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**BPW
2024**

www.bpw.de

Workshop

Pitch Deck

Structure. Design. Delivery.

Workshop Pitch Deck Gestaltung
by Ole Korn

Potsdam, 24.11.22

Agenda

- 1 Definitions
- 2 Structure – Investors Pitch Deck
- 3 Slide Design
- 4 Speech Delivery
- 5 Feedback
- 6 Networking & Check Out

#1

Definitions

Pitch



Presentation of your startup, your business idea in front of someone.

Pitch Deck



Tool that explains the most important questions about your startup to the investor, customer, etc.

Goals



Acquire/win investors, prizes, customers, partners

Types



**Elevator Pitch
Sales/Customer Pitch
Investors Pitch**

Types



Elevator Pitch

Sales/Customer Pitch

Investors Pitch

A short oral presentation of your startup/idea, lasting no longer than 60 seconds, with the aim of arousing the investor's interest.



Attention



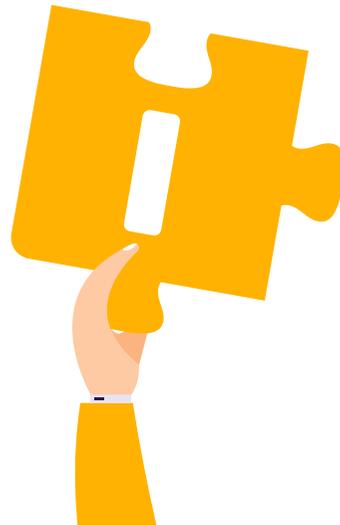
Create attention



Interest



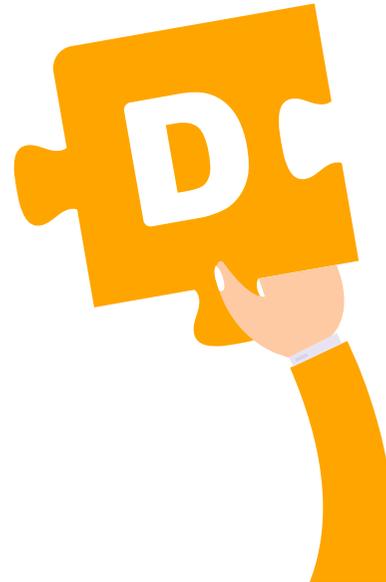
Awaken interest



Desire



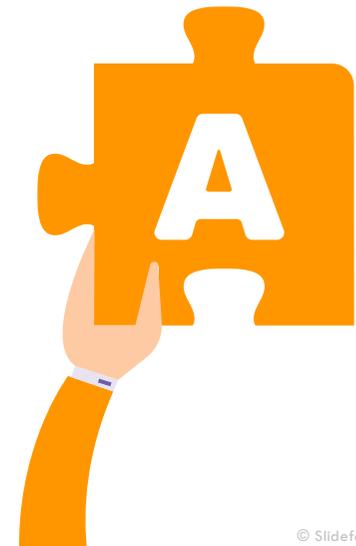
Trigger desire



Action



Request action



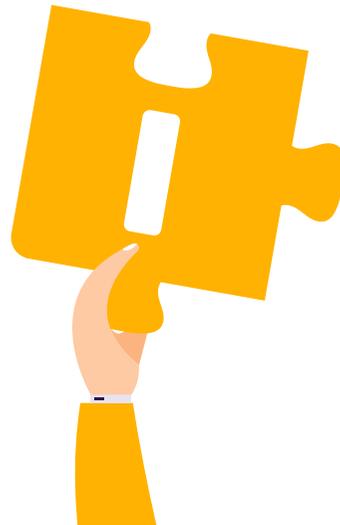
Attention

"Hi, my name is Lisa and I am one of the founders of Good2Know."



Interest

"Good2Know is an app that lets you get push notifications to your smartphone whenever something interesting happens nearby."



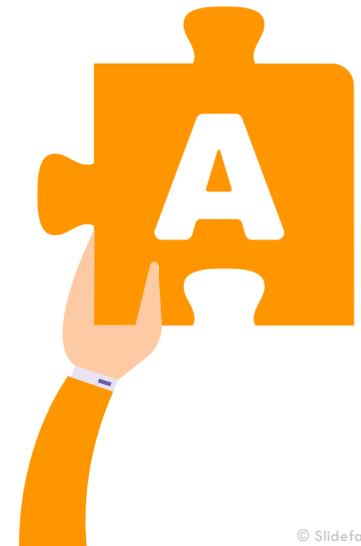
Desire

"We just launched the first version of the app in the Appstore and already have over 15,000 downloads in the first two weeks."



