
Elevator Pitch

Ass. Prof. Antonis Livieratos
Department of Business Administration, NKUA



HELLENIC REPUBLIC

**National and Kapodistrian
University of Athens**

— EST. 1837 —

A stage with a wooden floor and red curtains. The text is centered on the stage.

Most people have 'stage fright': 73%



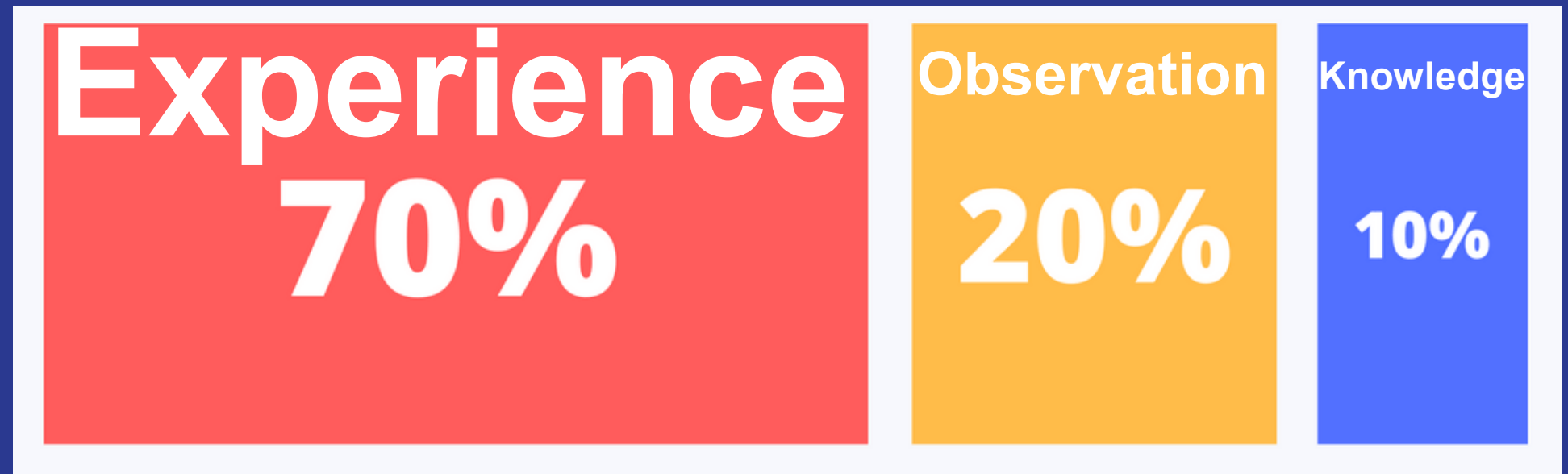
You don't overcome stage fright, you adapt to it

Public speaking can become less frightening

- preparation*
- rehearsal and*
- practice*



Communication



The equation of communication



WHAT WE HEAR

- Tone of voice
- Vocal clarity
- Verbal expressiveness

40%



WHAT WE SEE OR FEEL

- Facial expression
- Dress and grooming
- Posture
- Eye contact

50%

SEE

FEEL



WORDS

10%

pitching

It has to do with

content = structure + words + other things

container = you

time

**You never
have a
second
chance
to make a first
impression**



the pitch

is public speaking for a cause
is your moment to present your new
venture to various audiences
from your mother,
supervisor,
colleagues,
judges in competitions,
entrepreneurs,
investors,
to every person you meet in your life...

TIME

30'' - 90'': no slides

2' - 4': pitch deck (slides)



30'': every 15-30'' give your audience sth = retain attention.

90'' - 120'': the elevator pitch.

+: a more detailed presentation of your idea with the use of a pitch deck.

CONTENT

the structure



Cover slide

Logo.

Should be clear.

Name of the company/project.

In case the name is not part of the logo.

Name, surname and role.

The audience needs to know who is speaking and what is her/his position.

