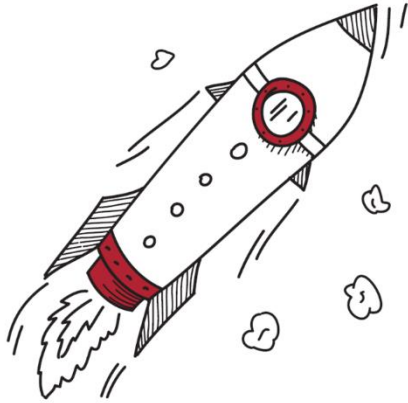


Aluflexpack Innovation **challenge #3**

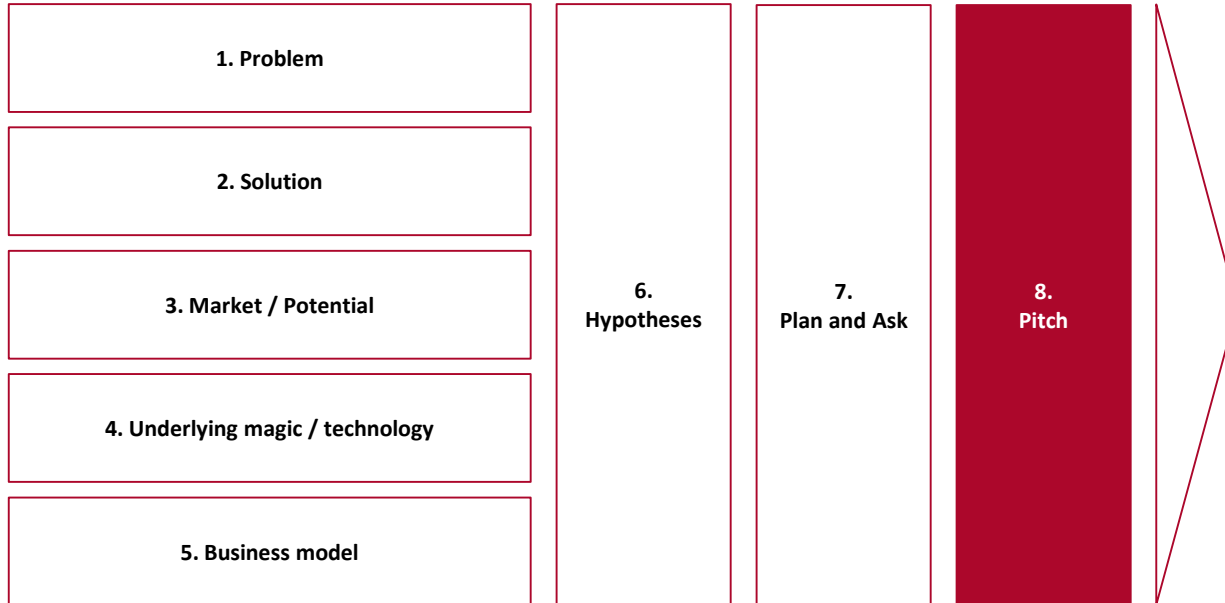



Pitching

11 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

Idea Maturation framework





Coming up with good ideas is hard enough,
but convincing others to do something
with them is even harder.

Scott Berkun

Remember this guy?