Action

"We are self-funded so far and are currently raising an angel round of €150,000. We think you could help us a lot with your experience in Big Data!"



Types



Elevator Pitch

Sales/Customer Pitch

Investors Pitch



A good sales pitch is specifically designed for a single customer or small group of customers.

The sales pitch focuses on the benefits of the product for the customer.

Types



Elevator Pitch

Sales/Customer Pitch

Investors Pitch

The investor pitch explains the **business model of your startup** and **answers** the most important **questions that investors** might have about your startup.



#2

Structure

Investors Pitch Deck

Vision



One-liner summary - combines your product and the mission of your company...

Our Company <company name> **is developing**
<product or service offering> **to help** <target customer>
with <defined problem> **by** <unique solution>.

Vision



One-liner summary - combines your product and the mission of your company...

Our Company <company name> **is developing**
<product or service offering> **to help** <target customer>
with <defined problem> **by** <unique solution>.

Attention grabber - keep it short, relatable and memorable

We are AirBnB for Event Spaces.

Vision

Problem

Starting with the problem creates **empathy** in the audience.

Be as specific as possible and don't start with the origin of the problem.

There may be many problems you're solving for, but try to **focus on the three most relevant ones.**

Vision

Problem

Solution

How can the problem be solved?

Similar to the problem slide, you want to summarize your solution in (ideally) three or less points.

There should be an overlap between the problems and the solution approaches.

Vision

Problem

Solution

Product

Investors naturally want to see the demo of your product (MVP), because **a demo is worth a thousand words.**

... building **hardware**, show a **prototype.**

If you are ... developing **software**, show **mockups.**

... offer a **service**, show the **process chain.**

Highlight the most **relevant features!**

Vision

Problem

Solution

Product

Market

Define Your Market: What business/space are you in?

Total Market Size: Your Place/Niche (TAM SAM SOM)

Customers: Clearly define exactly who you serve.

