

PRESENTING YOUR IDEA

HOW TO PITCH:

step by step

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STEPS TOWARD A 

❖ PERFECT PITCH ❖

#1 What is a pitch

#2 Presenting to the different audiences

#3 Different types of pitches

#4 Pitch deck (slides): step by step

#6 Some pitching tips: design, don'ts and do

#7 Opportunities for startups: KTU Startup Space

#1 What is "pitch"?



**A SPEECH OR A BRIEF PRESENTATION
WITH THE AIM OF AROUSING THE
AUDIENCE'S INTEREST**

#1 What is a pitch

A PITCH IN A BUSINESS CONTEXT

**A SHORT PRESENTATION WHERE WE
DESCRIBE A STARTUP (BUSINESS IDEA,
PRODUCT AND ETC.) TO OTHER PARTY.**

#1 What is a pitch

BEFORE THE PITCHING - ANSWER THESE QUESTIONS

- Who you're directing your presentation to – Who's my **audience**?
- What are the **objectives** of this pitch are – What do I want to achieve with this presentation?
- **How** this presentation **will be delivered** – Will I present it in person or will I be sending it over email (by text)? Will I use audiovisual components?

#2 Presenting to the different audiences

	Most interested in	What they want to hear	What they really care about	Their goal
Potential investor	Earning money	How you will return their investment	Your market, industry, traction	High return on investment
Potential customer	Solving the problem	How you will solve their problem	Whether your solution works	Solve their problem in the best way
Potential employee/cofounder	Join successful team	Benefits of working with you	Equity, salary, impact on the company	Be part of a successful team, make money
Media/journalists	Get a good story	Why your startup is special	Discovering the next "big thing"	Be the first to tell the world about the startup

#2 Types of pitches

- **A HIGH CONCEPT PITCH**
- **THE ELEVATOR PITCH**
- **THE PITCH DECK**



#3 Types of pitches

1. A HIGH CONCEPT PITCH

“ A HIGH CONCEPT PITCH DISTILLS A STARTUP'S VISION INTO A SINGLE SENTENCE. IT'S A PERFECT WAY TO SPREAD THE WORD ABOUT YOUR IDEA. ”

venturehacks.com

A HIGH CONCEPT PITCH TELLS A STORY IN **ONE** SENTENCE.

#3 Types of pitches

A HIGH CONCEPT PITCH: EXAMPLES

THE APP DOGSTER: IT'S A SOCIAL MEDIA FOR DOGS

MOVIE "ALIEN": IT'S "JAWS" IN SPACE!

COMPANY "CISCO": "WE NETWORK NETWORKS"

2 RULES

- KEEP IT SHORT.
- RELATE TO SOMETHING THAT'S ALREADY WELL KNOWN.

#3 Types of pitches

2. THE ELEVATOR PITCH

“ AN ELEVATOR PITCH IS THE SIMPLEST, QUICKEST WAY TO DESCRIBE **WHAT YOUR VENTURE IS** AND WHAT MAKES IT SO AMAZING. IT'S THE PITCH YOU PREPARE FOR WHEN YOU HAVE **ONLY FIFTEEN SECONDS** TO CATCH SOMEONE'S ATTENTION - LIKE WHEN YOU MEET HIM/HER IN AN **ELEVATOR**. ”

"Get Backed" authors Evan Baehr and Evan Looms



#3 Types of pitches

THE ELEMENTS OF GOOD **ELEVATOR PITCH**

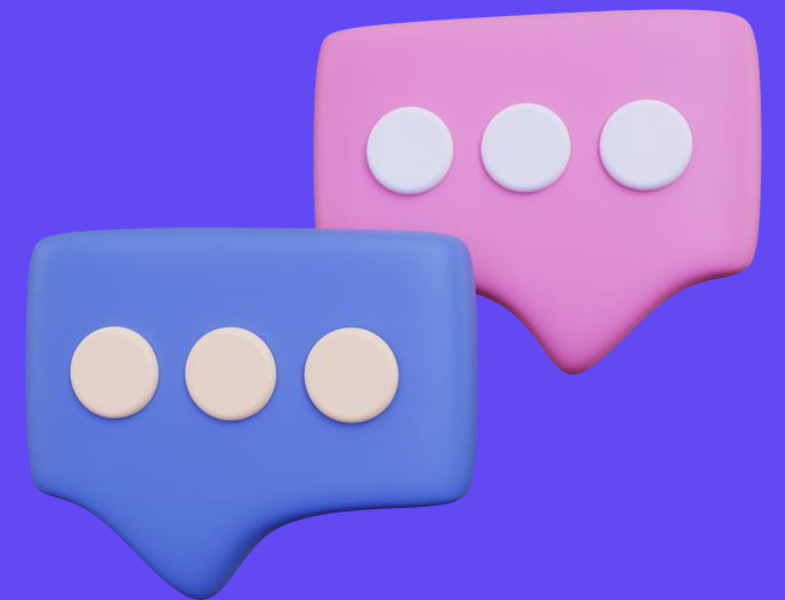
- It relates to something already known.
- It talks about benefits for customers, not about how the product works.
- It focuses on common, relatable problems.
- It describes your vision, not your solution.
- It shows you have traction.
- It shows you are better than your competitors.
- It asks for something at the end, such as meeting or introduction.



#3 Types of pitches

TIPS WHEN MAKING AN ELEVATOR PITCH

- Always be ready.
- Introduce yourself first.
- Don't talk about your past achievements.
- Keep it short.
- Be friendly.
- Ask questions.
- Be available.