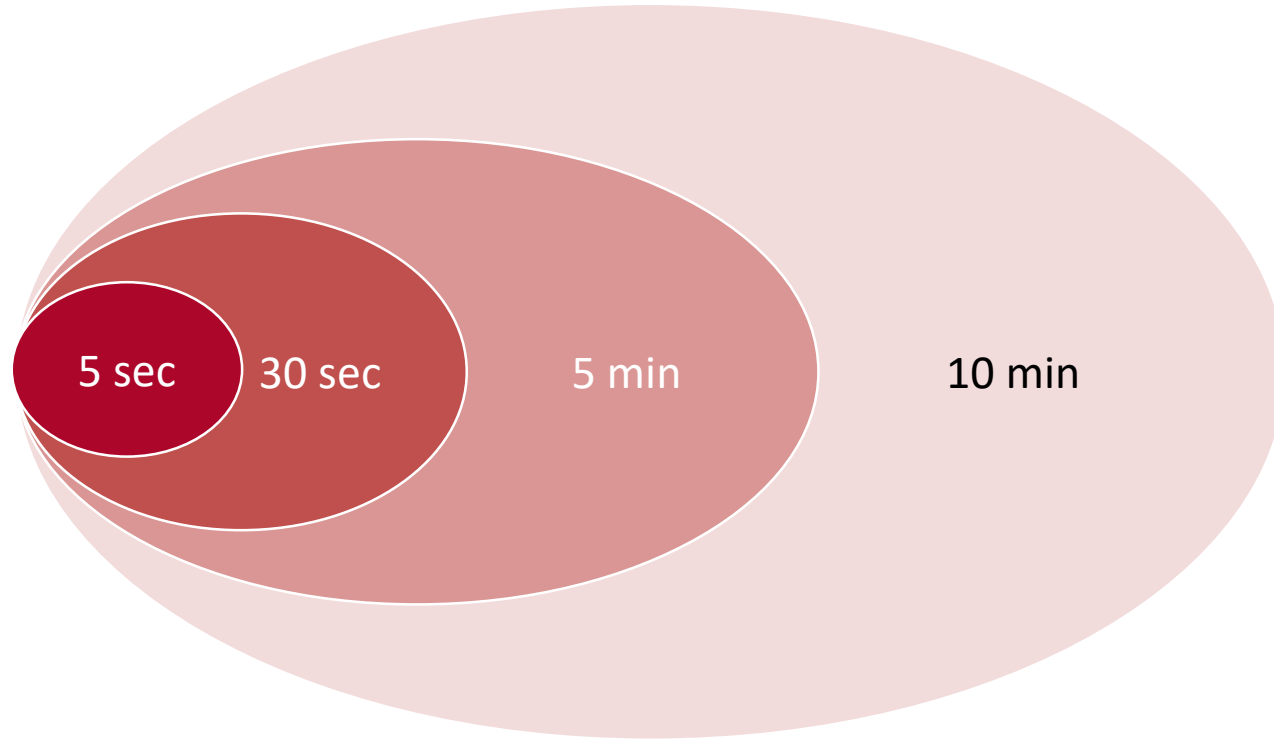


The winning formula

$$C \times F \times E$$

C for content

Always prepare for different levels of depth



Levels to the pitch

5-second pitch	30-second pitch	5-minute pitch	10-minute pitch
<ul style="list-style-type: none"> • Twitter friendly headline 	<ul style="list-style-type: none"> • Twitter friendly headline • Problem • Solution • Potential 	<ul style="list-style-type: none"> • Cover slide • Problem • Solution • Potential • Business model • Plan & ask 	<ul style="list-style-type: none"> • Cover slide • Problem • Solution • Underlying magic • Market size • Competition • Why now/timing • Business model • Team • Traction • Plan & ask

Your idea in 5 seconds

ALU
FLEX
PACK

Handpresso

- the handheld coffeemaker
that makes great espresso
anywhere



Your idea in 30 seconds

Handpresso

- the handheld coffeemaker
that makes great espresso
anywhere

The **problem** today is that it is difficult to get good quality espresso when you're off the beaten track.

Our **solution**, is a bike-pump device, that works with coffee pads to create great tasting espresso anywhere.

The **potential**? Well the outdoor or recreation market is large and growing rapidly. So the potential is huge.

10 min pitch ~ 10 slides

10 min Q&A ~ back-up slides

Levels to the pitch

5-second pitch

- Twitter friendly headline

30-second pitch

- Twitter friendly headline
- Problem
- Solution
- Potential

5-minute pitch

- Cover slide
- Problem
- Solution
- Potential
- Business model
- Plan & ask

10-minute pitch

- Cover slide
- Problem
- Solution
- Underlying magic
- Market size
- Competition
- Why now/timing
- Business model
- Team
- Traction
- Plan & ask

F for format

As far as design is concerned,
it is useful not to think in terms of right or wrong, but rather in
terms of what is **appropriate** or **inappropriate**.

