

# 2017 HATCHERY NEST

# PITCHING

# GUIDELINES



# PITCHING GUIDELINES

While pitching, you are telling a compelling story to potential investors—a story told within 6 minutes to inspire them to learn more about your Startup. A successful pitch is substantiated on the business model, your milestones and accomplishments around your value proposition and your ability to communicate well (it is not just the performance on stage).

The suggested flow is to start the pitch with the definition of the problem that you are solving. Followed then by the solution/benefits, the customer segment, the partners for success, the business model (revenue streams), the timeline (key activities) concluding with the description of the talent, the TEAM.

Take a look at the pitches made by Hatchery teams since 2013:  
<https://hatchery.engineering.utoronto.ca/hatcherys-2016-teams/>

## 6 MINUTE PITCH STRUCTURE GUIDELINES

### THE PROBLEM

- a. Describe the hypothesis of the problem that the startup is solving.
- b. Create an emotional connection around the problem (warm up the audience).

### THE SOLUTION/ BENEFITS

- a. What are the benefits that your product/service brings to the paying customer and user?
- b. What are the Technical Features that support those benefits?
- c. What makes your solution unique?
- d. Reflect on customer validation and pains:
  - i. What job do they want you to do for them?
  - ii. How are you helping your customers create more value (money)?
  - iii. Are you saving them money?
  - iv. How can you make money together?
- e. How you compare you solution vs the competition (features/benefits matrix).

### THE CUSTOMER SEGMENT

- a. Who are the customers you are solving the problem for? Refine the customer segment: you cannot solve everybody's problem.
  - i. Who are your paying customers?
  - ii. Who are the users?
  - iii. Product Market Fit
- b. What is their archetype? What is their persona?
- c. How many of them are there?

## **THE PARTNERS FOR SUCCESS**

- a. Who are the key partners and why? What would they do for you?
- b. How important are you to them: risk reduction, price optimization, what resources/activities are valuable and integrated in the business model, revenue springboards?
- c. Distribution Channel overview (priorities for success)
  - i. Direct Channel/ Indirect Channel
  - ii. Web distribution
  - iii. Economics of the channels

## **THE BUSINESS MODEL (REVENUE STREAMS)**

- a. What is the Business Model? How can you make money while delivering the product or service to your customer?
- b. What is the pricing strategy? Focus on Value based pricing. (Remember: cheap is not a feature of a product or service)
- c. How will customers pay?
- d. How does each revenue stream contribute to overall revenues?
- e. Market size: What is your attainable market? Have realistic projections.
- f. Sales Projections (hint: Hockey Stick?)

## **TIMELINE/ KEY ACTIVITIES**

- a. The journey: how are you getting there and when?
- b. Milestones (Product Features, IP, Partners, Sales volumes )
- c. Needs.
- d. Business or Product Development Accomplishments

## **THE TEAM**

- a. The talent: YOU – your contributions and expertise.
- b. Why are you the only ones that can put this together?
- c. Show your passion and knowledge. Nobody knows more about your business but YOU.

*Sources: S. Blank/J. Engel LauchPad; A. Osterwalder/I. Pigneur ; J.Orozco -UofT Hatchery*