#3 Types of pitches

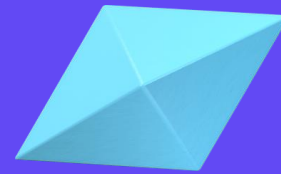
WRITE YOUR OWN **ELEVATOR PITCH: EXAMPLE**



**INTRODUCE
YOURSELF**



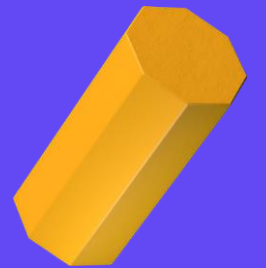
**PRESENT
THE
PROBLEM**



**PRESENT
YOUR
SOLUTION**



**SHARE YOUR
VALUE
PROPOSITION**



**STAY
CONNECTED**



*Hi, my name is
john from "Data
Big"*

*The average marketer
spends half an hour on
the reports each day*

*"Data big" is a game-
changer app which
helps to receive the
report in 30 seconds*

*It saves time, increases
the productivity of an
employee, decreases
costs*

*Want to hear
more? Let's talk
later!*



#3 Types of pitches

3. THE PITCH DECK

“ A **PITCH DECK** IS A SERIES OF WORDS AND IMAGES THAT ILLUSTRATE THE STARTUP'S STORY AND BUSINESS MODEL. **PITCH DECKS** DO THE THREE THINGS: THEY GET PEOPLE TO **UNDERSTAND**, THEY GET PEOPLE TO **CARE**, AND THEY GET PEOPLE TO TAKE **ACTION**. ”

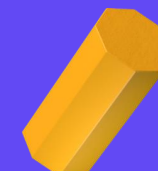
"Get Backed" authors Evan Baehr and Evan Looms



UNDERSTAND



CARE



TAKE ACTION

#3 Types of pitches

THE PITCH DECK AIMS:

- TO DESCRIBE STARTUPS' VISION
- TO PRESENT THE TEAM THAT WILL BUILD THAT VISION
- TO INTRODUCE THE CORE ELEMENTS OF ITS BUSINESS MODEL
- TO PROVIDE THE INFORMATION ABOUT THE MARKET AND THE INDUSTRY
- TO TELL A STORY OF WHAT A STARTUP HAS ALREADY ACCOMPLISHED



#3 Types of pitches

THE ELEMENTS OF PITCH DECK

- COVER PAGE
- OVERVIEW
- OPPORTUNITY
- PROBLEM
- SOLUTION
- TRACTION
- CUSTOMER/MARKET
- COMPETITION
- BUSINESS MODEL
- TEAM
- USE OF FUNDS
- THANK YOU/CONTACT PAGE



#4 Pitch deck (slides): step by step

SLIDE 1: COVER PAGE



KEY ELEMENTS

- A FULL PAGE PHOTO/GRAPHIC AND STARTUP COLORS
- A ONE SENTENCE DESCRIPTION OF YOUR STARTUP/PROJECT - THIS COULD BE YOUR SLOGAN
- SOMETHING THAT CATHES AUDIENCE'S ATTENTION



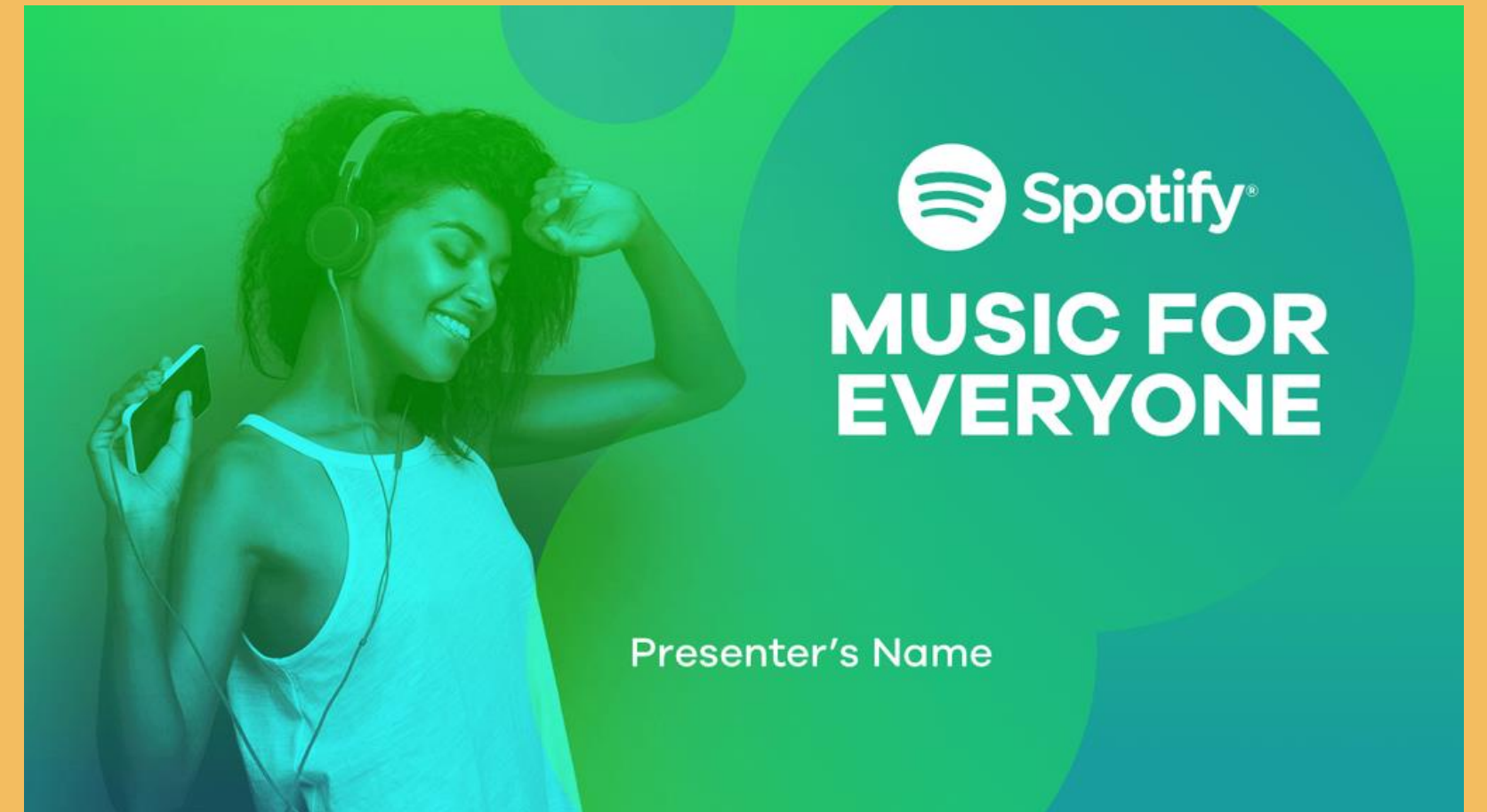
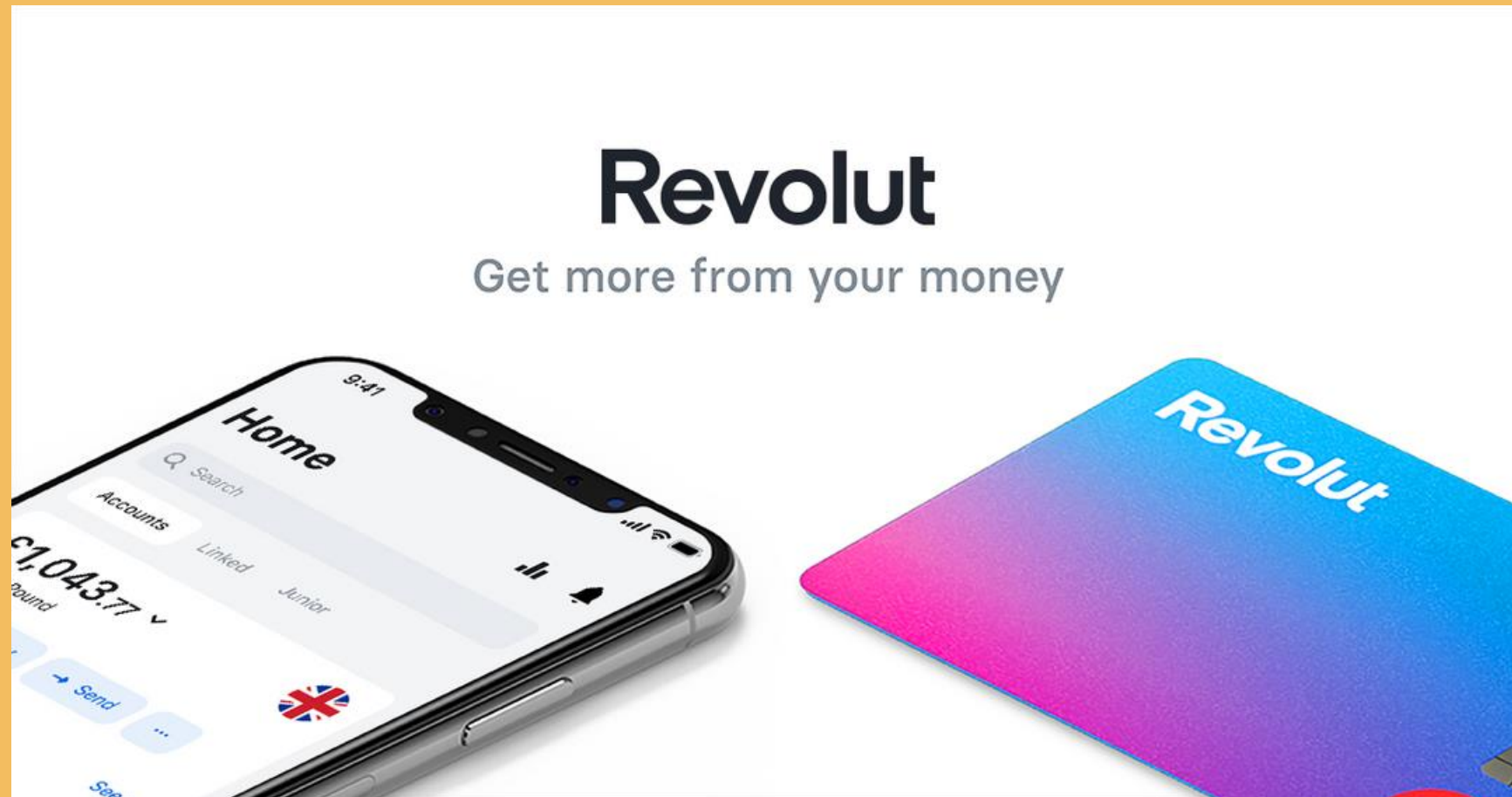
WHAT TO SAY