Garr Reynolds

The problem with presentations

- The current state of business presentations more often than not incorporates the use of PowerPoint in ways that actually undermine the speaker's good intentions.
- Bullet-point filled slides with reams of text become a barrier to good communication.
- We have become accustomed to a "PowerPoint culture" in which a disconnect exists between the audience and the presenter.
- Many people, including many top business leaders, are fed up with PowerPoint. But it is not PowerPoint's fault – PowerPoint is just a tool.



Findings of cognitive science

Key findings

Modality Principle

People learn better when words are presented as narration rather than text

Multimedia Effect

Narration with pictures (visuals) is better than narration alone

Redundancy Principle

People learn better from narration & graphics rather than narration, graphics, & text

Coherence Principle

People learn better when extraneous visual material is excluded

Implications

1. Presentations must be both **verbal and visual**
2. Too much slide **information overload**s people's cognitive systems
3. Can your visuals be **understood in 3 seconds**? If not, redesign them to support your talk
4. Slide design and delivery must help people **organize and integrate** information

The problem with presentations

Speaker
notes

Presentation

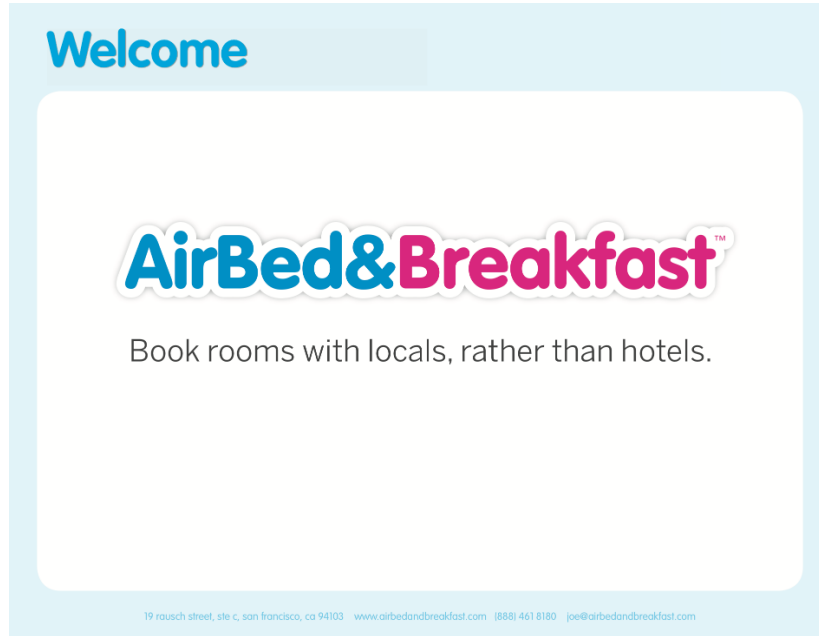


Handout

Your idea in 10 minutes



0. Cover slide



**Name and tagline
of idea**

- + Introduce your team
- + Give your 30 second pitch

1. Problem

Problem

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Explain which problem / opportunity you have identified.

- What problem or opportunity have you identified?
- For whom is it a problem?
- What is the scale of the problem / opportunity?

2. Solution

Solution

A web platform where users can rent out their space to host travelers to:

- SAVE MONEY**
when traveling
- MAKE MONEY**
when hosting
- SHARE CULTURE**
local connection to the city

19 rauch street, ste c, san francisco, ca 94103 | www.airbedandbreakfast.com | (888) 461 8180 | jo@airbedandbreakfast.com

Explain what your solution to the problem is.

- What is your solution to the problem?
- Which jobs-to-be-done / gains / pains will you address?
- What benefit will the “end-user” get from the solution? Will they care?

