

TETRA

TETRA WEBINAR #7

PITCH LIKE THERE IS NO TOMORROW!

Everything you need to know about pitching



Today's Menu

- **Meet the speakers**
- **What is TETRA all about?**
- **What is a pitch?**
- **Some common approaches**
- **Live pitch session & personalized feedback with Gleb Maltsev**
- **Q&A**

MEET OUR SPEAKERS



Jan Bormans

CEO of European
Startup Network



Adèle Yaroulina

EU Project Manager
European Startup
Network



Gleb Maltsev

Pitching Coach
Fundwise

WHAT IS TETRA ABOUT?

TETRA is a **business accelerator** helping projects that have received funding through an NCI open call to successfully enter the market.



Co-funded by the Horizon 2020 programme of the European Union

TRAINING

Bootcamps and webinars on different topics such as intellectual property, sales and new markets, leadership skills, investments, **pitching** and much more.

MENTORING

Individual mentoring from experts, startup founders and investors.

BUILDING NETWORKS

Access to **matchmaking, connect with investors and corporations.**

What is a pitch?

“Pitching is an opportunity to introduce your business idea in a limited amount of time – from a few seconds to a few minutes. The main goal of a pitch is to gain new customers, investors or stakeholders to support your business.” (startplatz.de)

Know your customer

WHO DA MAN?



Know your customer

Money

Authority

Need

B2B: adapt your strategy! (size, sector, ...)

Know your investor

The *Pre-Seed* round is about the team & prototype

The *Seed* round is about the product & early traction

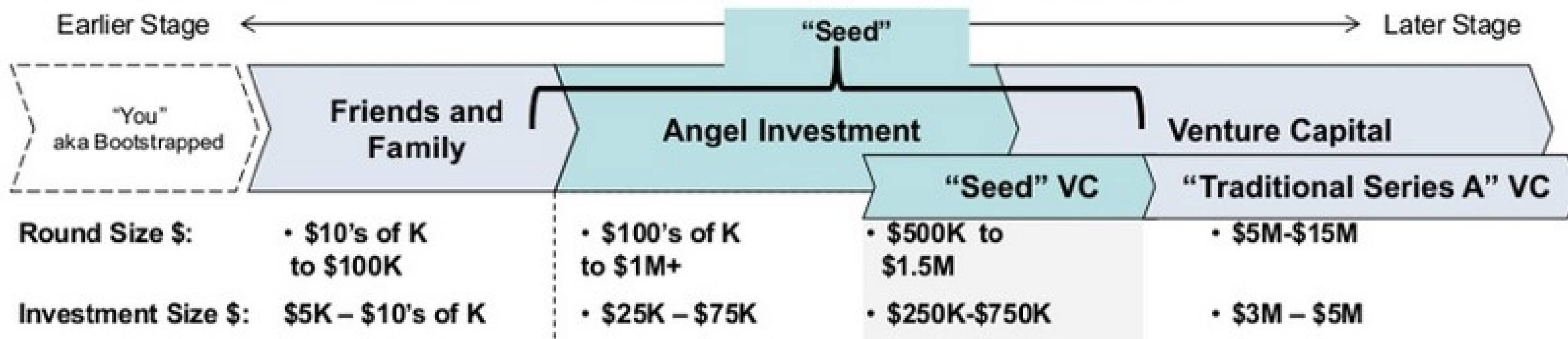
The *Series A* round is about accelerating market adoption.

The *Series B ++* round is about scaling & market domination.

Carlos Espinal

Know your investor

Sources of Investment: Seed Fundraising, Angels and VC's



reference

Know your investor



reference

Some common approaches

- **Value Creation, Value Capture, Value Delivery**
- **Problem, Promise, Process, Proof, Proposal**
- **Address Dealbreakers:**
Team, Product, Market, Competition, Customers, Business Model

Disclaimer



Value Creation (aka “Is there a market?”)

- **What is the “pain” that you try to solve?**
- **What is the “gain” that you want to amplify?**
- **For whom?**
- **Remember “Da MAN”**
- **Total Available Market**

Value Capture (aka “Is there a market for us?”)

- **What is our solution?**
- **USP/UVP?**
- **What are the products/services we offer?**
- **What is our business model?**
- **Who are the competitors?**
- **Serviceable Obtainable Market**

Value Delivery (aka “How will we do it?”)

- **What are our key resources?**
 - **Team**
 - **IPR**
- **What are our key activities?**
- **What are our key partners?**

Problem, Promise, Process, Proof, Proposal

PROBLEM

Describe the situation your prospects face, make sure they fully understand you have nailed their problem.

