Pitch Perfect

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Pitching

• Who has sold?
• Who has pitched?
• What’s good?
• What’s bad?
Coffee Cup Student Pitch

Amazing!

[Your Logo Here]
Look the Part!

- Be confident
- Be passionate
- Be impressive
- Be practiced
Act the Part!

- Know your audience
- Read your audience
- Use props if possible
- Finish 15 seconds early
1. What are you going to build?

- Simple Simple Simple
- Relatable
- Parrottable
2. Why is it worth doing?

- Business Model – profit per unit
- Market Size - scaling
- Financial Considerations
  - Customer Acquisition Cost
  - Lifetime Customer Value
3. Why is it a good idea?

- Pain Avoidance
- Minimize Friction
- Eliminate Excuses
- Save Time
- Save Money
- Reduce Uncertainty
4. Who needs it?

• Value Proposition - BFC D
• Birthed from your pain point is best
• Customer Segments
• Customer Profiles
5. Who are your competitors?

- Current
- Potential
- Unseen
6. How will you get users?

- First Customer
- Channels
- Beauty of Customer Evangelists
7. Why you?

- Jockey not the horse
- Team
- Roles
- Holes
8. Why now?

• Confluence of what?
9. The Ask

• Call to Action
• Call to Invest