Size up the accessible market, and do the calculation **bottom up.**

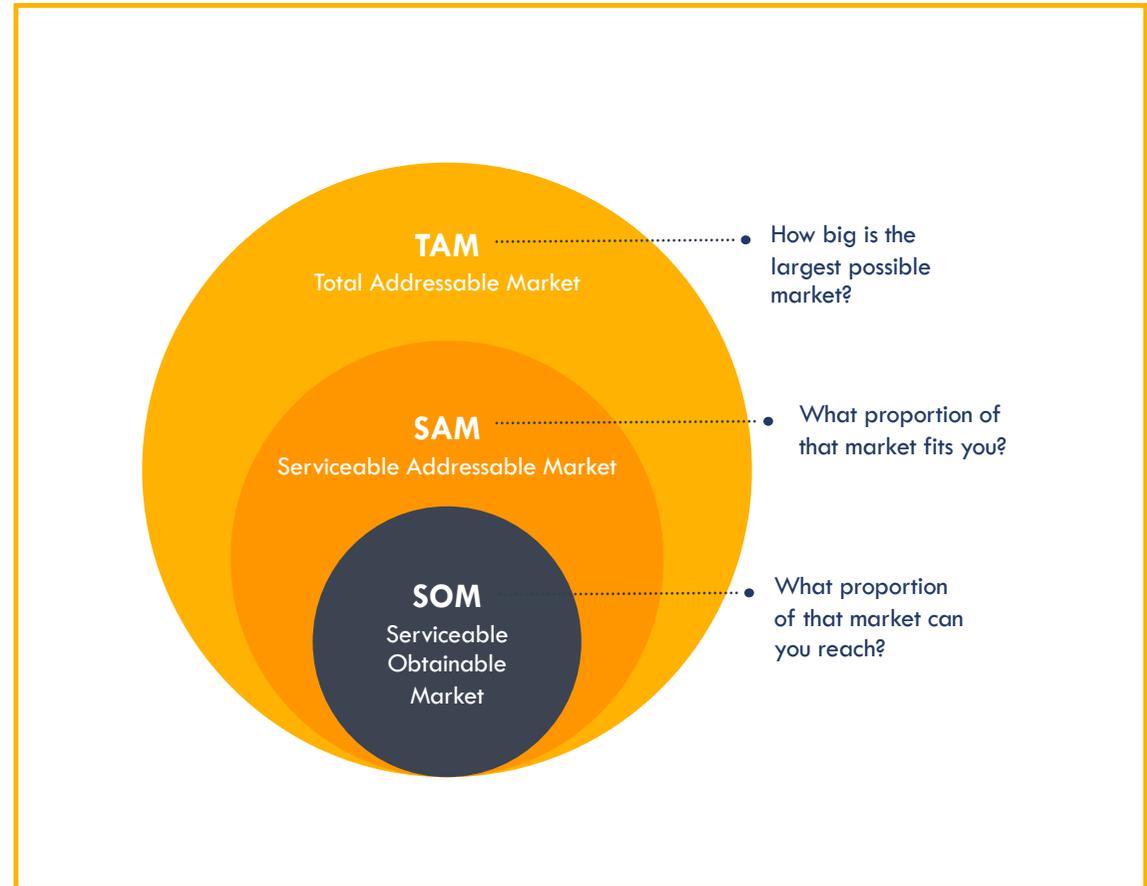
Vision

Problem

Solution

Product

Market



Vision

Problem

Solution

Product

Market

Business Model

The main goal of any start-up is to find a **business model** that is **profitable** and **sustainable**.

Summarize up here **how** you intend on **making money**. How are you planning to acquire and charge your customers?

This question combines not just **pricing**, but **strategy** and **tactics** as well.

Vision

Problem

Solution

Product

Market

Business Model

Competitors

Identifying competitors shows that you have carefully analyzed the market.

It also underpins the investor that there really is a market for your business.

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

Vision
Problem
Solution
Product
Market
Business Model

Competitors

	Your Company Logo	Competitor Logo	Competitor Logo	Competitor Logo
Feature 1	✓	✓	✗	✓
Feature 2	✓	✗	✗	✗
Feature 3	✓	✓	✗	✗
Feature 4	✓	✗	✓	✗
Feature 5	✓	✗	✗	✓

Vision

Problem

Solution

Product

Market

Business Model

Competitors

USP/Impact

USP = **U**nique **S**elling **P**roposition/Point

This is your chance to not only communicate how well you know the other players in your space, but **how your company stands out as a leader.**

Timing is everything, and really understanding **why now** is the time for your company to win is important.

Vision

Problem

Solution

Product

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Business Model

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USP/Impact

Financial Road

Include **3-5 years** of financial projections.

Mention **key & critical assumptions** in your model:
Total Revenue, EBIT, Break Even, ...

Vision

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Financial Road

Traction

Investors will always **feel more secure** when they invest money in a company that can already demonstrate **success**.

Traction ≈ Indicators that show your startup is performing as promised.

Different indicators are important to **different investors**. Try to target in on what yours are asking to hear about.

Vision

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Traction



Increasing customer and sales figures



Active user behavior (monthly unique visitors)



Positive customer feedback (Appstore, Rating portals e.g. Trustpilot)



Logos of your most important and well-known customers/partners



Awards received and Competitions won



Press releases

Vision

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Team

The founding team represents **one of the most important success factors** for a startup

Show photos of yourself with the most important **hard and soft skills** that fits your company (Founder-Market-Fit)

Listing of the most important **partners and advisors**

Vision

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Roadmap

Present the **milestones reached so far** to underline the achievements your startup has already made.

Additionally show the **planned development and the most important milestones** for the next **1-5 years** (time period depends on the degree of speculation).

Make them understand you are working **toward a plan.**

Vision

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Roadmap

Call to Action

What do you need (money, network, know-how, ...)? And for what do you need it? Make clear what you want, but **be as specific as you can!**

What are your **key use of proceeds** (as % of total raise)

- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / Equipment
- (Founder salaries)

Vision

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Roadmap

Call to Action

Contact

Show your **contact information** (name, title, email address, website, phone number, ...).