Visual

e.g. photography. It should be compatible with the character of the company. It is not the same to sell games, cryptocurrencies, dialysis machines.

Problem

The **bigger the problem**, the better. Describe the problem (that you intent to solve), and it better be “**painful**”.

A good technique is to describe the problem at a **higher level** (*e.g. statistics*) and then “personalize” the problem by telling a story (see Storytelling). We want to **create empathy**, and this is not done with big numbers but with stories of people with names and faces.

Not all companies solve new problems (*e.g. Covid-19*). Old problems are often solved in a new way as customer preferences change (*e.g. clothing, restaurants*). In this case focus on the “**opportunity**”.

Problem

A big problem at a big market. Give the number of people who feel the 'pain' of this problem every day.

What is the nature of the problem? How big is the problem?

Deep understanding. Demonstrate with confidence and empathy how well you understand the complex market dynamics surrounding the problem.

Why is there a problem? How is the problem currently being addressed?

Make the audience feel like "something needs to be done here"

story

*tell a story
and tell it by
following
storyline
basics*

P I X A R
A N I M A T I O N S T U D I O S

**Once upon a time ...
Every day ...
One day ...
Because of that ...
Because of that ...
Until finally ...**

The industry story. Changes in the industry

“The electrical vehicles revolution...”

The origin story. How did you come-up with this idea?

“Been there. Seen that”

The customer story. Let me tell you my client's story.

“Once upon a time there was a sad customer...”

Solution



never use bullet points for your solution slide!



Our solution should

...be attractive

...have the element of surprise

...be scalable

...alleviate pain

...build on the team's capabilities

Market

CUSTOMERS. Who are they; How many are they; How much can they pay? How dynamic is the market?

Target market/Personas

Total Addressable Market (TAM)

CARG (Compound annual growth rate)

Competition

Anyone solving the same problem.

We can't beat competitors at every point! But, at some point we have to differentiate ourselves.

Do not overload benchmarking with information.

Business model

What do I charge?

How much do I charge?

Who do I charge?

On later stages: Customer acquisition cost, Revenue growth

Traction

Your level of maturity. Assumptions proven true.

What indications do I have that what I want to do will be successful?

- clients?
- prototype?
- MVP?
- real life experiments?
- ...

Team

Need to increase credibility

Show faces

TEAM SLIDES

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INSERT NAME

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Team

Need to increase credibility

Show faces

Are team members somehow connected? (past experiences)

Present qualifications related to the idea (even if it's a hobby)

Present data and not estimations (**NO: good salesman**, **YES: 10 years of experience sales in sales**, **YES: account manager of big clients like Vodafone**)

Role

You may add mentors/partners (WARNING. You must ask their permission).

Next steps

Product development	Marketing and sales
• • •	• • •
• • •	• • •
• • •	• • •
• • •	• • •
• • •	• • •

Financials and use of funds

How much money do I need?

How do I intent to use them?

You may merge this slide with the previous slide.

