

Advice for presenting projects

- Elevator Pitch -

nekin!

Each business project must have a presentation document. We recommend that you do this by preparing an **“Elevator Pitch”**



- This consists of a presentation speech for a project to interested stakeholders, such as potential investors or clients, which must reflect clear, concise and synthetic ideas.
- It owes its name to how the project promoter must be able to “sell” and get the listener interested in the shortest possible time, just like in an elevator pitch.
- It can never last for more than 5 minutes**.
- It should contain 10 pages***.
- A further detailed analysis of the project will take place at a later meeting in the event that the “Pitch” recipient is interested.

*Remember that you never get a second chance to make a good first impression
how important a first impression is.*

**Pitch = Elevator Pitch = Elevator Speech*

***According to the study published by [Tech Crunch](#), it takes an investor an average of 3 minutes 44 seconds to review a company presentation, therefore making it essential to make them understandable and attractive.*

****[Guy Kawasaki](#) evangelises the 10/20/30 Powerpoint rule. He believes that a presentation should have 10 slides, should not last for more than 20 minutes and contain no font smaller than thirty points.*

You should reflect on the following before starting to dealing with the presentation paper:

What is your target audience?

What do you want to convey to them?

How are you going to get the listener's attention?

Are you meeting their needs?

Do you have time to prepare and defend it?



Please bear the following in mind:

- ✓ **Each project is different and needs to be treated on an ad-hoc basis.**
 - Some of the paragraphs above might not be necessary or their priorities might be different.
- ✓ **It must be a living document** In other words, it must be fine tuned over time with the contributions of the audience, latest news, etc.
 - If the audience is unsure about any point, try to modify the presentation/speech to try to mitigate this shortcoming. It is therefore advisable to deliver the elevator pitch on a progressive basis.
- ✓ **The presentation is usually created in visual format, with elaborate graphic content rather than lots of text.**
 - The promoter must also always have supporting documentation at hand, such as the Financial Economic Plan containing the Income Statement, the Balance Sheet and the Cash Flow Sheet.
- ✓ **It must have a logical structure and be easy to understand.**
 - The language and message used must be adapted to each listener.
- ✓ **The set-up is as important as the message.**
 - You can write several versions, practice them with people in your circle to give you feedback, and choose the best version. Once your speech is ready, read it aloud several times. Afterwards, memorise it and practice it many times, until you manage to not go over time, and you can present it as naturally as possible.
 - 55% of communication is made up of body language, 38% tone of voice and only 7% of the words being spoken. This means that the message must be transmitted not only with words and images supporting them, but also with tone of voice and body language. The entire presentation must involve synchronising all these elements.
- ✓ **Once the Pitch is finished, the question round opens.**
 - It is important to be prepared for all kinds of questions and answers prepared. Responses can be incorporated into the presentation, or you can keep them to deliver a “dramatic effect”.

The structure of the content must be logical and easy to understand.



Elevator Pitch

1. Front page
2. Problem/opportunity
3. Details of the market and competition
4. Product/service and business model
5. Underlying magic
6. Status and timeline
7. Human team
8. Financial projections and key metrics
9. Acknowledgements and support received
10. Back cover with a one-sentence summary and contact details
11. Annexes

- ✓ We recommend that instead of calling slide 2 “Problem”, for example, to explain that “the estimated world population by 2040 along with the shortage of water and global warming have brought about the need to duplicate the protein generated”.
- ✓ The proposed structure can be adapted to the particular features of each project, including new content, changing order, etc. What is most important is to reflect the message that you wish to convey to the audience in a coherent way.
- ✓ Multiple slides could be used for the same point if necessary.

1. **Front page** **What is the document talking about?**

The project should be able to be understood in just a quick glance.

The following is recommended:

- **A clean design and as visual as possible.**
- **Incorporating the following content:**
 - Company name and logo.
 - If desired, cut down on talking about what company does and its mission (the business model and the target market must be understood).
 - Date when the document was updated (at the bottom).

Before you begin, remember to say thank you for the opportunity to present your solution and state your name in a friendly but professional manner.

2. **Problem/Opportunity; highlights**

How relevant and big the existing issue is and why the solution you are presenting is the perfect solution.

Describe your target client's problem and talk about what the project is solving in as practical a way as possible, to allow the audience to understand it and even feel identified.

