

Silicon Valley
◀ Young Coder's Club ▶



Session 6

Presentation Skills. Successful Pitches.

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Master Agenda

Session 1	April 23 rd	What is creativity? What is my passion?
Session 2	April 30 th	Behavior traits for a successful entrepreneur.
Session 3	May 7 th	Turning your passion into a business opportunity.
Session 4	May 14 th	Steps needed for your startup ... 1, 2, 3 GO.
Session 5	May 21 st	Financials of the business opportunity.
Session 6	May 28th	Presentation skills, successful pitches, what ideas got funded.
Session 7	June 4 th	Filing your patent, patent gotchas, successes and failures.
Session 8	June 11 th	Creating a business plan to pitch to VCs.
Pitch Fest	June 20 th	Annual Tech Day (Business Plan to VCs, Successful Entrepreneurs).

Weeks 1-3 recap

Week 1

Passion

Creativity

Problem

Week 2

Leadership

Hardwork

Integrity

Social Good

Week 3

The Hacker Way

The VC

Business Plan

Weeks 4-5 recap

Week 4

Incorporation

Paper Money

Pivot

Exit

Week 5

Profit = Sales – Costs

Valuation

Financial Statements

Revenue Models

Business Plan

Problem Statement

Business Model

Competition

The Team

Solution to Problem

Product and Technology

Marketing and Sales

Financial Model



Not ...



Why we do Marketing?

Be Seen

(Build Your Company's Brand Awareness)

Get Found

(Attract Prospective Customers)

Reach Out

(Establish Relationships with Customers)

Keep Up

(Keep your company competitive)

Represent

(Manage your Company's Reputation)