- INTRODUCE YOURSELF AND YOUR STARTUP
- THANK AUDIENCE FOR THEIR TIME
- EXPRESS YOUR PASSION FOR YOUR IDEA
- KEEP IT SHORT - DON'T SUMMARIZE THE WHOLE PRESENTATION, JUST INTRODUCE IT

#4 Pitch deck (slides): step by step

SLIDE 1: COVER PAGE

EXAMPLE



#4 Pitch deck (slides): step by step

SLIDE 2: OVERVIEW

WHO WE ARE?



KEY ELEMENTS

- EASY TO UNDERSTAND
- SHOWS THAT YOU ARE THINKING BIG
- SHOWS THAT YOU ARE PASSIONATE ABOUT YOUR IDEA



WHAT TO SAY

- GIVE YOUR ELEVATOR PITCH
- STATE THE PROBLEM IN A RELATABLE WAY
- EXPLAIN HOW YOUR SOLUTION SOLVES THE PROBLEM

#4 Pitch deck (slides): step by step

SLIDE 3: OPPORTUNITY



KEY ELEMENTS

- A DESCRIPTION OF YOUR MARKET
- A DESCRIPTION OF YOUR INDUSTRY
- EXPLAINS WHY NOW IS THE BEST TIME TO LAUNCH YOUR STARTUP



WHAT TO SAY

- TALK ABOUT TRENDS IN YOUR MARKET - IS IT GROWING?
- TALK ABOUT YOUR INDUSTRY - IS THERE COMPETITION?
- CREATE EXCITEMENT AND A SENSE THAT IS AN OPPORTUNITY THEY DON'T WANT TO MISS

#4 Pitch deck (slides): step by step

SLIDE 3: OPPORTUNITY

EXAMPLE



#4 Pitch deck (slides): step by step

SLIDE 4: PROBLEM



KEY ELEMENTS

- DESCRIBE AN OVERALL PROBLEM
- DEMONSTRATE THAT BIG MARKET HAS THIS PROBLEM
- SHOWS THAT YOU UNDERSTAND THIS PROBLEM WELL
- LIST ANY EXISTING SOLUTIONS



WHAT TO SAY

- TELL A STORY ABOUT A TYPICAL CUSTOMER WITH THIS PROBLEM
- DESCRIBE HOW THIS PROBLEM AFFECTS THE CUSTOMER
- DESCRIBE THE PROBLEM IN A WAY THE AUDIENCE CAN RELATE

#4 Pitch deck (slides): step by step

SLIDE 4 PROBLEM

EXAMPLE

Problem:
Taxi-monopolies reduce quality of service



Medallions are expensive, and drivers underpaid.