3. Underlying magic

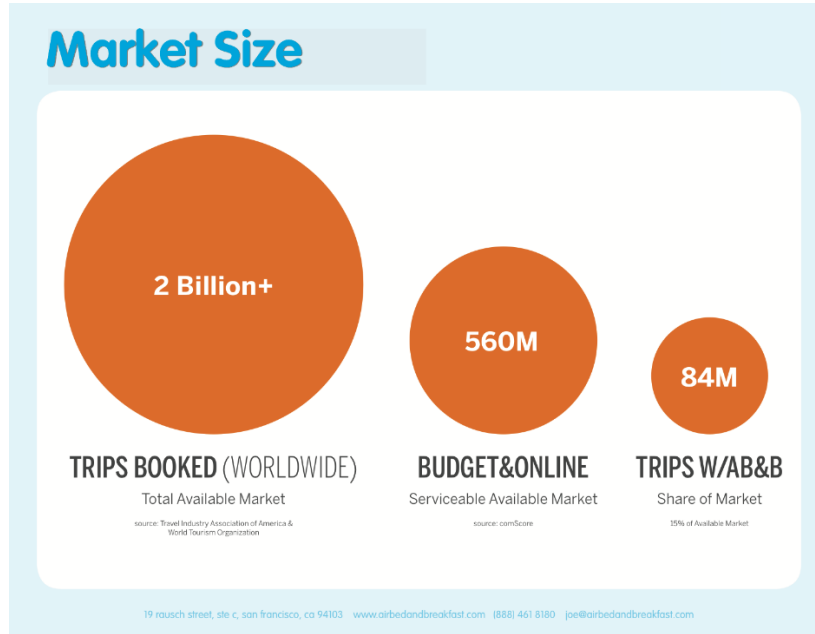
Product

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!

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Explain and illustrate the underlying magic of your solution

4. Market potential



Make a compelling case why the opportunity is worth a bet.

- What is the business potential of your idea?

5. Competition



Explain who the competition is and why your idea will prevail

- List competitors
- List competitive advantages

6. Why now?

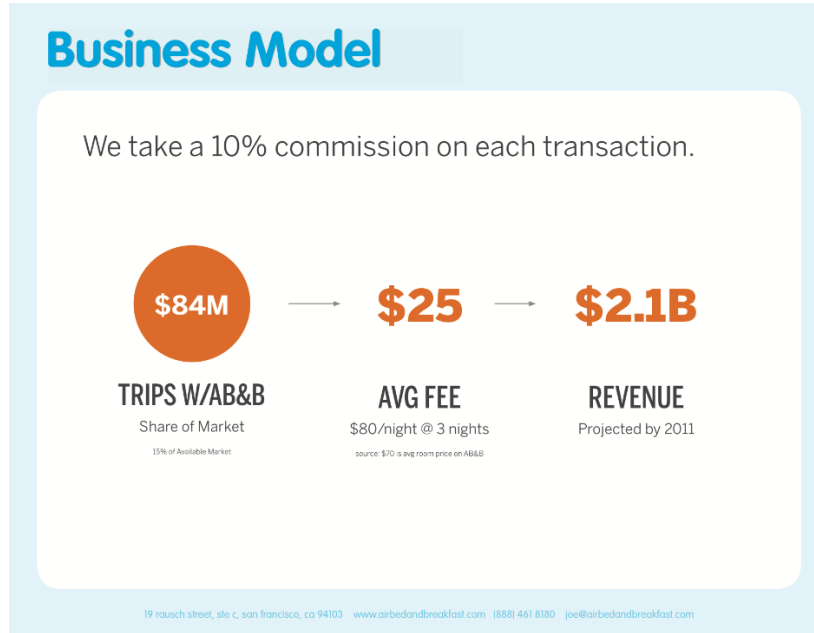
Why now?

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Explain why the opportunity has become possible / relevant now

- Set-up the historical evolution of your category
- Define recent trends that make your solution possible

7. Business model



Explain how you will realize the value of your idea.

- What other pieces of the business model do we need for this business to be successful?
- How will you realize the business value?

8. Team

Team

 **Joe Gebbia**, User Interface & PR
Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.

 **Brian Chesky**, Business Development & Brand
Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.

 **Nathan Blecharcyk**, Developer
Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor
Michael is the CEO and co-founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

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Present the team and the competences each member contributes with

9. Traction

Traction



"AirBed&Breakfast
freaking rocks!"