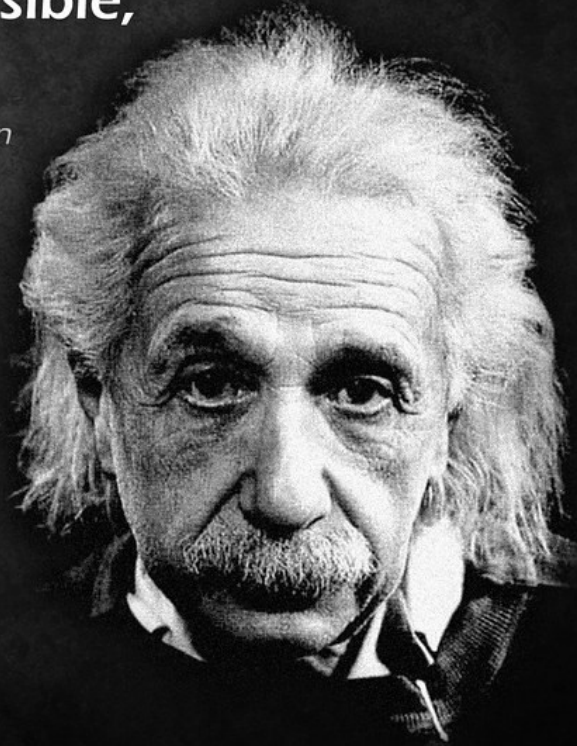
design

*its not about
aesthetics;
its the tool to
help tell that
story...*

**layout
typography
color
images
data**

**Everything
should be made
as simple as possible,
but not simpler.**

Albert Einstein



Give numbers

*Numbers are important but
handle with care...*

Give meaning to numbers

*“The iPod's storage capacity is
5GB. It is the equivalent of
storing 1,000 songs”*

Steve Jobs



Give analogies

Complex meanings can be described via analogies...

Hello Tractor is the uber for tractors



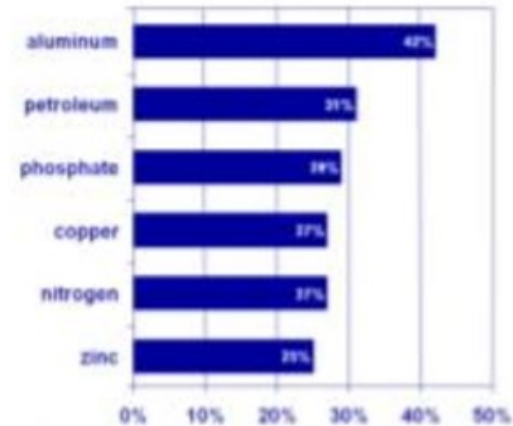
Charts can help ...

U.S. Resource Use

- The United States uses:
 - 42% of all the aluminum produced worldwide
 - 31% of all the petroleum
 - 29% of all the phosphate
 - 27% of all the copper
 - 27% of the nitrogen
 - 25% of the zinc
- Approximately 30% of all resources worldwide



Although the U.S. has 5% of the world's population, we use an average of 30% of all resources



United States use of specific resources
(percentage of worldwide use)