Medallions cost ~\$500k, drivers make 31k



No incentive/accountability for drivers/clients

Digital Hail can now make street hail unnecessary



Transferring and spending money in Foreign Countries is a Hassel



It can be Expensive

- › High cost of money transfer from one country to other



It can be Inconvenient

- › Going to a union provider and transferring money



It can be Sneaky

- › Risk of fraud and card theft etc.
- › Add Text Here

#4 Pitch deck (slides): step by step

SLIDE 5: SOLUTION



KEY ELEMENTS

- **SHOW HOW THE SOLUTION IS UNIQUE**
- **DEMONSTRATES HOW THE SOLUTION WORKS WITHOUT BEING TOO TECHNICAL**
- **TALKS ABOUT HOW YOUR TEAM WILL BUILD THIS SOLUTION**



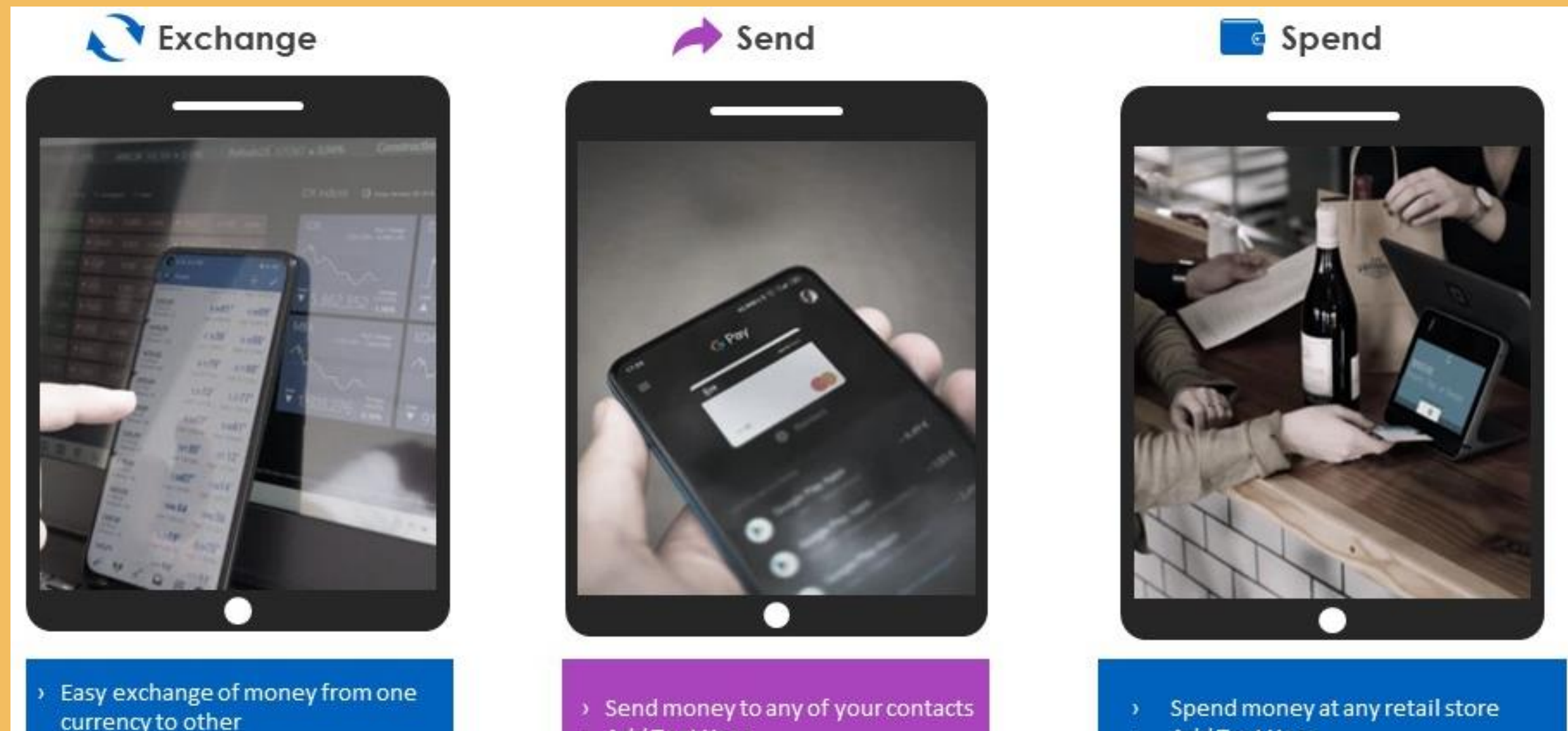
WHAT TO SAY

- **DESCRIBE HOW YOUR SOLUTION WILL SOLVE CUSTOMER'S PROBLEM**
- **TALK ABOUT WHY CUSTOMERS WANT YOUR SOLUTION**
- **SHOW OR EXPLAIN YOUR MVP CUSTOMER REACTION TO IT**

#4 Pitch deck (slides): step by step

SLIDE 5 SOLUTION

EXAMPLE



The image displays three panels illustrating the solution, each with a title and a corresponding image of a smartphone screen.

- Exchange:** The first panel shows a smartphone screen displaying a currency exchange interface. The title "Exchange" is accompanied by a blue circular arrow icon. Below the image, a blue banner contains the text: "› Easy exchange of money from one currency to other".
- Send:** The second panel shows a smartphone screen displaying a "Pay" interface. The title "Send" is accompanied by a purple arrow icon. Below the image, a purple banner contains the text: "› Send money to any of your contacts".
- Spend:** The third panel shows a smartphone screen displaying a payment interface. The title "Spend" is accompanied by a blue wallet icon. Below the image, a blue banner contains the text: "› Spend money at any retail store".

