UCI NEW VENTURE COMPETITION 2018

Presented by
The Beall Center for Innovation & Entrepreneurship
and UCI Applied Innovation

Developing a Winning Pitch Deck

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UCI Paul Merage School of Business
Beall Center for Innovation & Entrepreneurship
prize money!

4 awards totaling $25,000

Teams are evaluated for using UCI intellectual property (IP)* as a core element of their business plan.

*If more than 8 semi-final teams in track
pitch decks...a quick review

① what? an engaging & compelling **story**
② why? to get the **next** meeting w/ investors
③ when? during fundraising
④ how?
  • sell the “VISION” (1 person)
  • highlight key & compelling venture elements
  • serve it up with energy & **PASSION**!
the “best” format

1. **length:** 11–13 slides max (including cover slide)
2. **background:**
   a) white or black recommended
   b) simple & uncluttered (3 bullets; 5 max)
3. **words:** 20 per slide > use images/charts/stats
4. **palette:** 2 contrasting colors (e.g. blue/orange + gray/black/white)
5. **fonts:** 30-pt min > 2 max > sans serif > normal/bold
6. **use consistent formatting throughout!**

**simple...clear...compelling...memorable**
remember, you have 10 minutes…

resist the temptation throw it all in!
A or B

Number of bikes sold (2002-2007)

Over 5,000 bikes sold in 2007

w...h...y...?
any doubts?
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 it for grandma
Simplicity means the achievement of maximum effect with minimum means.

— Dr. Koichi Kawana

less is more...
Tell an engaging “Story”
Clear & concise slides
Finish in under 10 minutes!!!
Practice & prepare for Q&A
Exhibit good team dynamics
Simple, intriguing, memorable… “hook them at hello”
slide #2: problem

Begin your storytelling...

- Connect with the audience
- Physical evidence!
- The problem
- Surveyed evidence!
- Draw a conclusion
- Too bad they are gone forever

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

Problem
Why do so few people garden? *

<table>
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<tr>
<th>Issue</th>
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<tr>
<td>Boring</td>
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<tr>
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<td>17%</td>
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<tr>
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<td>Are not cost averse</td>
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<tr>
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<tr>
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* Out of 53 respondents

merage.uci.edu/NVC
Net, net...it’s always about “better, faster, cheaper”
slide #4: market opportunity

Realistic & substantiated – it’s **not** a $200 B market…
slide #5: product (optional/appendix)

Flexible, fast, rich insights

Flow chart

Make it look simple

Numbers guide the eye

Take away box

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

A picture is truly worth a thousand words
Can you make **money** – that’s what preoccupies investors!
Slide #7: Go-to-Market Strategy

How will you reach & connect with prospects/customers?

- **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.

- CAC: Cost to acquire a customer?
  - Simply explain the selling process.

**Start small & focused; don’t bite off too much.**
# 8: financial projections

Be conservative…or risk being shot down!

**Use/state realistic assumptions**

**CAC? LTV?**

**Financial projections**

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<tr>
<td>CAGR</td>
<td>226%</td>
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**High-margin breakeven**

<table>
<thead>
<tr>
<th>CAC</th>
<th>LTV</th>
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**Financial Model and Projections**

- **Point out key metrics**
  - CAGR = 226%
  - 1-5% market share is realistic
  - Use/state realistic assumptions
“We’ve accomplished ‘X’ with only $$$ of bootstrapping!”
There is *always* competition...if only the status quo!

- strengths
- advantages
- barriers

where do you fit?

who are the key players?

Market Positioning

competition

affordable

tamper resistant

NO subscription

NO charging

B2B model

purchase onsite

CONTENT VALUE

ENGAGEMENT
"We are the right team to execute this plan!"
slide #12: funding & use of funds

How is investor money being put to work?

Financial

We are looking for 12 months financing to reach 80,000 transactions.

initial investment opportunity

Angel Round

$500K

TRIPS W/AB&B

$80K

Revenue

$2M

raising $1M

6% interest rate
20% discount
18-month term
$300k committed
$150k soft commitment
$250k founder investment

use of funds (12 mos)

hire sales
expand pipeline
deliver APIs & SDK

does it buy?

note terms?

is it realistic?

How long is the runway?
slide #13: closing slide

“Thank You!” + “Happy to take your questions”

- Reinforce key messages
- Name, title, phone & email usually stays on screen during Q&A
- Compelling!
Appendix (strongly encouraged for the Q&A)

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

be prepared
anticipate judges’ questions
role play in advance

you have 12 minutes following the pres to clarify confusion & continue selling your idea

This is where you put the “kitchen sink”!
final thoughts:

➢ Everyone has an opinion about pitch decks: # of slides, content, order & look/feel – decide how to tell your story best
➢ Cover only key points central to your business
➢ Focus on target market’s primary problem
➢ Develop an MVP quickly & cheaply, then iterate, iterate, iterate
➢ Great ideas are worthless; execution is golden
➢ All that matters is whether someone will pay you money!

FOCUS!  PRACTICE!  HAVE FUN!
ANTrepreneur Center – An Invaluable Resource!
this could be you on May 18th!

www.merage.uci.edu/go/nvc

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