PROMISE

Capture your solution in a few keywords. It should be intriguing and get people start wondering "how?".

PROCESS

Describe how your solution works. Remember: we cannot remember a lot. Narrow it down to 3 items.

PROOF

Have well sounding cases of your own?
Your solution is much like something they might know? Thrive on it!

Start it @KBC

PROPOSAL

Give them a way to engage with your offering once you leave the room - ask them one thing. That's it. Keep it simple.

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

- **Address the top reasons why investors do not invest**

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

TEAM

- **Don't believe (in) the team**
- **No personal fit**
- **Not ambitious enough**
- **Lack of knowledge**
- **Lack of key people**

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

PRODUCT

- **Doesn't work, has main bugs/problems**
- **Scalability problems/robustness**
- **Not innovative enough**
- **Outdated technology**
- **Doesn't solve any problem**
- **UX and UI**

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

MARKET

- Not big enough
- Complicated
- Not growing
- Wrong time to market
- Out of VC's scope

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

COMPETITION

- Too crowded
- No clear differentiation/no clear USP

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

CUSTOMERS

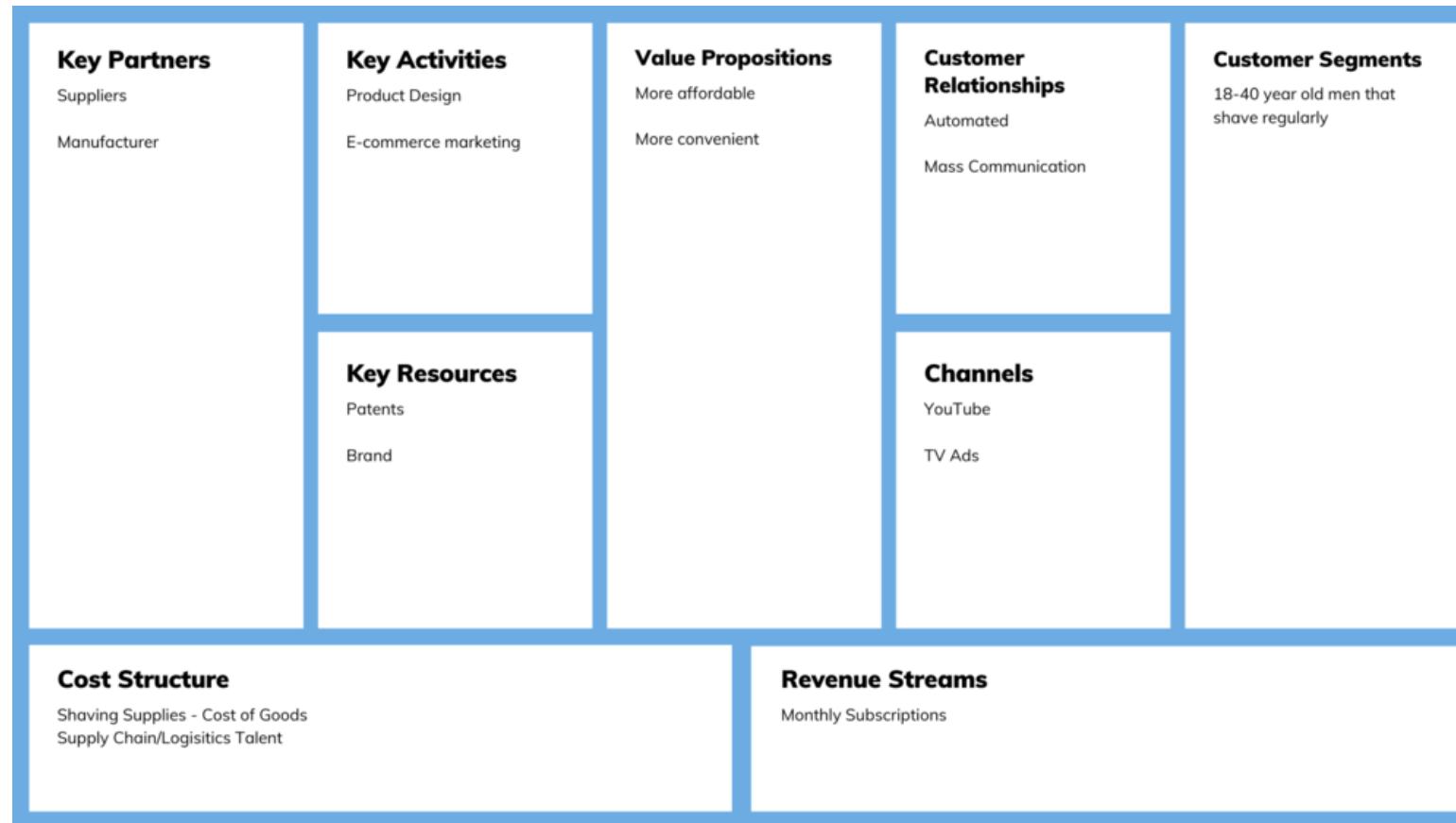
- No traction (seed) / no growth (Serie A +)
- No clear need/problem
- Wrong target(s)/segment(s)