#4 Pitch deck (slides): step by step

SLIDE 6: TRACTION



KEY ELEMENTS

- **ACTIONABLE METRICS THAT SHOW GROWTH**
- **EVIDENCE THAT YOUR BUSINESS MODEL IS SCALABLE AND REPEATABLE**
- **INTRODUCES YOUR SALE AND MARKETING STRATEGIES**



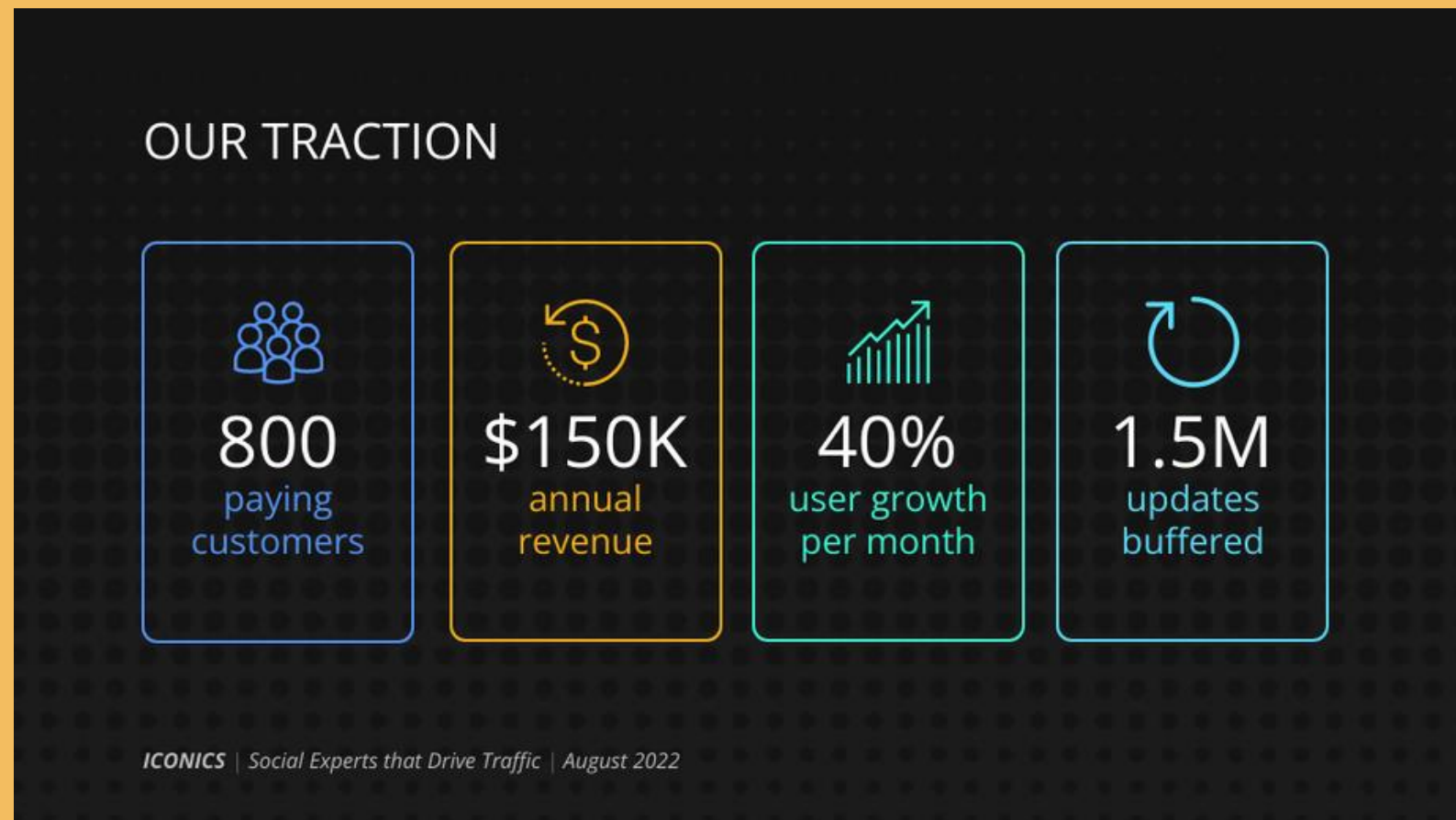
WHAT TO SAY

- **TALK ABOUT WHERE YOU STARTED AND WHERE ARE YOU NOW**
- **DON'T JUST SHOW GRAPHS, DESCRIBE WHAT DATA MEANS**
- **DESCRIBE YOUR SALE PROCESS, AND HOW YOU ACQUIRE AND RETAIN CUSTOMERS**

#4 Pitch deck (slides): step by step

SLIDE 6: TRACTION

EXAMPLE



#4 Pitch deck (slides): step by step

SLIDE 7: CUSTOMERS/MARKET



KEY ELEMENTS

- CUSTOMERS SEGMENTS AND THEIR PROBLEMS
- WAYS OF REACHING NEW CUSTOMERS
- ACQUISITION COSTS PER CUSTOMER
- REVENUE (IF YOU ALREADY HAVE ANY)



