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# Elevator Pitch

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University of Athens**

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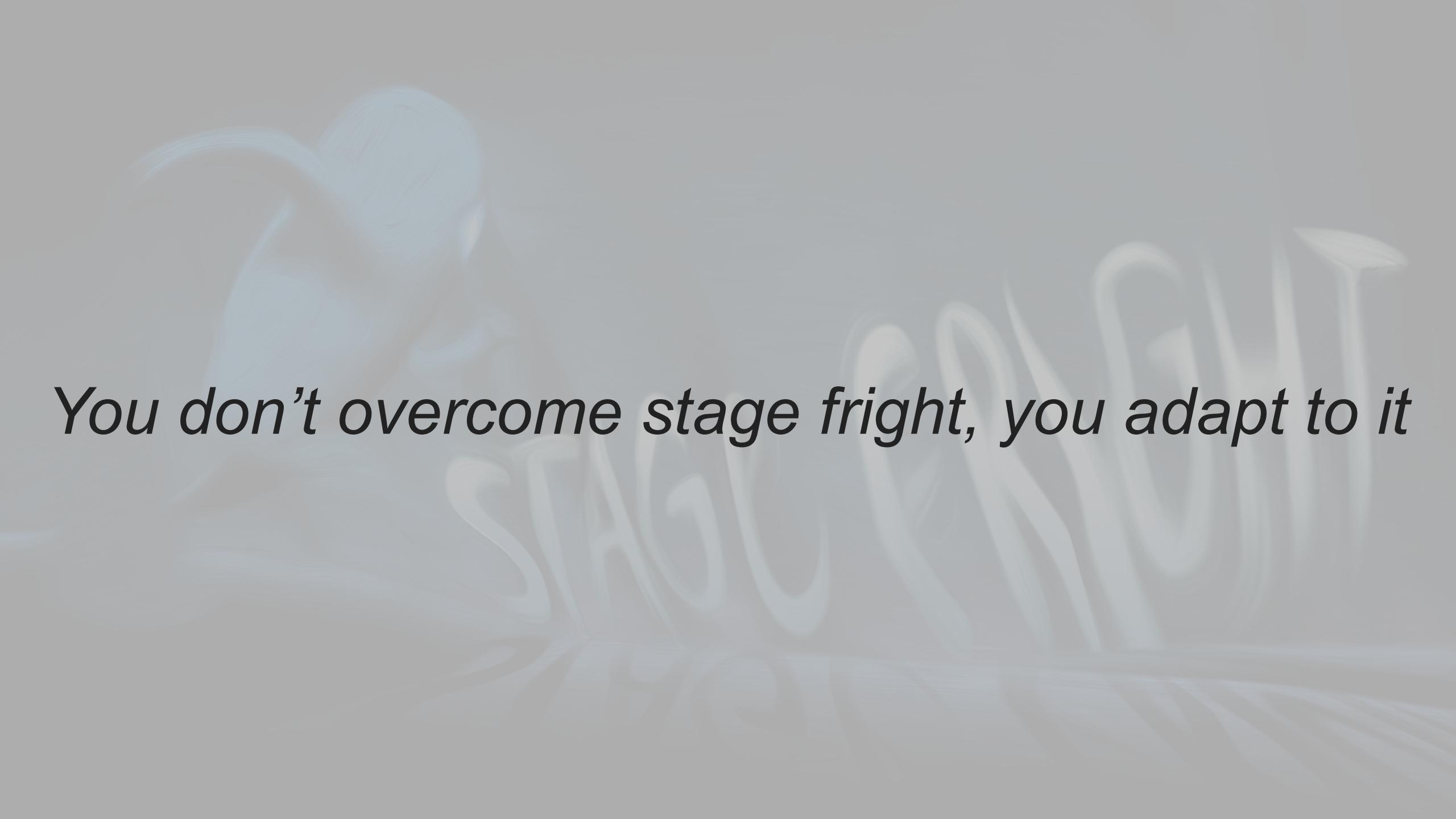
EST. 1837

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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

**Experience**  
**70%**

**Observation**  
**20%**

**Knowledge**  
**10%**



# 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%

## 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



- 1. Cover
- 2. Problem
- 3. Solution
- 4. Market
- 5. Competition
- 6. Business model
- 7. Traction
- 8. Team
- 9. Next steps
- 10. Financials & Use of funds

# 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*

PIXAR  
ANIMATION STUDIOS

**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 came-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

Lore ipsum dolor sit amet, consectetur adipiscing elit.