Josue F, Washington, DC



"I found something in
my price-range, and that's
what really enabled me
to come to the conference."

Jason R, Atlanta, GA



"A complete success.
It is easy to use and it
made me money."

Emily M, Austin, TX

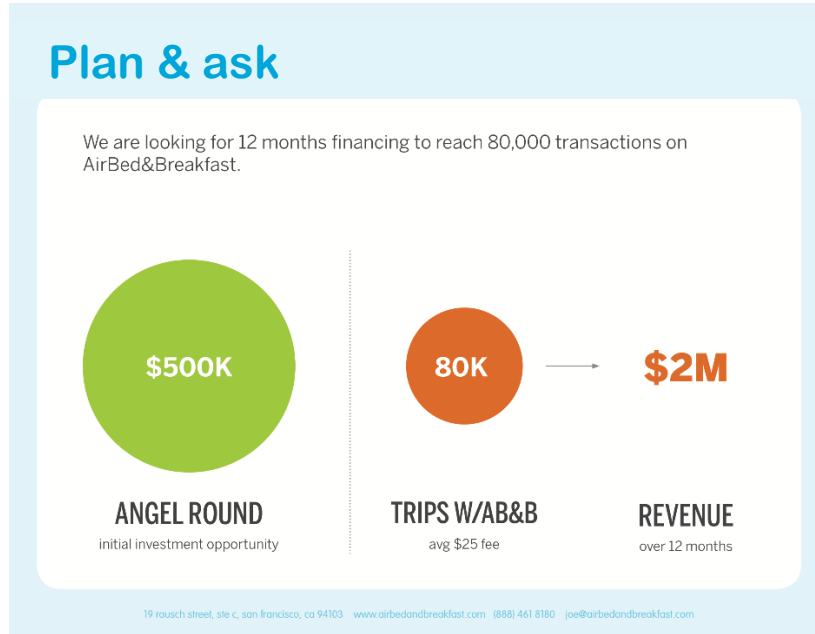


"It's about the ideas,
the interactions, the
people. You don't get
that in a hotel room."

Dan A, Ontario, Canada

Present any traction you have that supports why the opportunity is worth a bet.

10. Plan & ask



Explain how you propose to address idea and what you are asking for.

- What are the next steps / milestones to move the idea forward?
- What are the necessary resources required to get to these next steps / milestones?

E for energy

Like any kind of public speaking type situation, the more often you do it, the more comfortable it will become.

But there **isn't much magic to the actual pitch.**

The only people that need to resort to tricks and manipulations are those that haven't worked to understand their audience well, or don't truly believe in what they are pitching.

Scott Berkun

Some tips

- Show your passion
- Find a stable position
- Face the audience
- Take it slowly
- Smile and make good eye contact
- Don't fiddle with pen, paper, etc
- Think about the first slide (what is this) and the last slide (what we are asking for)
- Test it 😊
- Know who's answering which type of questions
- Keep time

If you do not know the answer, say it,
don't "waffle"

Say "that is a good point, we are taking
notes" – instead of "arguing"

Vocal warm-up



<https://www.youtube.com/watch?v=9tXK7cw9mrg>

Source: How to speak so that people want to listen (Julian Treasure, TED.com, 2013)



Tomorrow

Format:

- **10 minute pitch** – keep the slides down, add details in back-up
- **10 minutes Q&A** and feedback

Some ground rules:

- ✓ A projector will be available – bring your own computer or send the slides
- ✓ You can use your own presentation format
- ✓ Any prop that supports your pitch may be used for the presentation
- ✓ One person to pitch is recommended, and other team members can support during Q&A

Instructions

Prepare your pitch

- Review your work so far (Value proposition, Potential, Positioning, TRL, Business Model, Hypothesis Testing, Plan)
- Finish discussions
- Carry out further research
- Review pitch template
- Discuss, in the group, key points for each slide
- Distribute work
- Consolidate work
- Determine who pitches, who answers which questions
- Rehearse pitch

