





**GETTING
TO**



**Crafting a
Compelling
Summary
of Your Value
Proposition**



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**You have 20
seconds . . .**

**To be
COMPELLING !!**

Or go home.

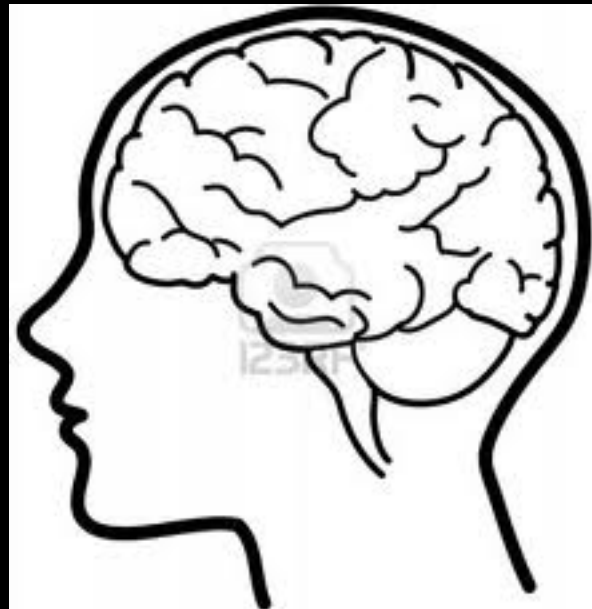


Human Anatomy 101



An effective communicator
engages three body parts:

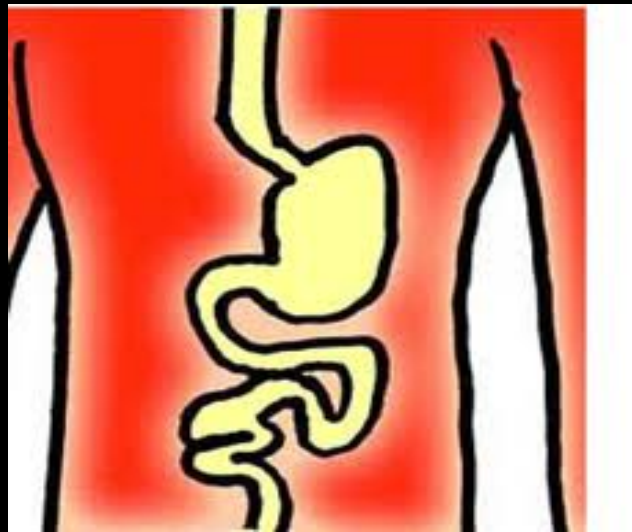
The head



The heart



The gut



Which is most important?