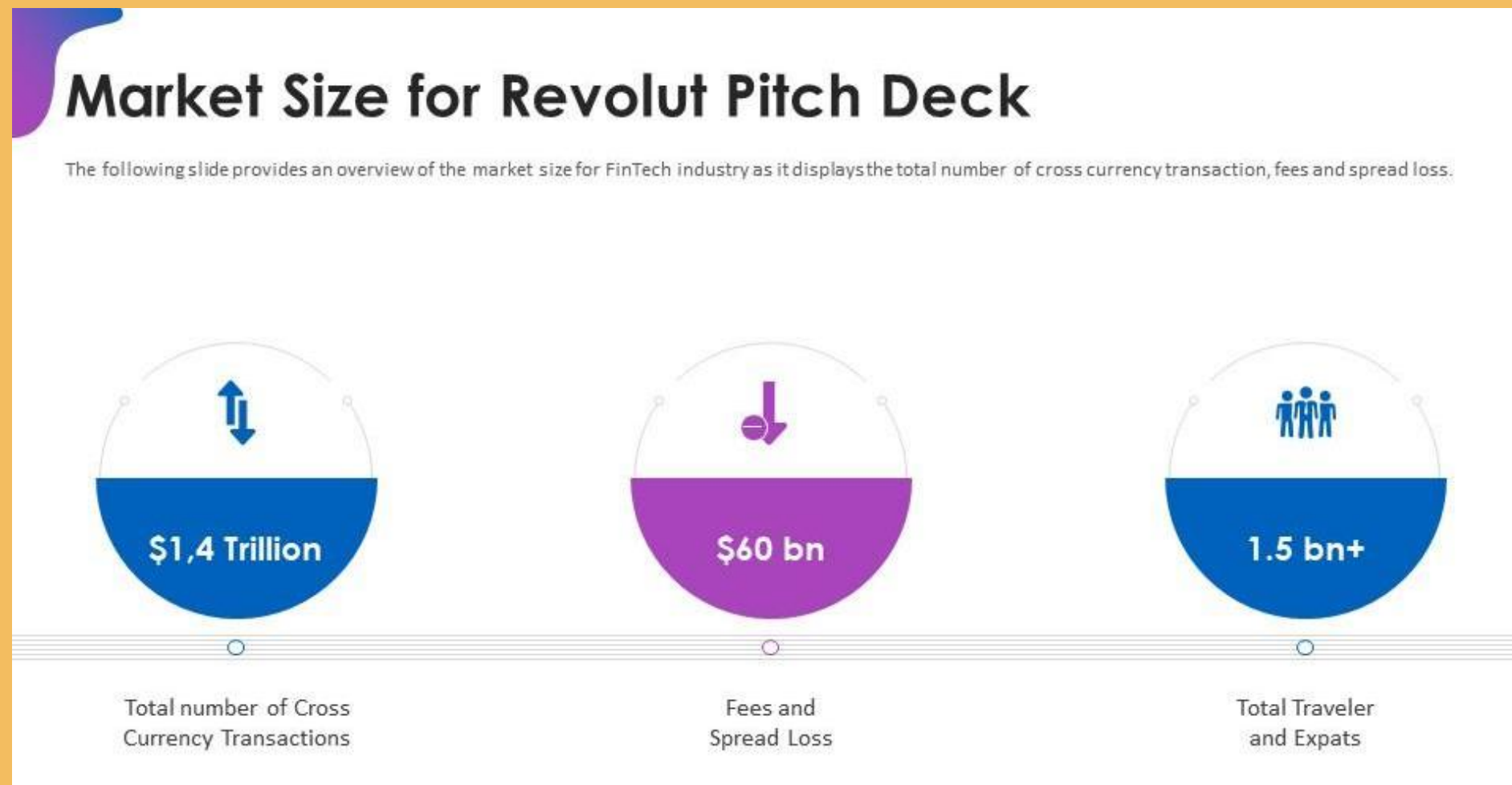
WHAT TO SAY

- DESCRIBE YOUR TYPICAL CUSTOMER IN A WAY AUDIENCE CAN RELATE TO
- TALK ABOUT THE COSTS AND PROCESS OF ACQUIRING CUSTOMERS
- GIVE SPECIFIC NUMBERS OF HOW MANY PEOPLE FIT INTO YOUR CUSTOMER SEGMENT

#4 Pitch deck (slides): step by step

SLIDE 7: CUSTOMERS/MARKET

EXAMPLE



Starbucks' Target Market

- 25-40-Year Olds**
Starbucks accomodated them by remoding locations to suit their preferences.
- Tech Savvy Adults**
Starbucks invested in its mobile app to suit this forward-thinking crowd.
- Working Professionals**
Starbucks made a point of targeting cities above suburbs to meet working professionals where they are.

#4 Pitch deck (slides): step by step

SLIDE 8: COMPETITION



KEY ELEMENTS

- A DESCRIPTION OF YOUR INDUSTRY
- LIST OF COMPETITORS
- ADVANTAGES OVER YOUR COMPETITORS



WHAT TO SAY

- DESCRIBE THE STATE OF YOUR INDUSTRY
- TALK ABOUT THE SUSTAINABLE ADVANTAGES YOUR STARTUP HAS
- SHOW HOW YOUR SOLUTION IS BETTER THAN EXISTING SOLUTION

#4 Pitch deck (slides): step by step

SLIDE 8: COMPETITION EXAMPLE

Competitors analysis: VR games/systems

Feature	Competitor			
	Goalkeeper VR Challenge	Goalkeeper VR	Goalkeeper Legend	CleanSheet VR Training System
Price	up to 7 dollars	up to 4 dollars	up to 3 dollars	N/A
Supported Platforms	Rift, Rift S	Gear VR	Rift, Rift S	N/A
Target customer	Beginner, amateur	Beginner, amateur	Beginner, amateur	Professional
Other	12 game modes		4 game modes	

Our Competitors for Revolut Pitch Deck

Purpose of the following slide is to analyze the competition in the market on the basis of various parameters such as use cases, easy to use and cost effectiveness etc.



Prime Examples of use cases are	Revolut	WeSwap	worldremit	FairFX
→ Cards are expensive and cash is inconvenient in US	✓	✓		
→ Transfer and send money without complicated IBANs	✓			
→ Willingness to have Euros without Euro Bank	✓			
→ Exchanging money instantly within 2-3 business days	✓			
→ Transfer money at current exchange rate	✓		✓	✓

➔ We the only product that can help the customer by addressing their key pain points

#4 Pitch deck (slides): step by step

SLIDE 9: BUSINESS MODEL

HOW WILL YOU MAKE MONEY?



KEY ELEMENTS

- **REVENUE STREAMS FROM YOUR BUSINESS MODEL**
- **COST STRUCTURES FROM YOUR BUSINESS MODEL**
- **CURRENT FINANCIAL DATA (IF AVAILABLE)**