Address dealbreakers: Team, Product, Market, Competition, Customers, Business Model

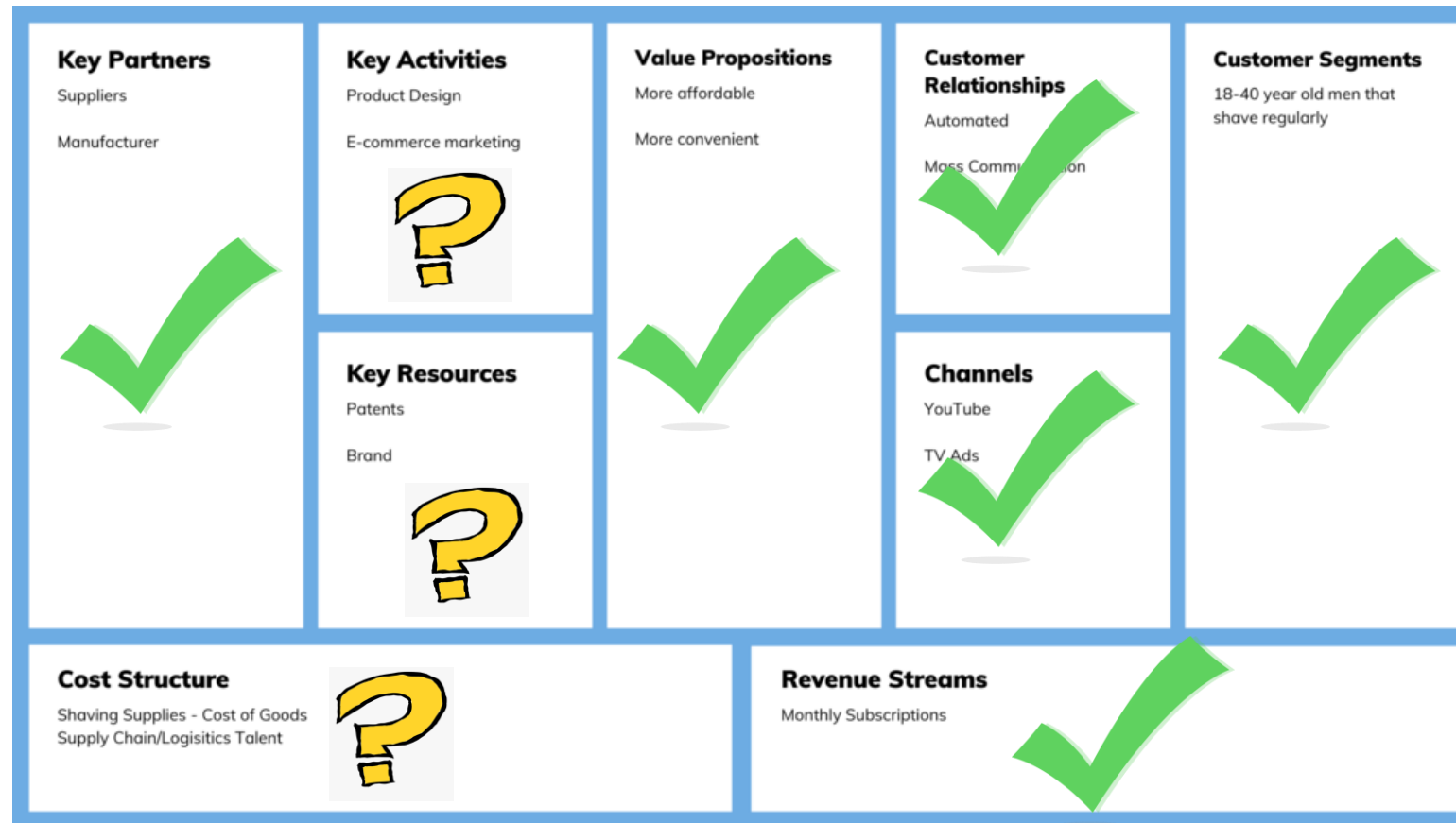
BUSINESS MODEL

- **Complicated revenue model**
- **No (future) profitability \Rightarrow unit economics & metrics**
- **No clear/efficient customers/users acquisition strategy**
- **No clear UVP**