**INSERT NAME**

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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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

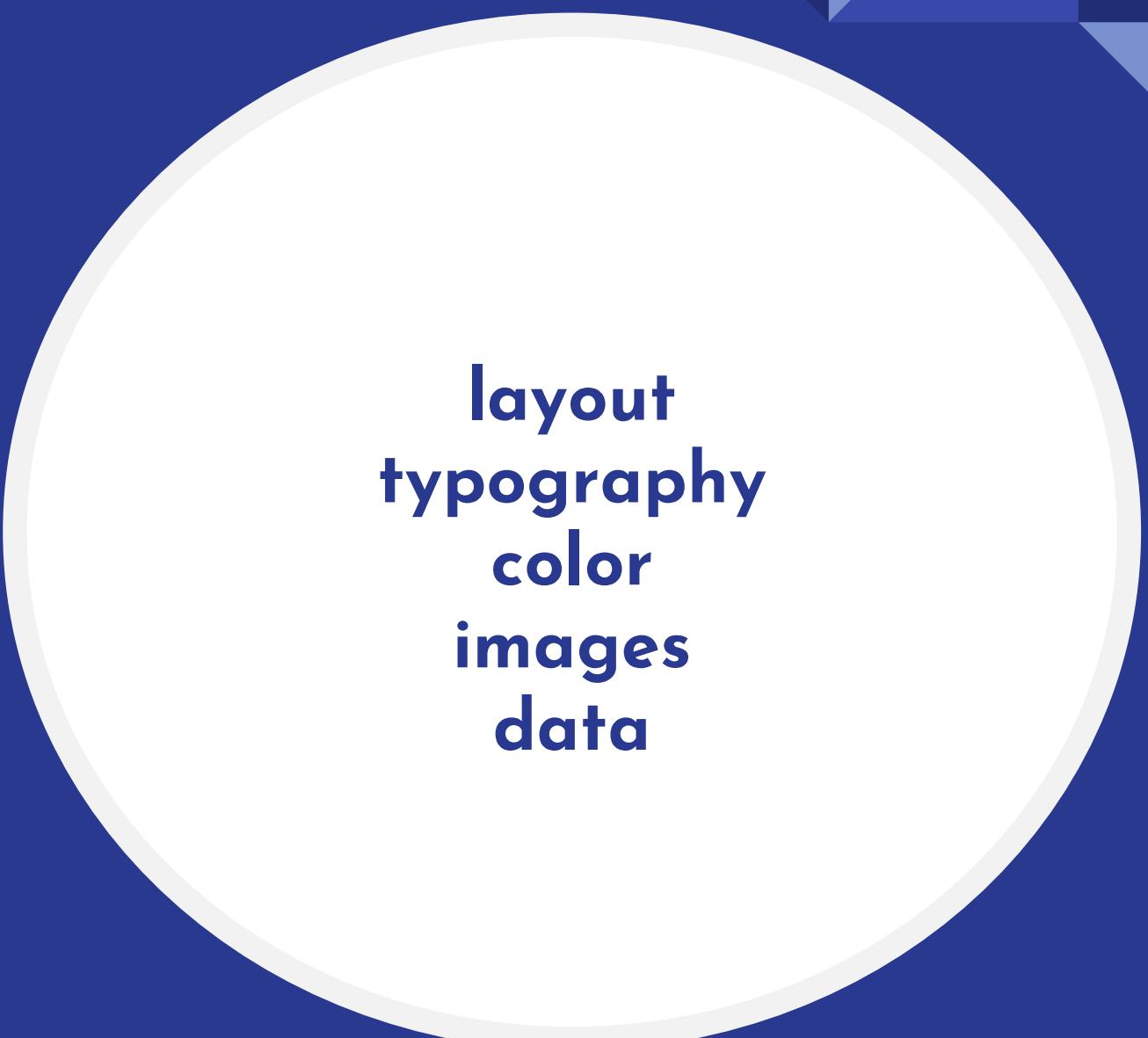
How much money do I need?

How do I intent to use them?

You may merge this slide with the previous slide.

