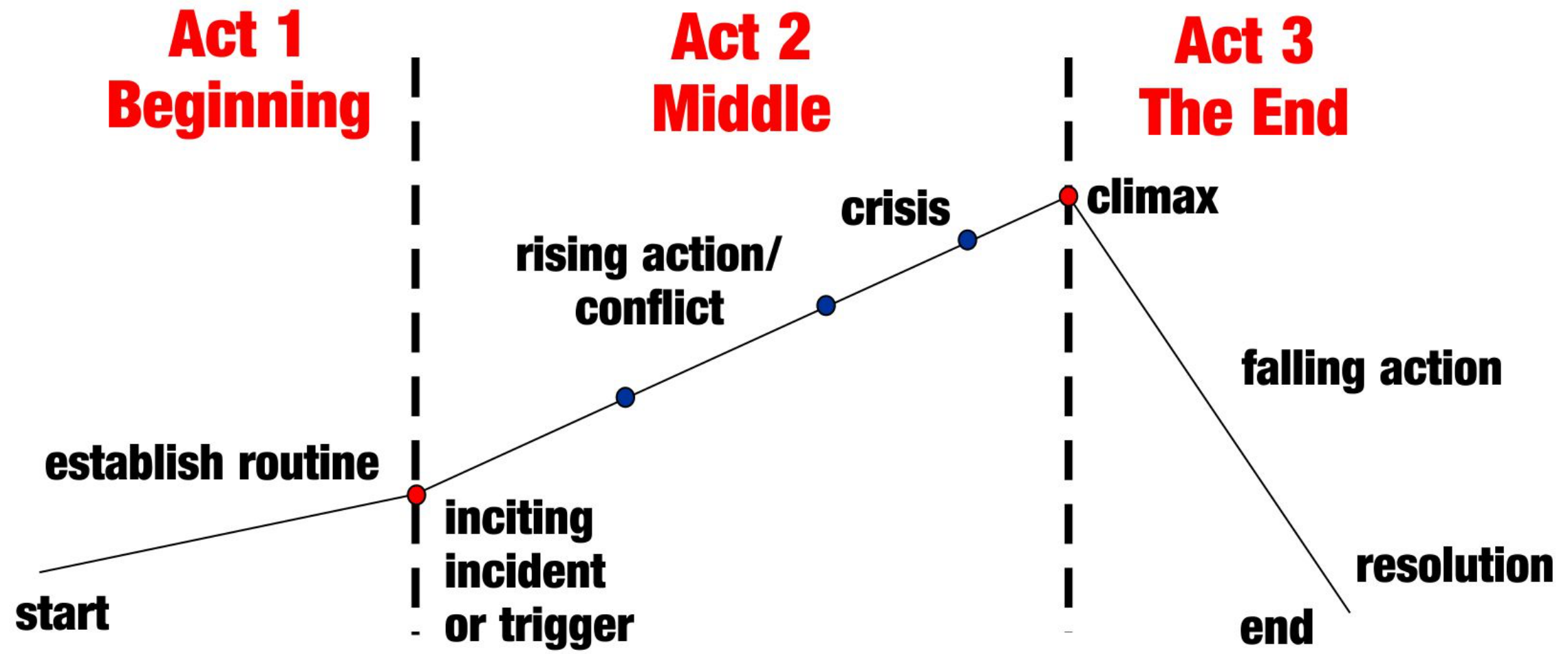


Bonus: Startup Storytelling

From Zack

Story Arc



Pitching a new company is all storytelling

- Chances are that many of you will be involved with a young company or a startup during your career – I certainly was!
 - In 2015-2017, I worked for Nix Sensor, a Hamilton-based company that makes handheld color sensors for designers & industry.
 - <http://www.theglobeandmail.com/report-on-business/small-business/sb-money/how-i-used-kickstarter-to-build-a-sustainable-company/article25328097/>
- Building on the “Story Arc” discussed on March 28, here’s how you can think about pitching a new company

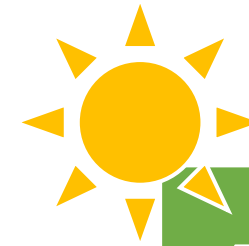
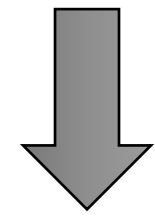
The founders

(Who are they & expertise...
investors have to have faith in
the founders AND the idea)



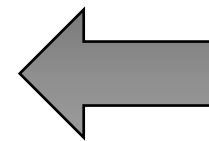
The Problem

(often presented as a
realization and told as a
natural extension of the
founders' experiences)



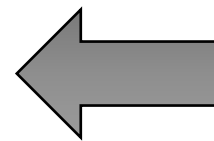
The Solution

(not just "Here's our idea",
but also "This is how we
thought of it and created it")



Success so Far

(What business results is
your company already
experiencing? Have you
proven your idea?)



The Ask

(How much money do
you need from
investors and how will
you spend it?)

BUT: There is no one way to pitch a company

- “The 9 best startup decks of all time” don’t necessarily follow this model exactly... many start by immediately talking about the problem and solution, and talk about the founders later
 - <http://onboardly.com/startup-pr/best-startup-pitch-decks-of-all-time/>
- Google “Startup pitch decks” and you’ll find a bunch of great examples. But regardless, to get VC funding, you people should believe a few things:
 - The problem is a real problem and worth solving
 - Enough people have this problem to support building & growing a company
 - The founders have the capability to actually make this work
 - The company is already making money and needs cash to get to ‘the next level’

What do you want your audience to think?

- For HSBH:
 - Maybe... *“They understand the challenges my business faces”*
 - Maybe... *“Their solution will actually drive results for my business”*
- For pitching a new company:
 - See previous slide