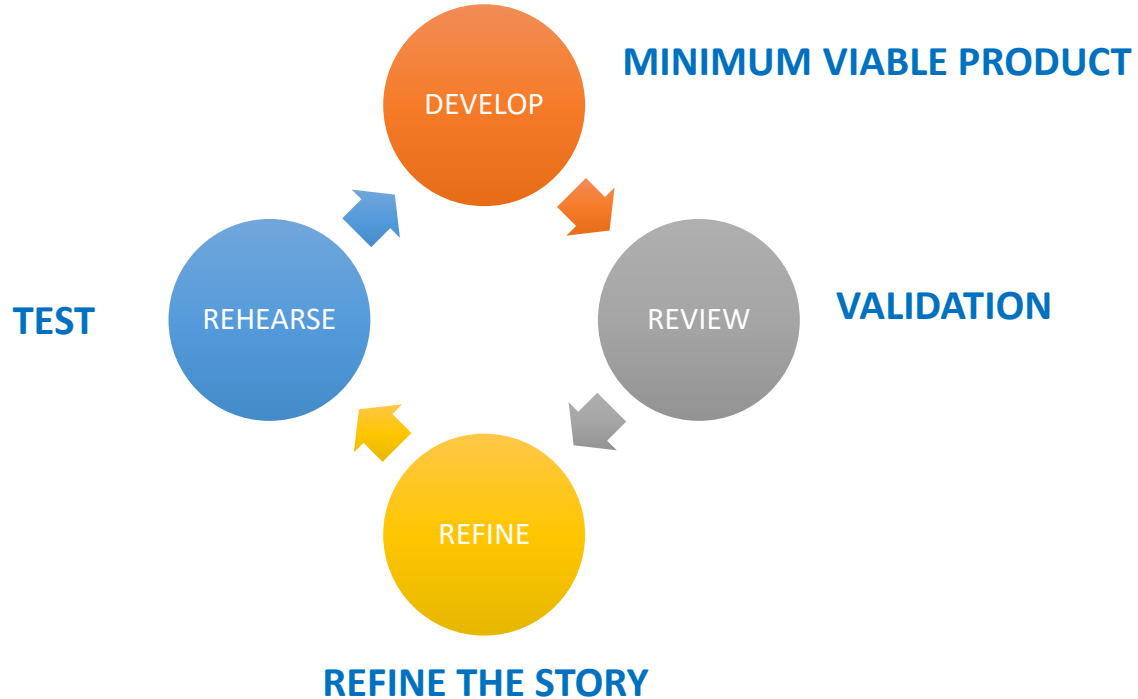


# BEFORE THE PITCH



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# “RAPID PROTOTYPING”



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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

5 4 3 2 1 0

WEIGHT	TEAM:	2019 UCI NVC: Business Products & Services Judging Rubric						
	CATEGORIES & BENCHMARKS	FACTOR	EXCELL ENT	VERY GOOD	GOOD	AVERA GE	POOR	MISSING
15%	<b>PROBLEM</b> <i>the pain was clearly described AND demonstrates a real problem worth addressing</i>	CLEAR						
		BELIEVA BLE						
10%	<b>SOLUTION</b> <i>the value proposition vis-à-vis the pain was clearly described, demonstrating significant</i>	CLEAR						
		COMPE LLING						
10%	<b>TARGET MARKET</b> <i>a clearly defined target market segment was identified AND linked specifically to the described problem</i>	CLEAR						
		REALIST IC						
5%	<b>COMPETITION</b> <i>a clear, sustainable and obvious competitive advantage[s] was clearly demonstrated</i>	CLEAR						
		REALIST IC						
10%	<b>BUSINESS MODEL</b> <i>how the venture will make money was clearly described through a model with explicit potential for</i>	CLEAR						
		REALIST IC						
10%	<b>GO-TO-MARKET PLAN</b> <i>a clear and logical path to market over a realistic timeframe was articulated</i>	CLEAR						
		REALIST IC						
10%	<b>FINANCIALS/FUNDING</b> <i>a clear, 3-5 year financial projection was shown with key assumptions/metrics, funding and use</i>	CLEAR						
		VIABIL ITY						
10%	<b>TEAM</b> <i>the team will succeed based on their bios/capabilities and the requirements to launch the venture</i>	COMPL ETE						
		CAPABI LITY						
10%	<b>PRESENTATION</b> <i>the material was organized, thoughtfully developed and clearly presented in a professional</i>	QUALITY						
		INTEGRA TY						
10%	<b>Q &amp; A RESPONSES</b> <i>strong domain expertise and confidence strengthened the overall impression of this venture's potential</i>	POISE						
		SUBSTA NCE						

JUDGE:

COMMENTS, QUESTIONS, RECOMMENDATIONS

# 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

Slides	Questions & Answers	Owner
Problem or Pain Points		
Solution		
Target Market		
Competition		
Business Model		
Go To Market Plan		
Financials		
Team		
Summary		

# 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



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# 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



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## 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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# 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)





# 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.**



# 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.



8:00-8:30						
8:30-9:00						
9:00-9:30				P-Flaps		Embryologic
9:30-10:00	JIFFAL	Ventus	Time Krunch	iChargeMe		Fast Imaging
10:00-10:30	Vertical Irrigation	steth 'n go	Sawpplt	embryologic	Sea & Sky	ELF Therapeutics
10:30-11:00	Park Flex	GOTO Lockers	myHealthToday	Gut Feelings	giv	
11:00-11:30	UniSAFE	Gratitube Essentials	Curbd	CenSyn	Mercado Movil	P-FLAPs
11:30-12:00	AUGMA	Poo Pal	LIÉREN	ELF Therapeutics	Papeleo	NanoCurv
12:00-12:30						
12:30-1:00						
1:00-1:30	Beautixian	Dynamis Games	Neighborhood Kitchen	NOWA Innovations	Conshus Clothing	Vasohealth
1:30-2:00	Smart Real Estate Signs	waiv	Nana Stories	HemaDycamics	Profugo	Waiv
2:00-2:30	Ardha Health	MethylAge		NanoCurv	NeyborTalk	NOWA Innovations
2:30-3:00	ConsultNet	AquaBit	Resellers	pHetal Meter	VolunteerCrowd	HemaDynamics
3:00-3:30	networth	Sticker of Youth	Journey	Cure Tinnitus	Bottle Built	
3:30-4:00						
4:00-4:30						
4:30-5:00	Reception					
5:00-5:30						
5:30-6:00						
6:00-6:30	Final Awards Ceremony (Auditorium)					

# this could be you on May 22nd!



[www.merage.uci.edu/go/nvc](http://www.merage.uci.edu/go/nvc)

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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!**



# QUESTIONS



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