Definitions

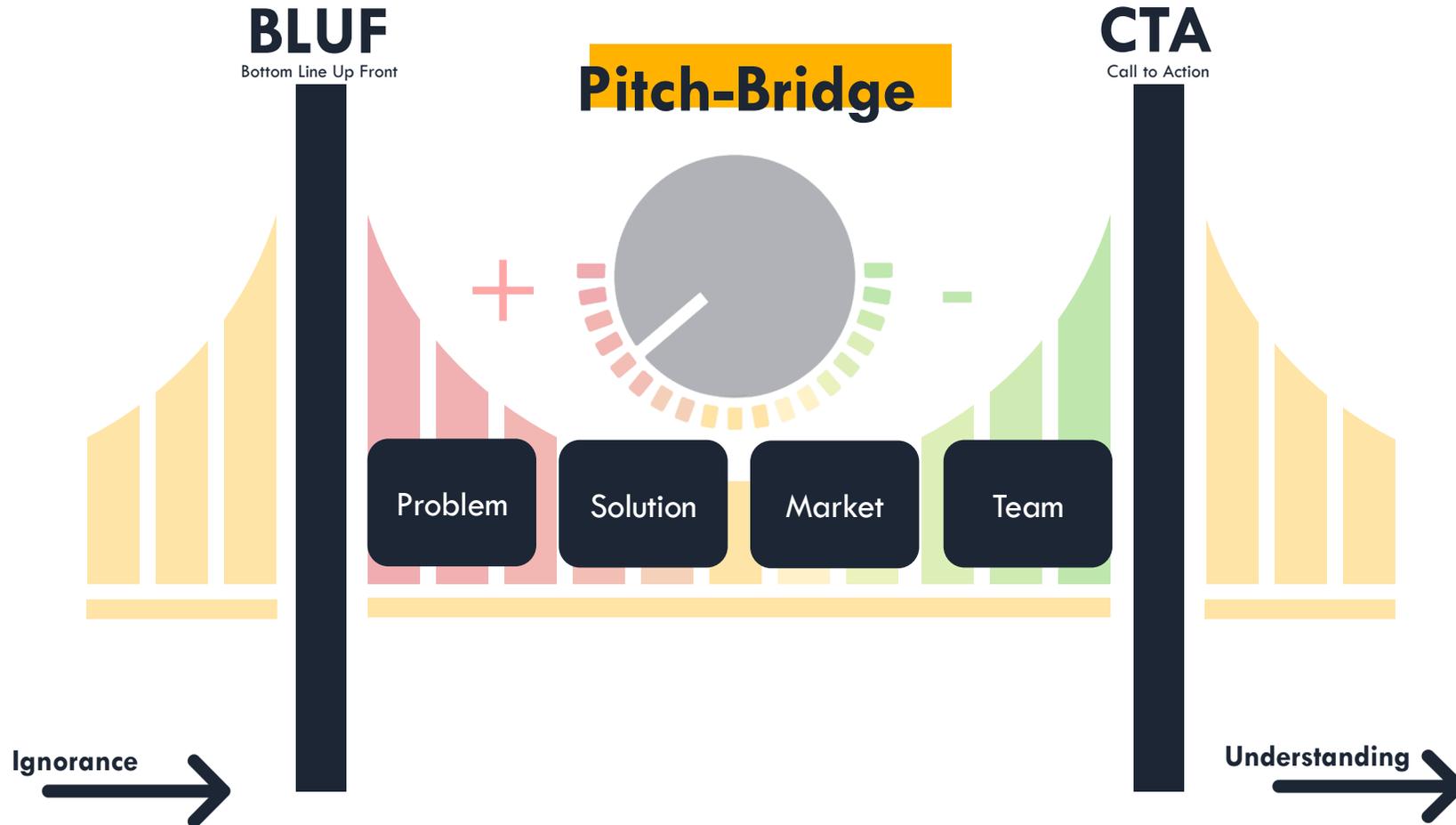
Structure

Slide Design

Speech Delivery

Feedback

Networking &
Check Out



#3

Slide Design

Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking & Check Out



Presentation tools

Find the right tools for you



Visualization

Use graphs and diagrams and as less text as possible



No Bullet Point Lists?

Bullet point should be avoided. Keywords with icons



One idea per Slide

Maximum 25 words per Slide.



10 - 15 Slides?

Investors often only fly over the deck. A short deck increases the chance that the investor will read it completely.



Formatted as PDF?

This prevents subsequent changes from being made. A PDF can also be displayed on all devices.



Suitable Design?

The design changes with the type of presentation



Deck in English?

A version in German is usually not necessary.



Language/Wording

Use simple language and less jargon



No careless mistakes?

In the end there should be no more mistakes in the pitch deck.

#4

Speech Delivery

Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking &
Check Out



Wording



**Body
Language**



Voice

Definitions

Structure

Slide Design

Speech Delivery

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Networking &
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Wording



**Body
Language**



Voice

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No awesomeness bragging

Are you doing something that is absolutely amazing?
Great, but stop bragging and start sharing.



