HOW TO DEVELOP AND DELIVER AN EFFECTIVE PITCH

RESEARCH AND FACULTY DEVELOPMENT FACULTY SUCCESS SEMINAR SERIES

George Tanner, College of Business and Economics & Jeremy Tamsen, Office of Technology Transfer

Please keep your microphone muted until the Q&A session

Please note that this session is being recorded
WHEN DO RESEARCHERS PITCH?

1. Conference & professional interactions
2. Attract talented research assistants
3. Pre-proposals to agency Program Managers for research grants
4. Presentations to companies to attract collaboration
SIMON SINEK’S GOLDEN CIRCLE

WHY

HOW

WHAT
REFLECT ON THESE QUESTIONS

1. What part of the problem are you trying to solve?

2. What value do you deliver to the affected group?

3. What are the costs/revenues associated with your solution?

4. How will you sustain your solution?
Value Proposition Canvas

**Product**
- Benefits
  - Why?
- Features
  - How?
  - Start here
- Experience
  - What?

**Customer**
- Emotional
  - Wants
- Fears
  - Hidden
- Needs
  - Rational
- Substitutes
  - Inertia

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Company:
Product:
Ideal customer:

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The building blocks of a pitch deck are following slides that break down the story of your venture into discrete, digestible chunks.

Each slide highlights a different aspect of the venture and furthers the plot of the pitch – no one likes a story without a plot!

These are the essential building blocks of the story:

1. Overview
2. Opportunity
3. Problem
4. Solution
5. Traction
6. Customer or Market
7. Competition
8. Business Model
9. Team
10. Use of Funds
VALUE PROPOSITION EXPLAINED

A value proposition is a promise of value to be delivered. It’s a marketing statement summarizing the primary reason why a prospective consumer should buy your product or use your service.

Your value proposition is a clear statement that:

1. explains how your product solves customers’ problems or improves their situation (relevancy);
2. delivers specific benefits (quantified value);
3. tells the ideal customer why they should buy from you and not from the competition (unique differentiation);
4. convinces a potential consumer that our product or service will add more value or better solve a problem than other similar offerings.
WHAT MAKES AN EFFECTIVE PITCH?

1. The Pain Statement:
   - What’s the problem you are solving?

2. Who has the Pain?
   - Who is your target market?

3. Can you “ease his pain”?
   - What is your solution?

4. Who is already doing it?
   - Competition and Industry

5. Call to Action: What is your Ask?
   - What do you need? Every pitch has to include an “ask”.

   "Programming cries for a solution and there are people out there that need a painkiller. Don’t you think that’s the same as the programmer’s pain?"

   "Programming is dead, there’s a new language. Programming is dead, there is no market for it. The market is dead, there is no market for it. Programming’s dead, there is no market for it."

   "I am talking to the business people, am I not?"

   "Is that your business?"
IP PERSPECTIVE AND ENABLING DISCLOSURES

- Premature disclosure of confidential information may hurt the future trajectory of your research.
- Enabling disclosure requirement of the patent application.
- “Prior Art” references control.
- Preparing a non-confidential pitch can alleviate concerns.
ADDITIONAL RESOURCES

1. Large collection of pitch decks from existing start-ups:
   - https://starthouse.xyz/?ref=hn

2. Steve Blank’s website, including free resources for Lean Launchpad methodology:

3. Guide from Duke University on crafting a pitch:

4. Learn more from the ASCEND Hub commercialization webinar series:
THANK YOU FOR COMING!

QUESTIONS?
Grant Proposals
Office of Research and Development
We guide the development of competitive, external funding opportunities.

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Seminars
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