Led to 71% correct

Led to 82% correct

OVERSIZED PHOTOGRAPHY

ATTENTION: High resolution pictures

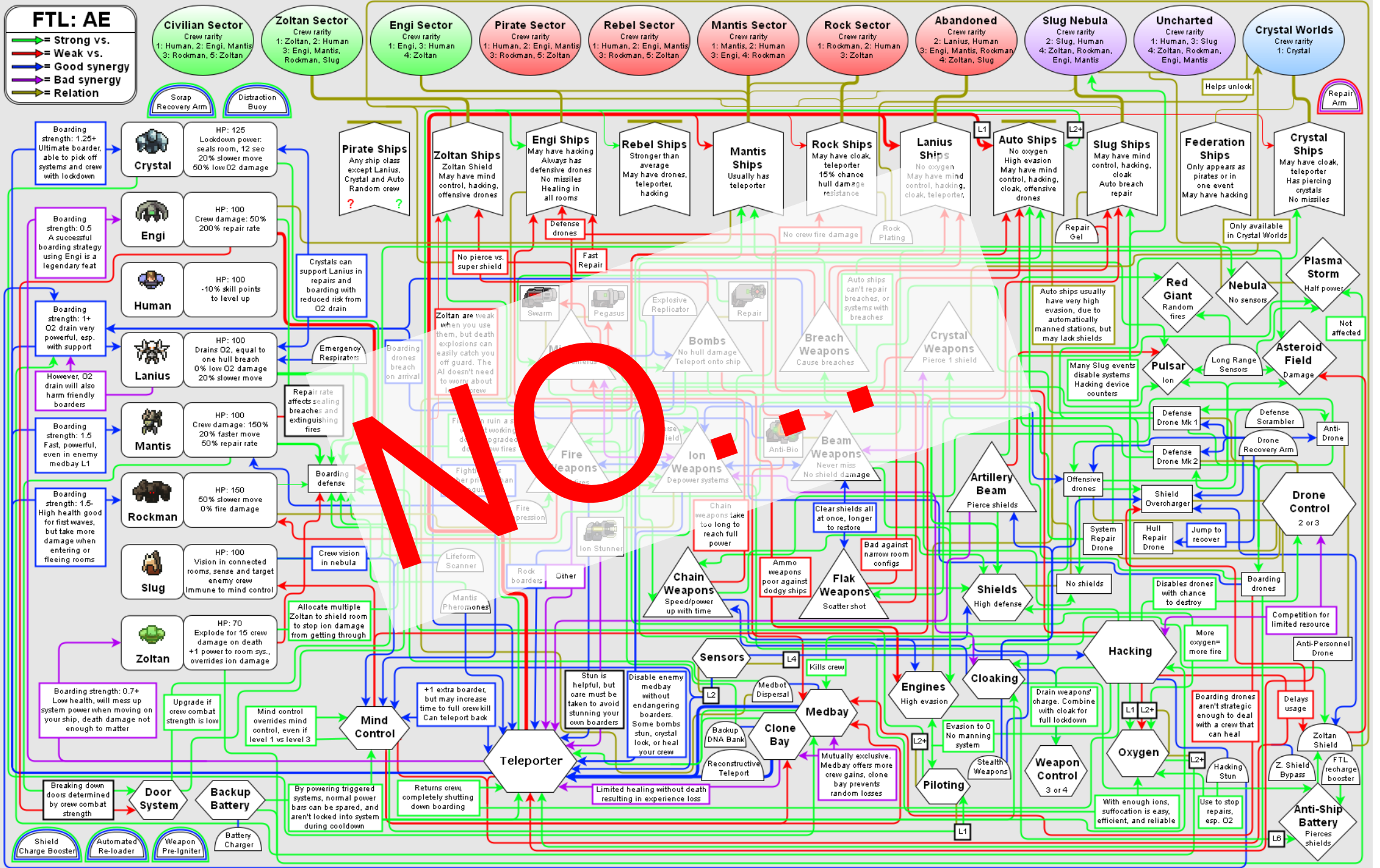


VIDEO

ATTENTION. Not too long, related to the presentation's duration



DOWNLOADING...



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ATTENTION: Understanding VS Accuracy

UNDERGROUND





LESS IS MORE.

Typography

The word "Typography" is centered on a dark blue background. Each letter is white with a different colored highlight: 'T' is orange, 'y' is yellow, 'p' is blue, 'o' is light blue, 'g' is pink, 'r' is purple, 'a' is green, 'p' is orange, and 'h' is orange. The word is framed by two horizontal dashed light blue lines, one above and one below the letters.

Typography



Typography

Pair Serif with Sans
Serif fonts

Helvetica / Garamond

Caslon / Univers

Futura / Bodoni

Garamond / **Futura**

Gills Sans / Caslon

Minion / Gill Sans

Myriad / Minion

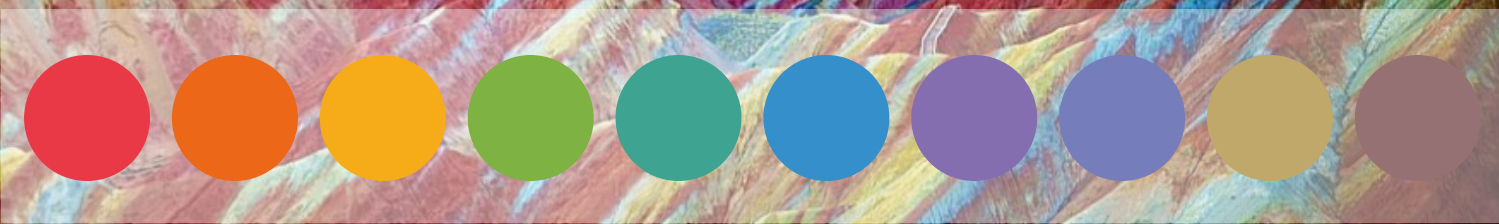
Caslon / Franklin Gothic

Trade Gothic / Clarendon

Franklin Gothic / Baskerville



use pastel
& bright
colors



My voice...