# design

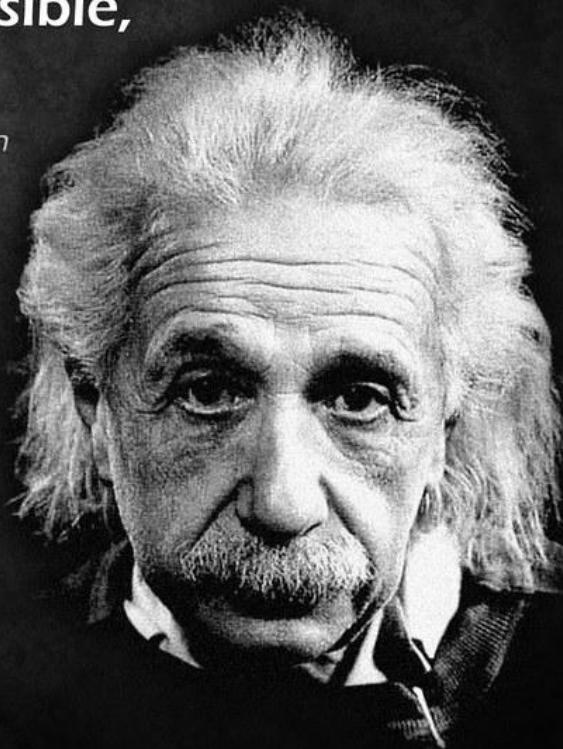
*its not about  
aesthetics;  
its the tool to  
help tell that  
story...*