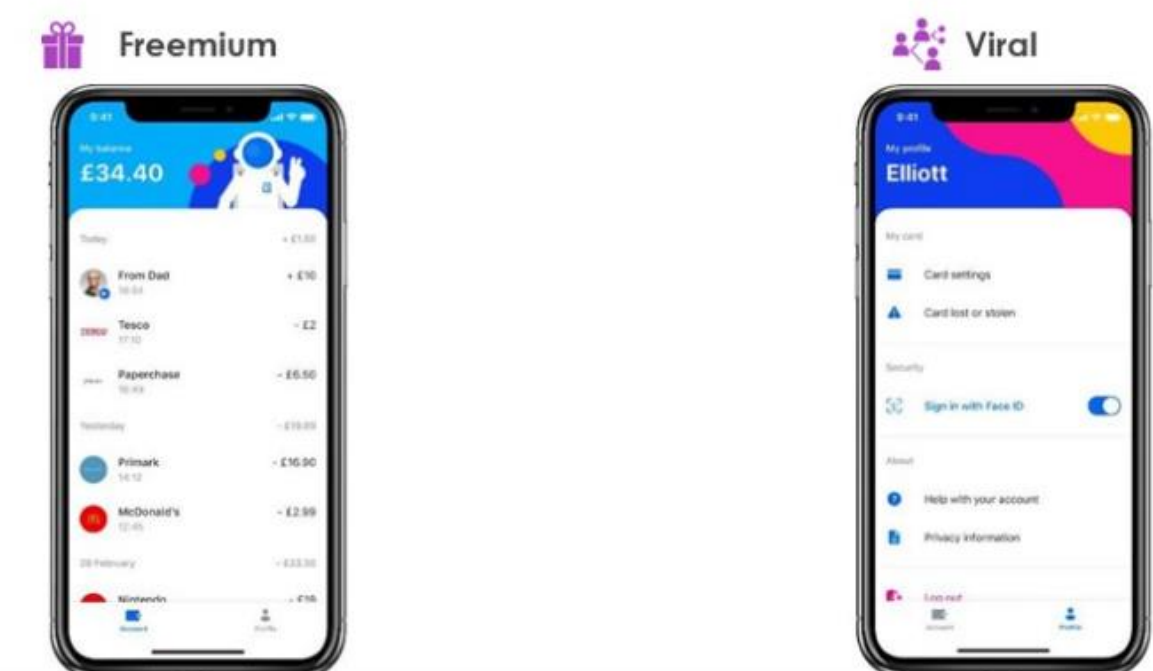
WHAT TO SAY

- **TALKS ABOUT THE CURRENT AND PROJECTED FINANCIAL STATE OF YOUR STARTUP**
- **DESCRIBE YOUR MONTHLY BURN RATE - HOW MUCH MONEY YOU'RE SPENDING PER MONTH**
- **PRESENT AND DESCRIBE RELEVANT FINANCIAL DATA**

#4 Pitch deck (slides): step by step

SLIDE 9: BUSINESS MODEL

EXAMPLE



The image shows two smartphone screens. The left screen, labeled 'Freemium', displays a mobile banking app interface with a balance of £34.40 and a list of transactions from various retailers like Tesco and Primark. The right screen, labeled 'Viral', shows a user profile for 'Elliott' with options for card settings, card list, and social sharing features.

- › Free transfer of money up to £ 500
- › Reference program - inviting friends and choosing pricing plan
- › Incentive on downloading application and, get rewarded and receive money instantly

Revenue Model

Transparent & scalable pricing

Free	Advanced	Pro	Enterprise
-	\$79	\$199	\$999
<ul style="list-style-type: none">✓ Blank presentation✓ Tutorials	<ul style="list-style-type: none">✓ 80+ slides template✓ Tutorials✓ Support	<ul style="list-style-type: none">✓ 80+ slides template✓ Financial model✓ Tutorials✓ 1:1 Support	<ul style="list-style-type: none">✓ Custom pitch deck✓ 15+ custom slides✓ Financial model template✓ Unlimited revisions✓ Support

#4 Pitch deck (slides): step by step

SLIDE 10: TEAM

HOW WILL YOU MAKE MONEY?



KEY ELEMENTS

- **SHORT BIOGRAPHIES OF YOURSELF AND YOUR TEAM MEMBERS**
- **LIST OF RELEVANT SKILLS**
- **LIST OF YOUR TEAM'S PREVIOUS EXPERIENCES**



WHAT TO SAY


- **TALK ABOUT TEAM'S EXPERIENCES IN THE INDUSTRY**
- **LIST THE FORMER STARTUPS AND COMPANIES YOUR TEAM HAS WORKED FOR**
- **SHOW THAT YOUR TEAM HAS THE SKILLS AND EXPERIENCES TO SUCCEED WITH YOUR STARTUP**

#4 Pitch deck (slides): step by step

SLIDE 10: TEAM EXAMPLE


Team

We have background, proven track record and vision to succeed




Darrin Warner
Business

- Previously co-founded NextTurn with Katherine
- Stanford Business School Graduates




Sylvia Estrada
Marketing

- CPA & Masters in Psychology
- Key team member in 9 acquisitions within one year




Katherine Kim
Technology

- Previously co-founded NextTurn with Darrin
- Computer Science MS Degree




Robin Barnett
Operations


- Ernst & Young Entrepreneur of the Year award
- Founder of CC Capital (acquired in 2012)




Kelly Byrd
Senior Developer



Ryan Franklin
Senior Designer



Forrest Pittman
Marketing Manager



Krystal Shelton
Support Manager

basetemplates.com

#4 Pitch deck (slides): step by step

SLIDE 11: USE OF FUNDS



KEY ELEMENTS

- **HOW MUCH MONEY YOU NEED**
- **WHAT YOU PLAN TO DO WITH THE MONEY**
- **THE TERMS OF INVESTMENT - HOW MUCH EQUITY YOU WILLING TO SELL**