Adjust
Your
Tone

If all the points of my speech are not of the same importance, your voice cannot have the same tone throughout your speech.

- Exploit your logo
- Colors
 - Shapes
 - Figures
 - Aesthetics





Rio 2016



TOKYO 2020

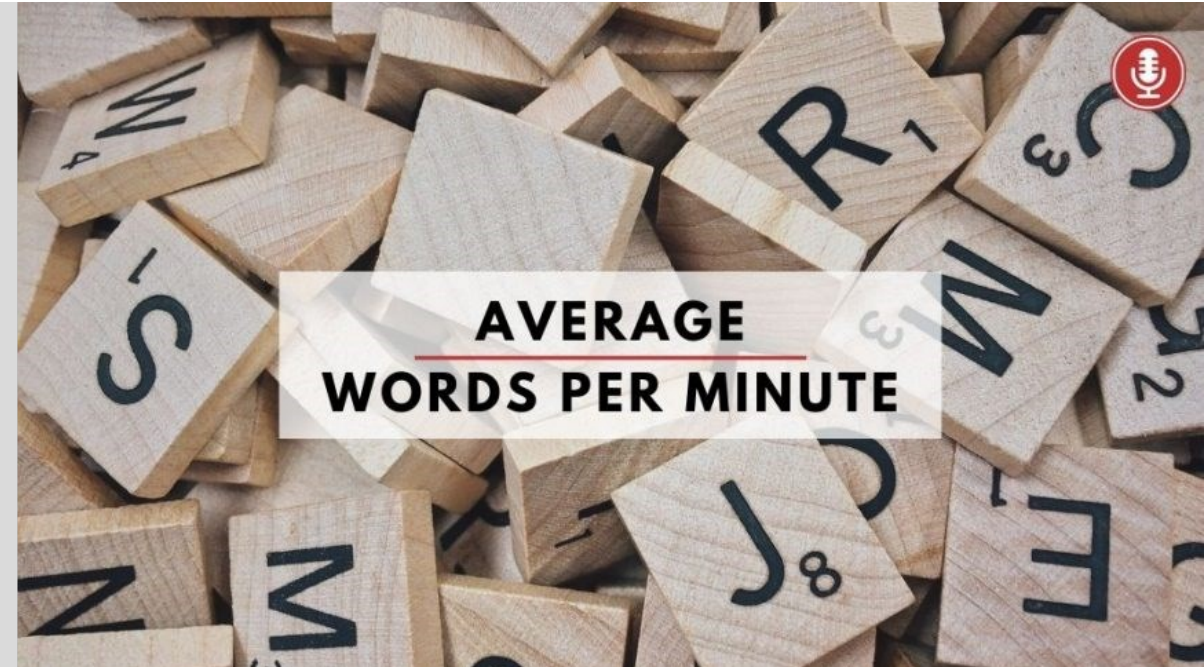
**SEEING IS
BELIEVING**

text

pitch decks

few words
no sentences
phrases | slogans

Two words per second



My body...

- keep an eye contact with the audience
- "listen" to your audience (*tired, uncomfortable, doesn't understand...*)
- pay attention to the posture of your body
- we don't stand still (unless you must, *e.g. a microphone*)
- **if we are not excited about what we are presenting, we cannot expect our audience to be excited. Our voice reflects our excitement.**

www.youtube.com/watch?v=ECPSXlaJfKc&ab_channel=VanderbiltCenterforEntrepreneurship

www.youtube.com/watch?v=eL_SSM-xeMs

www.youtube.com/watch?v=QloRpNRog_0