

Challenge 5

Video and Pitch Deck Challenge

Challenge 5 Focus:

- Create a video pitch targeted to customers that sells your product
- Create a pitch deck targeted to investors that sells your venture.

What you get by completing Challenge 5:

- Two tools you can immediately use to raise money
- Improved abilities to tell a story about two types of value creation:
 - product value – what your customers want and can gain
 - venture value – what your investors want and can gain

Resources included with Challenge 5:

- A. Pitching for Success tips on using your previous challenges
- B. Video and Pitch Deck requirements

Challenge 5 Guidelines:

- 1) Balance between being creative and unique in establishing your own style and copying everything that others have done that works – keep your content and emphasis unique, but use common formats and methods others have successfully proved to work so that your unique content is easily recognizable and inspires credibility
- 2) Don't be afraid to reach out for help from other venture founders that have already achieved success with their videos on product sales and with their pitch decks on raising cash (see prep activity suggestions in Resource A)
- 3) Be on the lookout for additional resources uploaded to Basecamp, Cafe Commerce workshops and direct support options offered before April 25th

Challenge 5 – Resource A

Pitching for Success using your previous challenges

All entrepreneurs have only two primary ways to successfully raise money for their venture:

- sell their product and earn money from customers and/or
- sell their company and earn money from investors

Either path can lead to financial success – yet each requires different skills, tools and opportunities. It's time to practice both...

Video Product Pitch

Thousands of entrepreneurs have already proven you can successfully pitch and sell products even if they aren't made yet. A proven technique is sharing clearly defined paths of product milestones, the credible achievements that show customers exactly what you're going to accomplish with their pre-order money.

- You've already developed the know how and skill to define such product milestones over time, based on your completed Milestone Achievement Map in Challenge 3.

Video Prep activity

Go online and review examples of successful customer video pitches at Kickstarter.com, Indiegogo.com or your other favorite crowdfunding sites. Focus on examples of already successful pitches (those that have beat their goals by selling perks) offering products similar to yours. Review their videos and product milestones for what works and incorporate those principles and formats into your video pitch.

Slide Deck Company Pitch

Thousands of entrepreneurs have already proven you can successfully pitch and sell a company you haven't fully built yet (especially if you have a successful crowdfunding campaign underway!). A proven technique is selling investors on clarity of your current venture stage potentials, sharing targets on best results, and outlining milestone achievements that fit your cash runway potentials:

- You've already practiced these skills and improved your venture value potentials by completing Challenges 1, 2, 3 and 4.

Deck Prep activity

Find successful companies similar to your venture that have raised capital on [Angel List \(angel.co\)](http://AngelList.com), CrunchBase.com and other startup investment sites. Identify founders, investing angels and venture capitalists to give you feedback on your own venture pitch and even ask for copies of successful decks that fit your venture and market.

Challenge 5 – Resource B

Product Video Pitch requirement and guidelines

Requirement

Complete a two-minute (or less) video pitch about your primary product (e.g. a good, a service, an event or even an environment that you will make for customers to consume).

Guidelines

- Design your video content and format so that it is persuading an audience of the customers you intend to buy your product – speak to them directly
- Pitch your product as if it is actually ready and available, even if it is not, for example:

A yet to open restaurant, food truck or event food service business could pitch annual CSA memberships or gift cards at a discount to early supporters

- Have a call to action in your video, such that if the customer wants to buy or pre-order your product they know how to act immediately to do it.
- Be creative, have fun and complete your video with what you can already afford, i.e. feel comfortable using a phone camera and free software editing tools. Keep your focus on revealing your product benefits that matter most and will inspire customers to buy.

Venture Pitch Deck requirements and guidelines

Requirement

Complete a ten slide (or less) pitch deck about your venture.

Guidelines

- Your deck format should be easily recognizable to the investor audience you are trying to sell, for example:

When you are very early stage in your venture development you are going to be pitching friends and family and angel investors on an idea – keep the language clear and simple; when your venture is more developed you will be pitching super angels and venture capital firms on operational rigor with clarity on details – be accurate in sharing your most positive evidence

- You are selling the better future of your venture, not where you currently are – be sure to reveal the physical evidence that will make your progress real and credible.
- Refer to the supplemental Pitch Deck Template for insights on deck formats and flow that will help you complete your deck