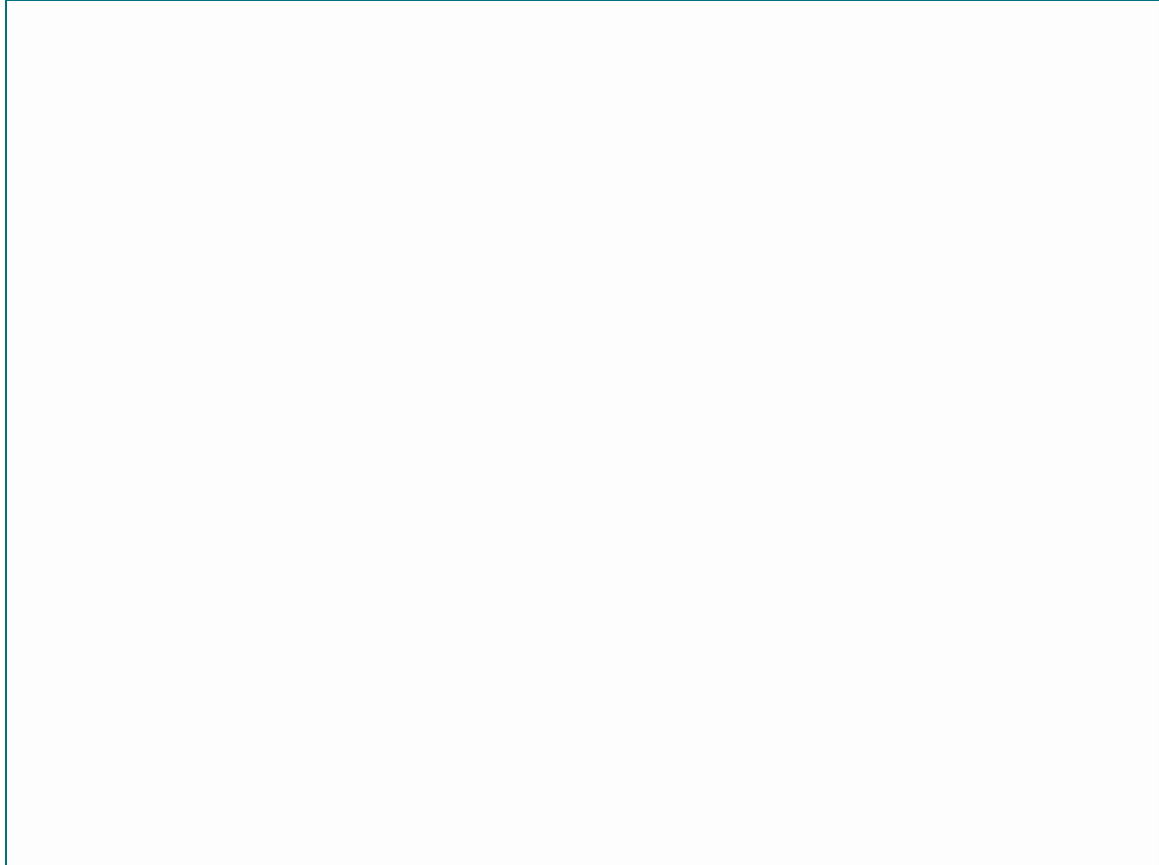


4 Ps

THE MARKETING MIX



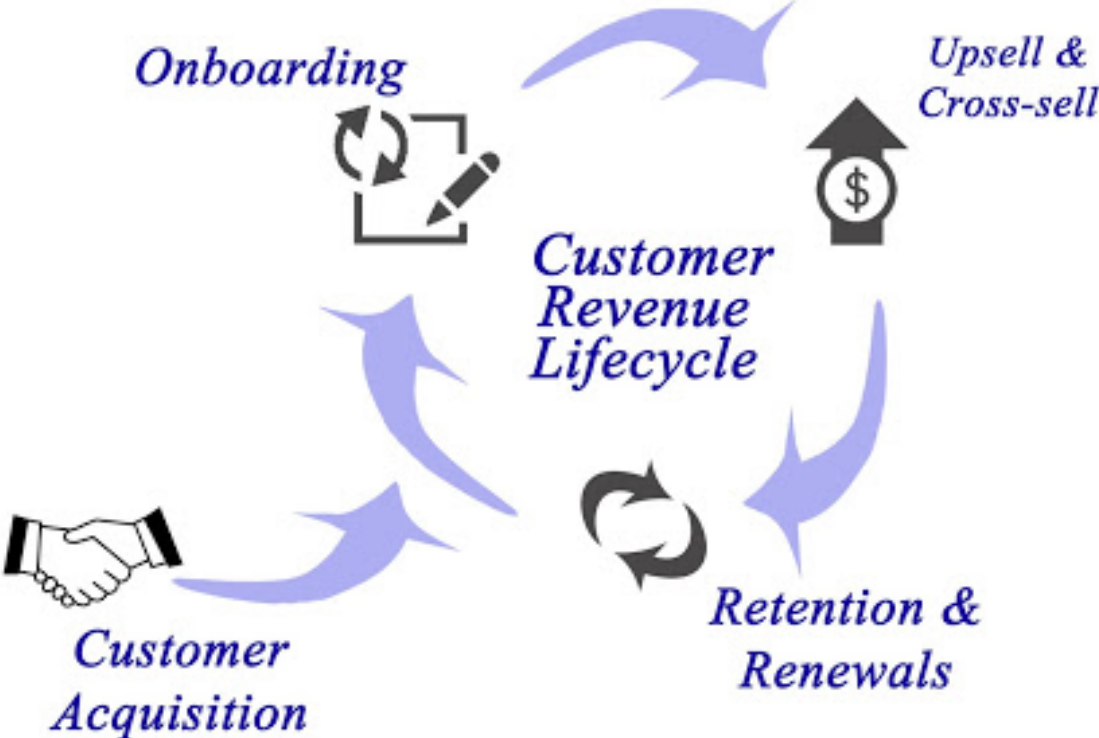
How to Write a Strategic Marketing Plan?



Target Market



Customers Make or Break Companies ...



Customer Research

- Listen to your customers when creating a product for them
- Watch your customer use mockups of your product, because they may not know what they want
- Without Customer Research ...
 - ... startups get created that focus on features customers did not want!



Effective Presentations

Effective Presentations – Plan ...

Audience ...

- Who are they?
- What do they know?
- What do they want to take home?

Outline ...

- What is your story?
- How will you stitch it together?

Execute ...

- Pictures say a 1,000 words
- 10 / 20 / 30 principle
- Top 3 messages rule

No, no ...

... reading from bullet points ...



How to Pitch for Funding?

Pitching is not a one-off activity, but core to being a startup.

Important to prepare a pitch to a specific stakeholder ...
... to a customer, to a partner, to a cofounder, to an investor.

Entrepreneurs usually make the mistake that pitching for funding ...
... is a one-time activity and not necessarily a marketing task.

Homework

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- Introduce your Founding Team with Titles and Startup Name.
- What does the Startup do (“idea”) – in 2 or 3 bullet points.
- In 2 or 3 bullet points list how you will market your startup and product.