Typical Elevator Pitches



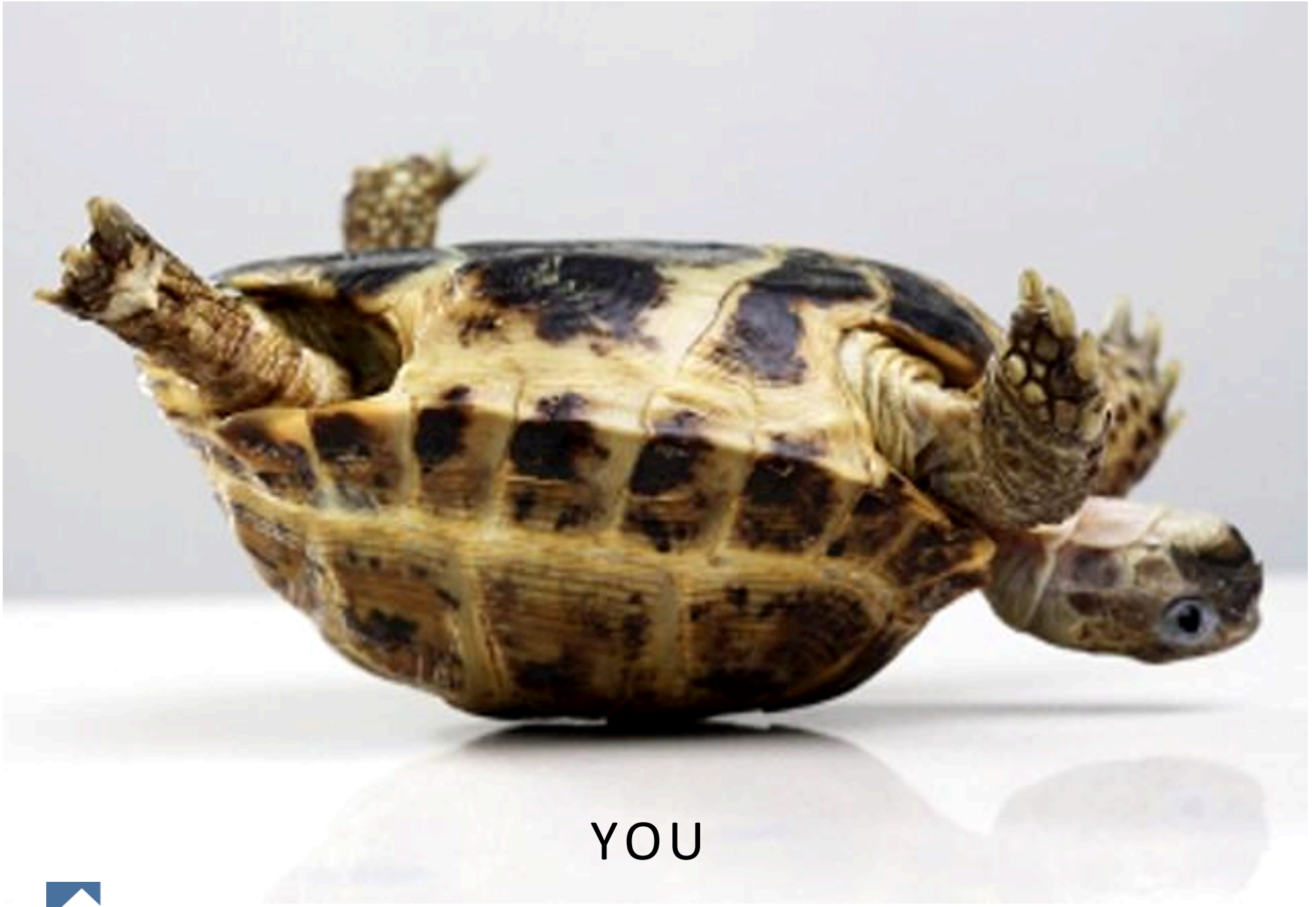


”CoolCo is a dynamic startup company that has developed a revolutionary technology that is going to disrupt our \$56 billion industry. Our team has over 45 years of combined experience, and we have three patents pending. We project that our curve-jumping, paradigm-shifting solution will blah blah blah ...“



“We use a 2048 Diffie-Hellman key exchange and 256 bit triple DES to provide impenetrable encryption for IoT devices.”

Huh ??



YOU

Getting To WOW



Ignore the Pitch Coach Wisdom:

“Start with the problem”

“Tell a story”

“Explain your solution”

“Show a big market”

“Here’s the perfect template”

[These will not get you to Wow!]

BE CLEAR

What do you do?

BE COMPELLING

How much better are you?
How are you different?

BE CREDIBLE

Can we believe you?

IN 20 SECONDS





Pitching to investors
Talking to customers
Schmoozing at events
Posting updates
Recruiting employees
Looking for strategic partners
Sending out emails
On your website
Leaving voice mails
Press releases, marketing materials
Team training
ALL THE TIME!

When do you need to Wow?

Model for crafting your **WOW!**

1

DESCRIPTION

What do you do better than anyone?

*Simple Wall St Journal
Language*

Model for crafting your **WOW!**

2

BENEFIT

What compelling benefit do you offer to whom?

"The big idea behind ..."

Model for crafting your **WOW!**

3

DIFFERENTIATION

How are you different?

‘Unlike other companies ...’

Model for crafting your **WOW!**

DESCRIPTION

1

What do you do better than anyone?

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"The big idea behind ..."

DIFFERENTIATION

How are you different?