Be precise and easy on your words

Use simple language that anyone who is not from your
field of expertise can understand.



No buzzword bingo

Overused buzzwords rarely help explain
your ideas to investors.



Write a script

A script helps you not to forget anything
but also to stay in time.

Definitions

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Wording



**Body
Language**



Voice

Definitions

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Fear is perfectly normal

Do not get obsessed with being perfect since it will bring you nowhere.



Surviving zero feedback

Give your best for that moment and believe in yourself.



Authenticity through body language

Only those who are positive about their content can present convincingly.

Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking &
Check Out



Authenticity through body language

Only those who are positive about their content
can present convincingly.

- 1 Love your hands
- 2 Be alive and look into the camera
- 3 Move conscious and bold
- 4 Don't just smile the bloody time

Definitions

Structure

Slide Design

Speech Delivery

Feedback

Networking &
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Wording



**Body
Language**



Voice

Definitions

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Love the Q&A

If you don't get questions then your pitch fell flat and nobody is interested.



Create your own list of questions

Collect every question you have ever been asked about your idea and have a suitable answer in mind.



Now it's time to shine

Investors want to fund people with deep domain expertise, massive vision, and passion



Hard questions aren't offense

No feedback is bad unless it is not serious.

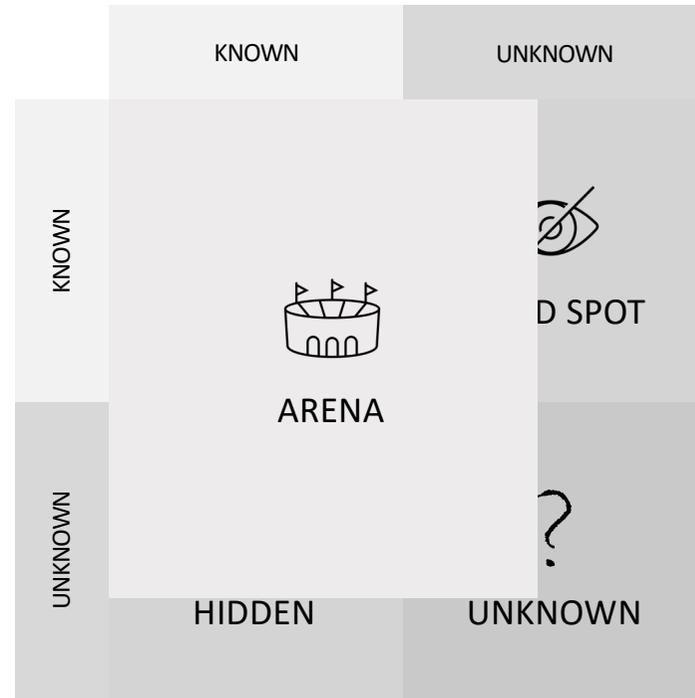


Get your own feedback

Use the Q&A time to ask your questions to the investors as well.

WHY DO WE NEED FEEDBACK?

YOURSELF



OTHERS



WHY DO WE NEED FEEDBACK?

FEEDBACK IS ESSENTIAL TO **GROW** AS A PERSON, AS
A TEAM OR AS AN ORGANIZATION
BY RECOGNIZING OUR OWN BLINDSPOTS
THROUGH OTHERS AND WORKING ON THEM!

5 LEVELS OF FEEDBACK

01	02	03	04	05
PRAISE	ACKNOWLEDGEMENT	CONSTRUCTIVE FEEDBACK	CRITICISM	SILENCE
This is the type of feedback that makes us feel great and for many, the best thing you can hear another person say.	Acknowledgement is based on actions and behaviours that you've seen, heard or noticed, which distinguishes it from more general praise	Constructive feedback is always related to something that another person has done or that they could do better, and your aim is to provide them non-judgemental feedback about it.	Criticism does not give the other person a chance to change or develop, but it judges and criticizes who they are or what they did as a person.	People have an innate need to be seen and acknowledged, and for many people the worst punishment is not to show them any signs of appreciation at all.
				