**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"*

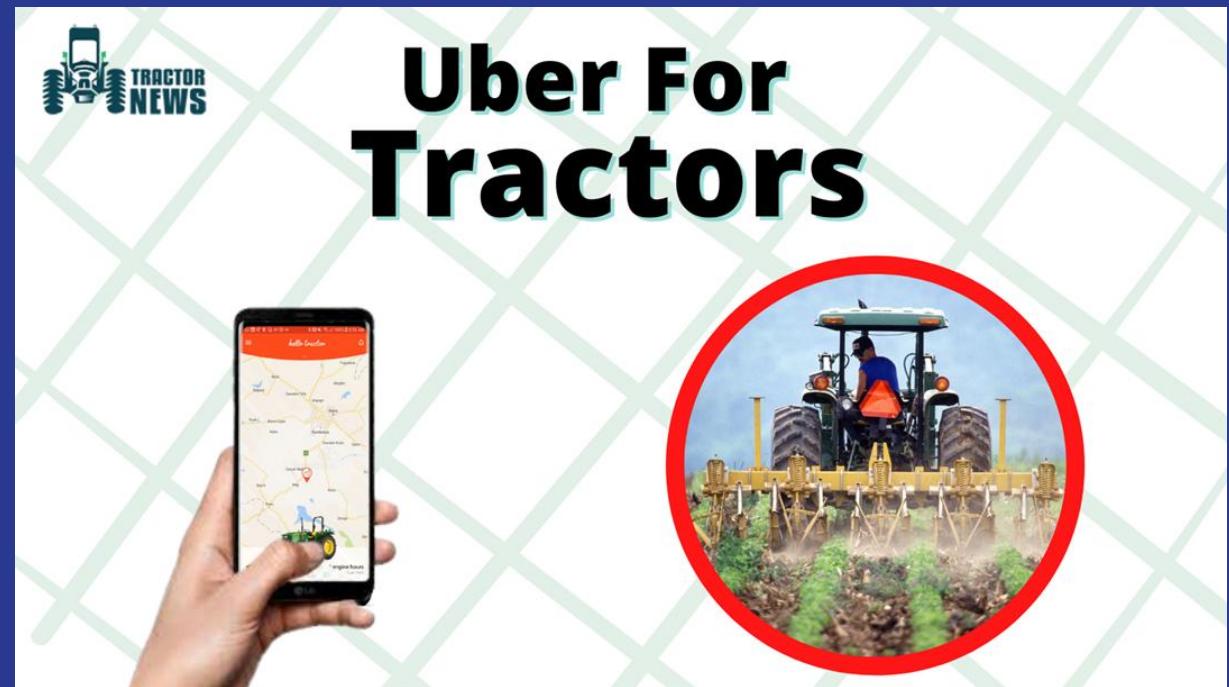
*Steve Jobs*



# Give analogies

*Complex meanings can be described via analogies...*

***Hello Tractor is the uber for tractors***



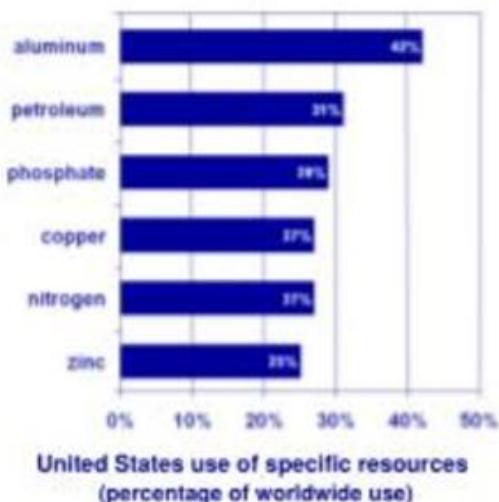
# Charts can help ...