The following is recommended:

- **Properly explain the gaps that have been identified and why they can represent a business opportunity.**
 - Properly segment the client's profiles and their issues.
 - Good ways to attract immediate interest can be:
 - Telling a good story. Talking about something that the audience may identify with that properly depicts their situation getting better.
 - Breaking the ice with a question, such as offering a key piece of information around which the idea can be developed.
- **Quantify the problem if possible.**
- **Detail the degree of importance:**
 - Global or niche problem.
 - Try make it clear whether this is an imperative legal necessity or if, on the contrary, it is something beneficial that helps the client.

3. Details of the market and competition

What is my target market and how this is attacking the competition?

You must convince the audience that the product/service has a market and that the competition is not providing an integral solution.

The following is recommended:

- **To provide the most up-to-date market information possible:**
 - Start off by quantifying the market you are acting in and then according to your growth plan, other markets. Try to make it clear that you have focus and that you will focus your efforts on the market studied.
 - Quantify the annual total market* you are targeting as much as possible.
 - Emphasise market/industry trends. The key idea is to be in the right place at the right time. However, there are certain projects where the market may not yet be prepared to avail of it. Mention how the possible barriers of entry are to be resolved.
- **Explain that this is an innovative product/service, with a clear target audience and detail the competition after carrying out a thorough investigation of it.**
 - Remember that there is direct, indirect competition and/or replacement products that must be thoroughly examined.

* Total Addressable Market (TAM)

4. Product/service and business model

Why is your solution best at resolving the problem?

After addressing the problem and talking about the market, present the solution. This is the time to describe the product or service offered and how it makes life easier or solves the client's problem. You should be able to talk what your company does in three key words.

The following is recommended:

- **Show the range of products or services offered, including real images that allow it to be seen and understood.**
 - The details of each product or service may be provided in annexes but reflects the main points in the presentation.
 - If you have a prototype, *MVP** or final product, show it, test it, which will make your speech more credible and memorable.
 - State the future **lines of business** if you have studied them and have a clear idea of what they are, detailing what percentage of revenue comes from each model.
- **Explain how the product is marketed, what the sales channels are, etc.**
 - Remember that no matter how good and innovative your product/service is, it must have a profitable outlook in the future. How do you earn money? Explain the monetisation and pricing and margin model in a straightforward manner.

5. **Underlying magic** **What is the value that sets you apart?**

You must make it clear in this point why the solution being presented is the best for the market niche and the proven reasons that set you apart.

The following is recommended:

- **Explain why your company is the best and will be the one that captures and retains the target market.**
 - Possible reasons: product/service, business model, funding obtained, team, traction, recent developments or new way of doing things.
- **Describe and explain an exclusive competitive advantage that makes you better than the competition, making this advantage an asset in your market.**
 - A correlation summary table can be displayed for each problem and solution for the client if you wish.
- **Detail the benefits of the solution offered in detail, quantifying as much as possible:**
 - How much money/time/quality does the client get thanks to the solution shown?

Demonstrate any prototype or demo you have.

6. Status and timeline

What are you doing? How are you doing it? And what is your potential?

It is essential to make it clear the stage that the project is at and its medium- and long-term plans. Is the project underway? Do you have the relevant authorisations?

The following is recommended:

- **The company's evolution: clearly showing the business' viability and profit. Ideally, a scalable company growth would be presented. In other words, showing that the company has traction, and that the metrics are favourable.**
 - Turnover and the reasons for this (it may not yet be released, etc.)
 - Mention the main clients or agreements: number of clients, average invoice, etc.
 - Profitability Indicator: measures the relationship between the margin provided by a sales unit against the acquisition costs of that sale.
 - Explain the marketing plan and communication or social media plan: Traffic, channels, etc.
- **Indicate a timetable with important ambitious but credible predetermined milestones across different levels:**
 - Markets and clients.
 - Efficiency. Product/service improvements.
 - How the team has evolved.
 - Approximate funding needs to undertake it.

7. Human team

Why is your team going to make this company the best in your market?

You must convince the audience that the people working on the project are the right ones to manage it and make it successful.