<p>"You are amazing!"</p> <p>"This was brilliant!"</p>	<p>"You did a really wonderful job with that presentation. I especially admire the way you structured those key points, which made it really easy to follow."</p>	<p>"When you presented, I noticed you using filling words like "like" and "so" repeatedly, which made it somewhat difficult for me to follow your core message. Instead of using those words, try to make a break between the sentences."</p>	<p>"I don't think you are a very good presenter."</p> <p>"I don't think you can handle it."</p>	<p>"..."</p>

FEEDBACK CONSISTS OF TWO ACTS...
RECEIVING & GIVING

GUIDELINES

FOCUS ON CRITERIA	Base your feedback on the established evaluation criteria. This ensures that your judgments are consistent and aligned with the intended standards.
PREPARE FEEDBACK	Before sharing, think about your key messages you want to share. What feedback would be most impactful and helpful for the recipient? Emotional reactions are rarely helpful!
TIMELINENESS	Deliver feedback promptly while the performance or presentation is still fresh in your mind. Prompt feedback allows participants to make necessary adjustments and improvements if applicable.
USE „I“ STATEMENT	'I' statements are a way of communicating the speaker's feelings or beliefs. Instead of focusing on the actions or behaviors of the listener, feelings statements focus on how those actions make the speaker feel. For example, say, "I noticed that..." or "In my view, it would be helpful to...". Avoid examples like "You should learn to use better examples."
BE SPECIFIC & AVOID „BLUR WORDS“	Blur words are general statements that aren't specific enough to be actionable ("Your introduction was awesome"). Instead replace those blur words with particular phrases that point more directly to the heart of your message („Your introduction really captured the key points and made it easy to follow you.“).
BE CONSTRUCTIVE & RESPECTFUL	Offer constructive criticism rather than pointing out flaws. Highlight both strengths and areas for improvement to help participants understand what they are doing well and how they can enhance their work.
OPEN DIALOGUE	Be willing to clarify your feedback or provide additional insights if participants have questions or seek further understanding.

HOW DO WE GIVE FEEDBACK?

1. START WITH A QUESTION

“I have some ideas for how we can improve things. Can I share them with you?”

“Is it fine for you if I also share some thoughts?”

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING

"From the moment you started with the presentation, you were immediately into the topic."

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING
3. STATE YOUR FEELINGS

“This made **me** a bit confused
and lost in the beginning.”

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING
3. STATE YOUR FEELINGS
4. DEFINE YOUR UNDERLYING NEEDS

“As someone who has never heard about this before, I first need some background information to understand why this is relevant.”

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING
3. STATE YOUR FEELINGS
4. DEFINE YOUR UNDERLYING NEEDS
5. MAKE A REQUEST

“I would therefore advise you to start with a short storytelling to increase the audience’s awareness of the topic.”

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING
3. STATE YOUR FEELINGS
4. DEFINE YOUR UNDERLYING NEEDS
5. MAKE A REQUEST
6. END WITH A QUESTION

“Well, how do you see it?”

“Do you know what I mean?”

1. START WITH A QUESTION
2. OBSERVE SOMETHING HAPPENING
3. STATE YOUR FEELINGS
4. DEFINE YOUR UNDERLYING NEEDS
5. MAKE A REQUEST
6. END WITH A QUESTION



NEXT TIME YOU GIVE CONSTRUCTIVE FEEDBACK, THINK ABOUT A POINTING FINGER.
BECAUSE WHEN YOU POINT TO SOMEONE ELSE, THERE ARE ALWAYS THREE FINGERS POINTING BACK TO YOU.

RECEIVING

LISTEN AND BE QUIET	What is the person actually saying? Without this you can't learn from the feedback. Don't interrupt your opponent.
DON'T TAKE IT PERSONAL	Perfection is an illusion. Learning to let go of perfectionism allows you to accept that your work might not be perfect - but that that's okay. See the feedback as something you can learn from. It's about your work - not you. Separate it!
START WITH A THANK YOU	The very first response to give when someone gives you feedback should be a response of gratitude. Don't get defensive or offer to explain what they might not understand. Giving feedback is always also a risk for the other person, because they don't know how you will respond.
RESTATE WHAT YOU HEARD	Whether it's praise, criticism or some other type of feedback, take the time to restate to the person giving it what you heard them say. Just a quick " <i>What I hear you saying is _____</i> " can have a powerful effect on your conversation. Restating their feedback lets them know that their opinion matters.
ASK CLARIFYING QUESTION	If you don't understand the feedback, or if you want to know the specific behavior that lead to it, ask a question. <i>Do: What do you mean by that? You said this or that...can you give me a concrete example?</i>
MAKE A DECISION	Make your own conscious choice what you do with the feedback.

BPW 2024

Deine Idee | Dein Konzept | Dein Unternehmen

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Förderer



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