## 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



Led to 71% correct

Led to 82% correct

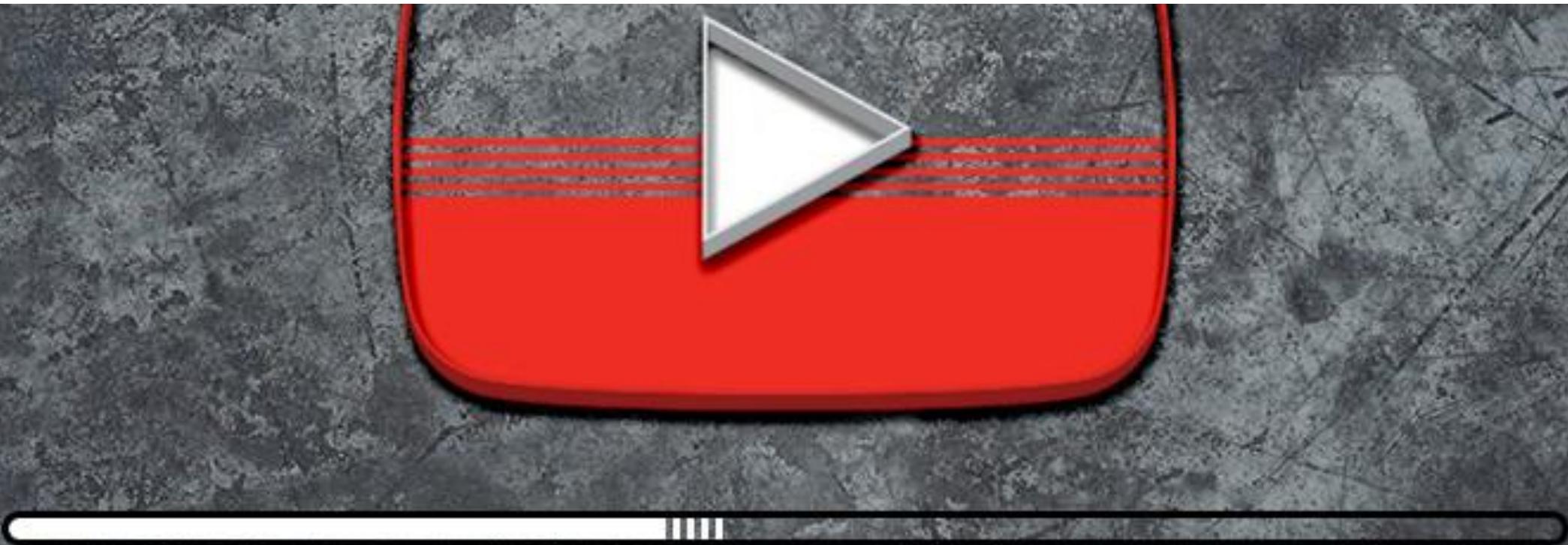
# OVERSIZED PHOTOGRAPHY

ATTENTION: High resolution pictures

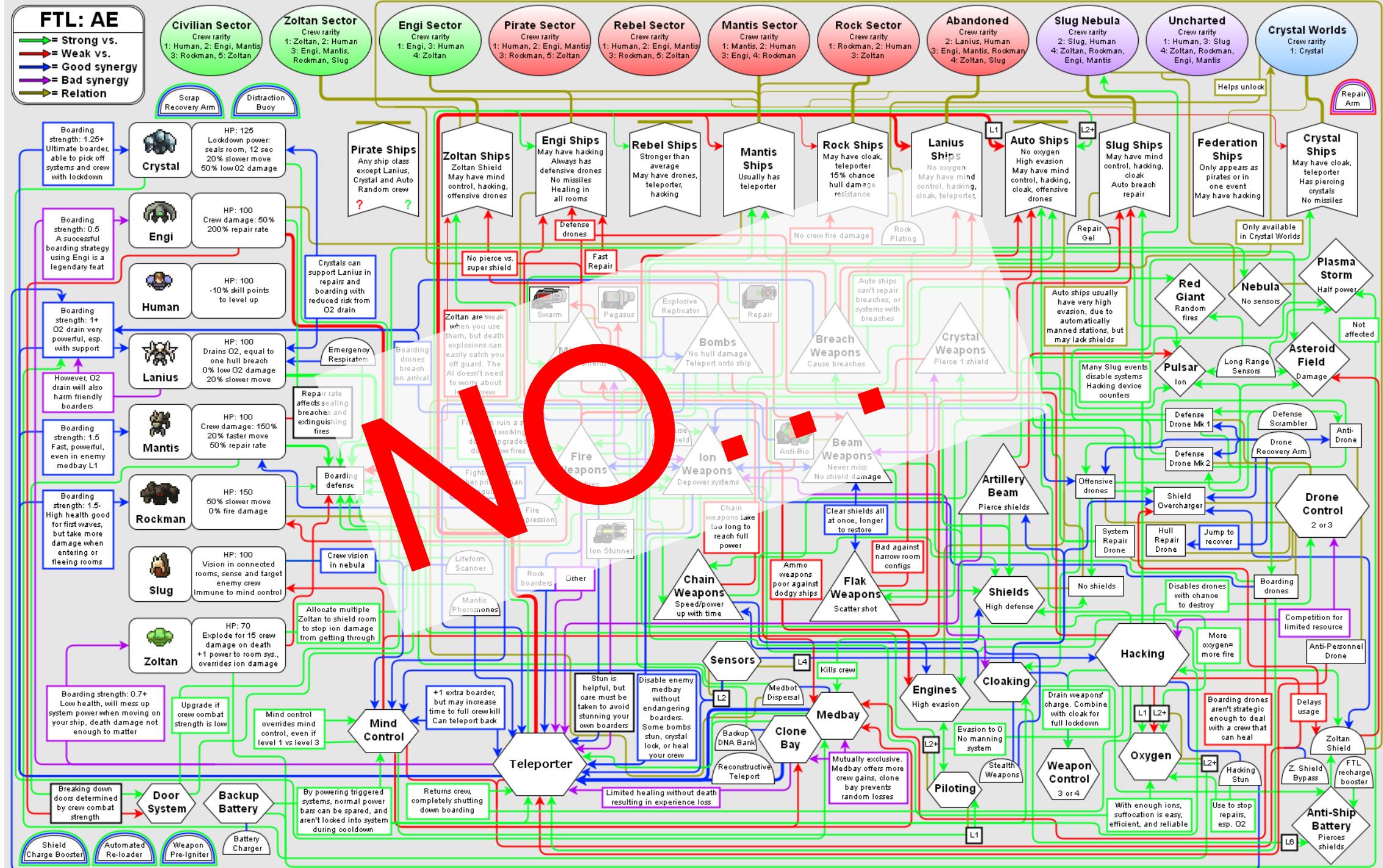


# VIDEO

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



DOWNLOADING...



Cras pretium, diam at volutpat pulvinar, mauris urna cursus leo, eu vestibulum dui justo ut magna. Pellentesque vehicula bibendum felis, quis cursus est tempus ac. Sed lorem mauris, viverra et consectetur id, vehicula sit amet nulla. Nunc nisl nisl, condimentum ut commodo non, efficitur nec ipsum. Suspendisse consectetur purus risus, vitae dapibus at tincidunt a. Duis egestas maximus neque, et pellentesque elit hendrerit et. Curabitur in orci mattis, vulputate enim sed, porttitor nisl. Vestibulum finibus mauris ante, eget interdum ligula posuere et. Nam a leo eu lectus mollis luctus. Ut aliquet ornare vestibulum. Mauris leo sem, pellentesque sit amet risus a, laoreet ultrices mi.

**NO**

Proin ultrices auctor augue sit amet pharetra. Morbi id odio sed erat auctor porttitor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed vulputate venenatis interdum. Donec fringilla ultricies felis at aliquet. Etiam accumsan euismod porttitor. Morbi eleifend iaculis mauris non

# ATTENTION: Understanding VS Accuracy



< = >

LESS IS MORE.