The following is recommended:

- **Highlight aspects from each team member's CV and include a photo if necessary.**
 - You can highlight the training, previous experience, achievements, languages, international experience, including key personality traits in a few short lines.
 - Allow access to their LinkedIn profile.
 - Remember how the involvement of the promotional team and the financial management team's experience is seen as an asset.
- **You must demonstrate that this team covers the main roles, is complementary and is able to take the company to the next level.**
 - State if there are any missing profiles to complete the team, and that you are looking at how to add them. For example, a technical project where the promotional team is lacking specific financial knowledge. Inform them that you will work with a specialised financial management team to make it understood that you are aware of the weaknesses but are working towards fixing them.

8.

Financial projections and key metrics

How are you going to earn money on an ongoing basis?

It is a good idea to use this section to show the company's healthy outlook, using graphs and ratios that express the data on a time scale, either in months, quarters and/or years.

The following is recommended:

- **Make it clear what your fixed and variable costs are and what your forecast is.**
- **Prompt the sales forecast, number of clients and conversion.** (Graphics must go from bottom to top).
- **Details of net equity:**

This comprises the company's own funds, which are any elements that constitute its own financing and are not enforceable, such as:

 - The money contributed by members (initial capital stock + possible capital increases).
 - The accumulated money from profits obtained in previous years or losses from previous years, if any.
 - The incomes statement for the current year.
 - Capital grants.
- **If there is a particular need, such as key investments for example, use this opportunity to talk about what is desired, explaining how much is needed to develop the project and detailing how that money will be available, the anticipated time requirements and the approximate return, etc.**

9. Acknowledgements and support received

Who will you be working alongside with? What is your network?

Detail the network offering you support or assisting you, as well as any funding or awards received; this always makes your image stronger.

You could mention:

- Agents:

- Support programme, Gazte**ONekin!**ie support programme for young people1, etc.
- Grupo SPRI
- Neiker, Azti, Leartiker, Innovasque, BCC, etc.
- City Councils, Councils, etc.













- Awards received

- Incubation or acceleration programmes that you have been involved in

- Local, state and international funding received

- ...

10. Back page with a one-sentence summary and contact details

Grand finale

You should ideally end with a clean slide or a strong graphic image that contains contact details, the company's logo and the company's name.

The following is recommended:

- **Consider including a sentence that opens up the possibility of scheduling a meeting in the near future to talk about it in more detail.**
- **Thank the audience for their attention.**

11. Annexes (Voluntary section)

It is advisable to have datasheets or product/service images that can help it to be understood better.

It is also good to anticipate graphic responses in response to any frequent questions or any that you think may be asked.



Finally, remember:

- Prepare deliverable documents in a serious manner and ensure that they are all consistent.
- Ensure the quality and quantity of the content. It goes without saying that the text must be grammatically and orthographically correct.
- Be brief and concise, using easily understood terminology. Try to use a direct style, while maintaining a certain degree of subtlety.
- Number all slides except the front page and the back page.
- Depending on the audience, prepare a version in Basque and/or English, demonstrating the international ambition of the project.
- Do not skimp on design; use quality artwork that is in keeping with the business model.
- Use the same font throughout the presentation, with the titles starting in the same position.
- Choose a contrasting colour range, which makes text easier to read.
- State your sources of information with hyperlinks to give it a professional appearance.
- Check that the numbers (ex: KPIs*, forecasts) are the same as those shown in your attached Economic-Financial Plan on the spreadsheets.
- Try not to use time-consuming animations or videos.
- Focus on what has already been done and present everything that may be to come.
- Take care of your appearance when making the presentation. You are presenting the image of your project.
- Take advantage of any opportunities and talk about the project every time you get a chance. Synergies can crop up at any time.

This document is for guidance purposes only and solely contains general recommendations and advice for presenting projects to potential investors or other stakeholders interested in a business idea or project (commonly known as the “elevator pitch”). The advice contained in this guide is based on the HAZI Fundazioa foundation's own experience, on standard practices of the sector, on the opinions of experts in the field and on a number of other external sources and studies, which do not necessarily have a scientific or proven basis.

Therefore, this guide should be interpreted as a purely indicative and general document, which should be used or adjusted according to the needs of each case based on several factors such as the nature of the project, the profile of the audience and the recipients of the message to be transmitted and the purpose of the presentation. The HAZI Fundazioa foundation disclaims any liability with regard to the use that may be given to the advice contained in this guide.

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