Using the Business Model Canvas as a checklist



Using the Business Model Canvas as a checklist



STARTUPFEST

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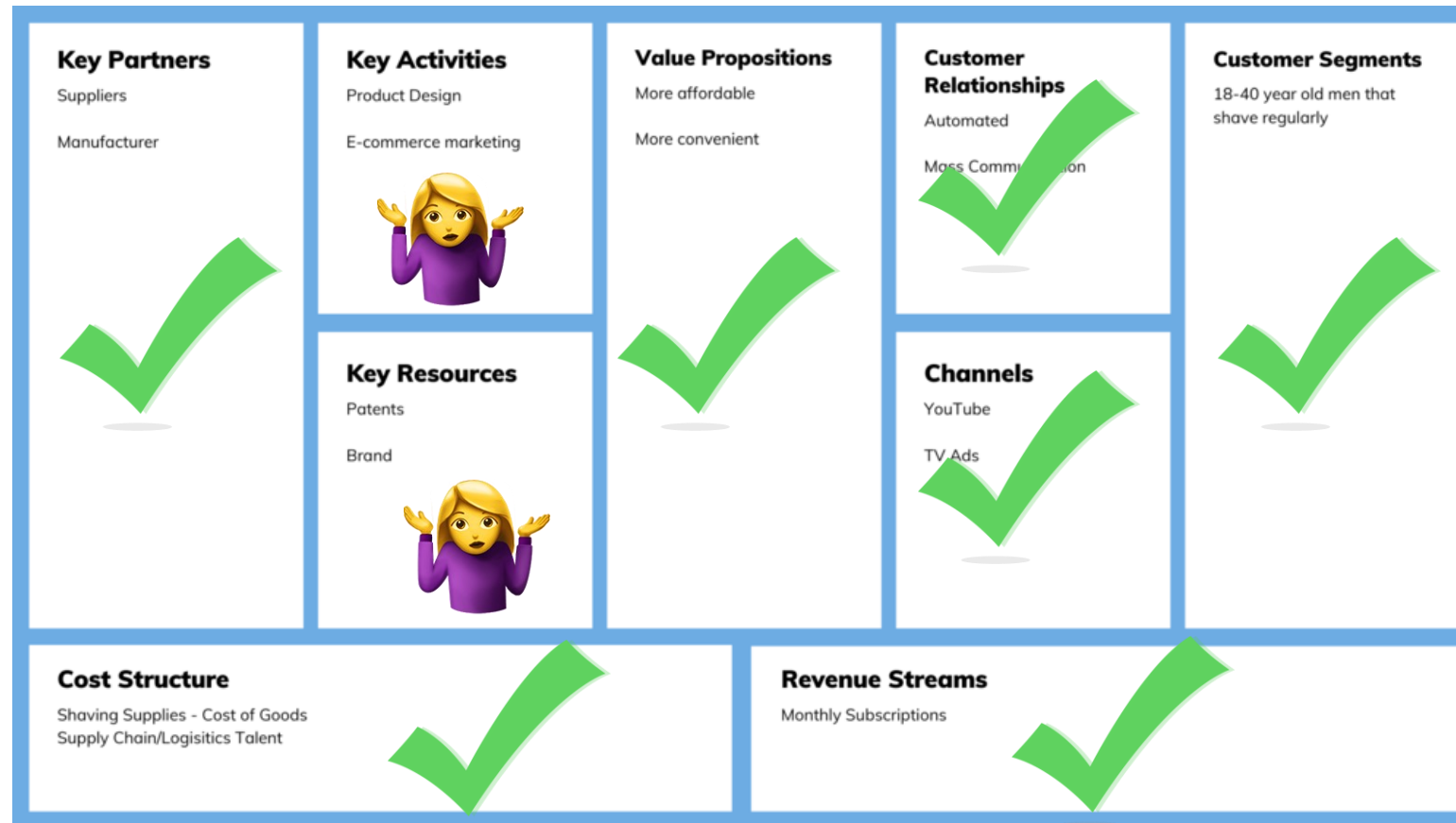
STARTUPFEST

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Using the Business Model Canvas as a checklist



LIVE PITH SESSION WITH GLEB MALTSEV



**Pitching Coach &
Co-Founder, Fundwise**



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