3

"Unlike other companies ..."

GETTING TO **WOW**

ALTERNATIVE APPROACHES
ALTERNATIVE APPROACHES



Tell a **STORY**
Paint a **PICTURE**

Use an ANALOGY



Drop a really big name



OTHER TIPS

KEEP it simple

BE customer focused

Anticipate obvious issues

USE ONE or two numbers

Don't lie



**TOP 10
ENTREPRENEUR
LIES**

TOP 10 ENTREPRENEUR LIES

1. Our projections are conservative
2. Our target market is 56 billion
3. We have a world class team
4. Our average sales cycle is 90 days
5. We have no direct competition



TOP 10 ENTREPRENEUR LIES



6. No one else can do what we do
7. All we need is 2% of the market
8. We'll be cash flow positive in 12 months
9. Our deal with Big Company will be signed in two weeks
10. I'll be happy to hand over the reins to a new CEO



TURN YOUR PRESENTATION AROUND



G r e g H o l s e n

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ENGAGING PRESENTATIONS THAT TELL STORIES WITH **OUTCOMES**

POWERPOINT PREZI FILM VIDEO TRANSMEDIA

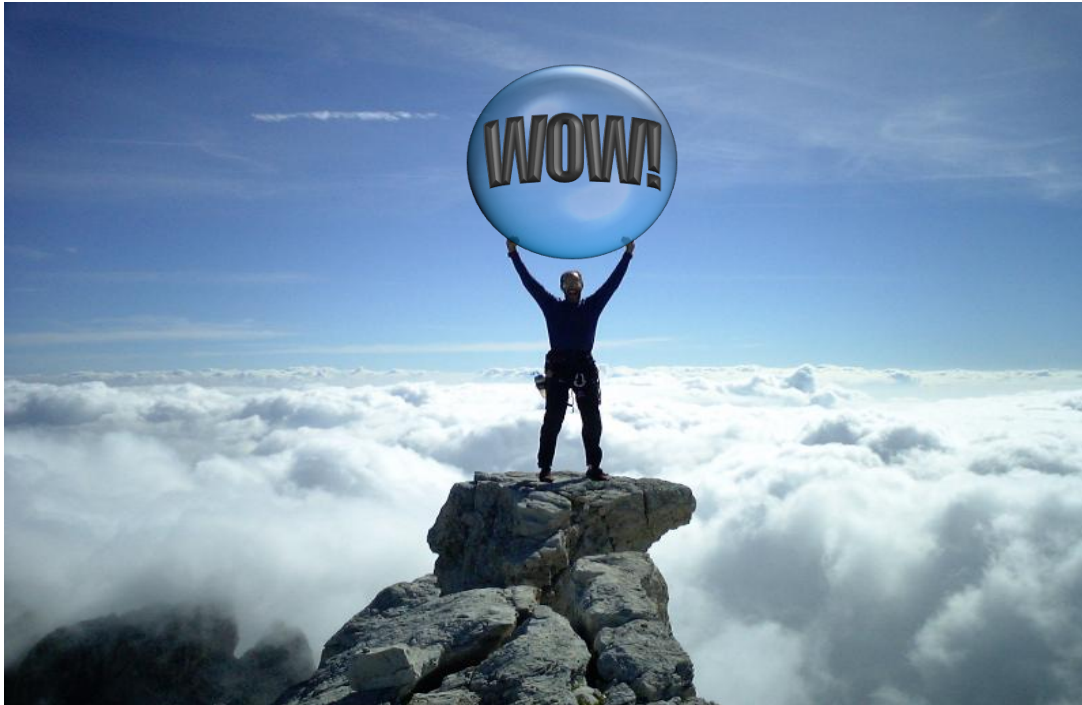
Resources for Entrepreneurs



The Art of Startup Finance

Online course at
Kauffman Founders
School

<http://www.entrepreneurship.org/Founders-School/The-Art-of-Startup-Finance.aspx>



For questions, comments, or slides

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RESOURCES FOR ENTREPRENEURS



Garage website:
<http://www.garage.com>



www.garage.com