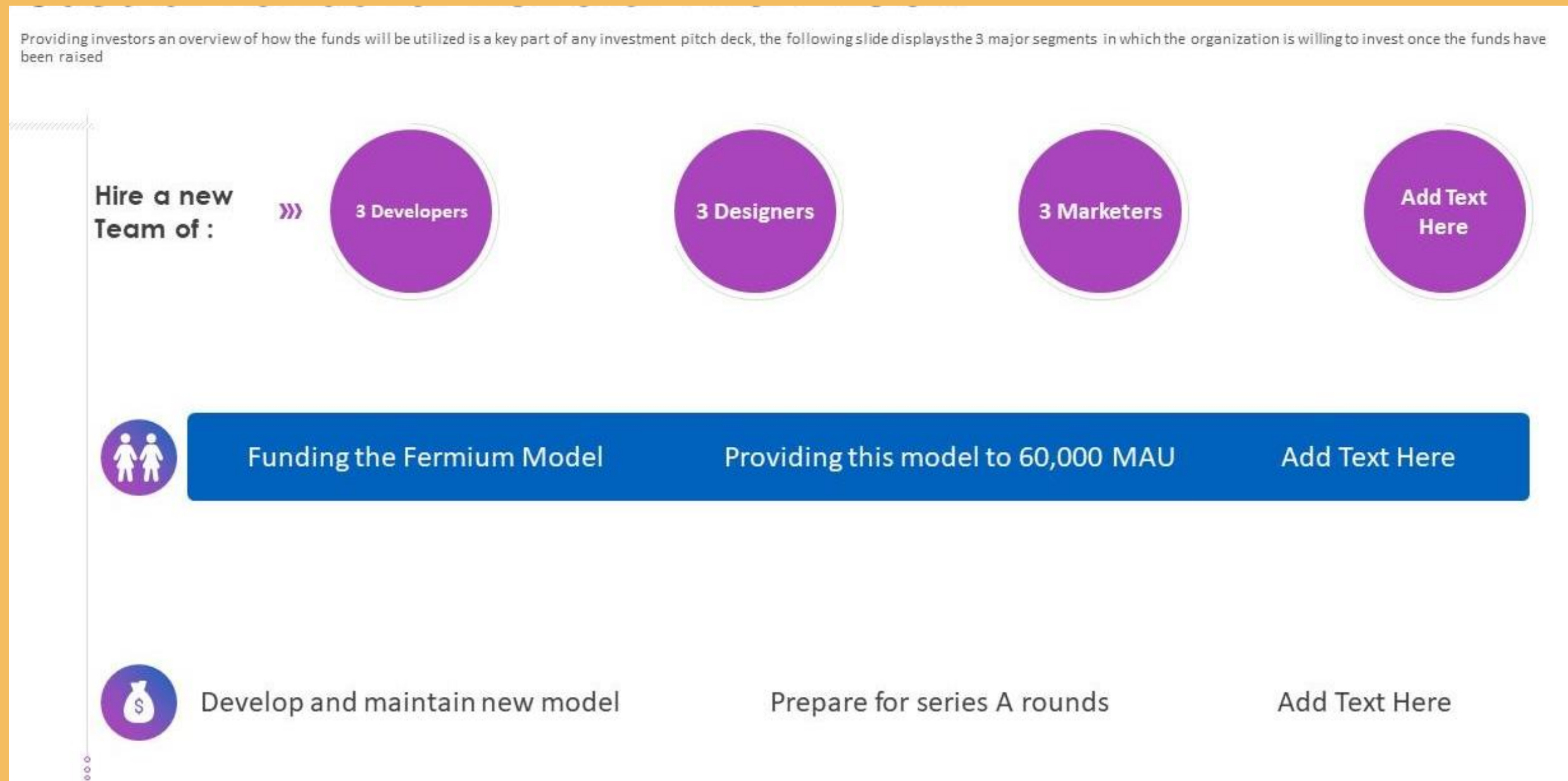
WHAT TO SAY

- **DESCRIBE YOUR PLAN FOR YOUR BUSINESS OVER THE NEXT 12-18 MONTHS**
- **TALK ABOUT HOW THE MONEY YOU RAISE WILL HELP YOUR STARTUP EXPAND AND GROW**
- **LIST THE TERMS OF INVESTMENT AND MENTION ANY MONEY YOU MAY ALREADY HAVE**

#4 Pitch deck (slides): step by step

SLIDE 11: USE OF FUNDS

EXAMPLE



#4 Pitch deck (slides): step by step

SLIDE 12: THANK YOU/CONTACT PAGE



KEY ELEMENTS

- COMPANY NAME
- THANK YOU
- CONTACT INFORMATION



WHAT TO SAY

- THANK YOUR AUDIENCE FOR THEIR TIME
- LET THEM KNOW HOW TO CONTACT YOU
- ASK IF THEY HAVE ANY QUESTIONS AND PROVIDE ANSWERS

#5 Pitch tricks and tips

PITCH DECK Design

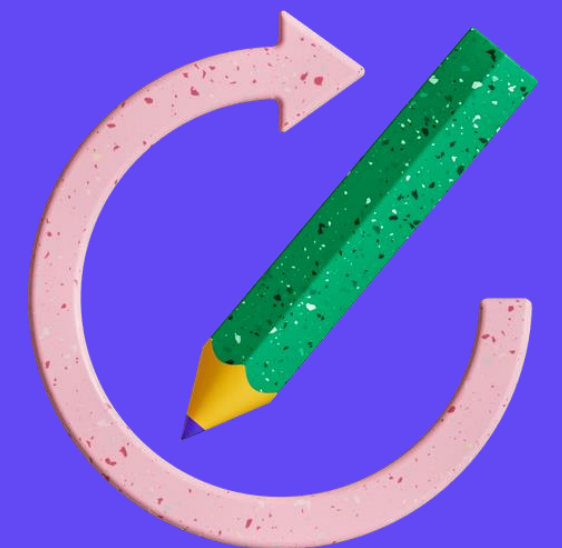
- USE SIMPLE COLOURS
- INCLUDE PHOTOS (MAKE SURE IT'S HIGH QUALITY!)
- USE CONSISTENT FONTS AND FONT SIZES
- MOST SLIDES SHOULD HAVE FEWER THAN 30 OR SO WORDS ON THEM
- MAKE SURE THAT THE FONTS ARE LARGE AND READABLE
- INCLUDE RECENT PRODUCT PHOTOS OR IF IT IS AN APP - INCLUDE SCREENSHOTS.



**DESIGN IS IMPORTANT—BUT
CONTENT IS KING**



"Pitch Perfect. Raising Capital for Your Startup", Haje Jan Kamps



#5 Pitch tips and tricks **PITCH DECK: DONT'S AND DO**

DONT'S 	DO 
Don't write long paragraphs in your slides	Do use bullets points and short sentences
Don't try to target multiple customer segments	Do focus on on reachable customer segment
Don't ignore the competition	Do present a comprehensive picture of your industry
Don't make promises you can't keep	Do present optimist but realistic plans
Don't present false data or other metrics	Do show verifiable data about your startup and market
Don't try to address every possbile objection	Do be prepared to answer questions
Don't claim to be a market leader too early	Do have milestones set and steps to reach them

REFERENCES:

- POWERGUIDE BY INNOENERGY, A WORK FOR ENTREPRENEURS
- GET BACKED: CRAFT YOUR STORY, BUILD THE PERFECT PITCH DECK, AND LAUNCH THE VENTURE OF YOUR DREAMS (EVAN BAEHR, EVAN LOOMIS)
- PITCH PERFECT. RAISING CAPITAL FOR YOUR STARTUP (HAJE JAN KAMPS)



Thank you!

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