Typography

# Typography

{ **Serif** }

A serif is a small decorative flourish on the end of the strokes that make up letters and symbols

[ **Sans Serif** ]

“Sans” (to be without) Serif fonts do NOT have any flourishes at the end of strokes.

# Typography

Pair Serif with Sans Serif  
fonts

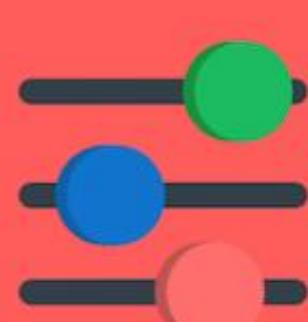
**Helvetica / Garamond**  
**Caslon / Univers**  
**Futura / Bodoni**  
**Garamond / Futura**  
**Gills Sans / Caslon**  
**Minion / Gill Sans**  
**Myriad / Minion**  
**Caslon / Franklin Gothic**  
**Trade Gothic / Clarendon**  
**Franklin Gothic / Baskerville**



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

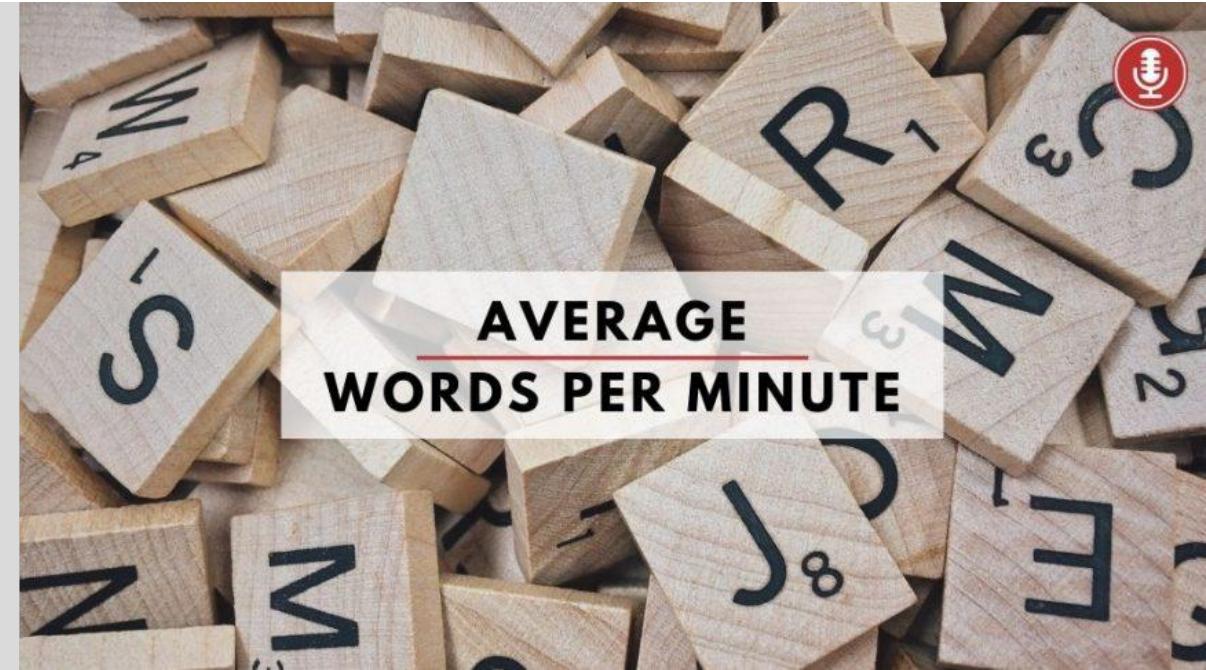
***pitch decks***

**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=ECPSXIaJfKc&ab\\_channel=VanderbiltCenterforEntrepreneurship](https://www.youtube.com/watch?v=ECPSXIaJfKc&ab_channel=VanderbiltCenterforEntrepreneurship)

[www.youtube.com/watch?v=eLSSM-xeMs](https://www.youtube.com/watch?v=eLSSM-xeMs)

[www.youtube.com/watch?v=QloRpNRog\\_0](https://www.youtube.com/watch?v=QloRpNRog_0)