



Keys to a powerful pitch



Laurence Tang | Senior Manager
laurance.tang@hku.hk



i DENDRON
HKU INNOVATION & ENTREPRENEURSHIP HUB

Fundamental purpose

To create foundation of curiosity

Audience

Someone who read
**over 100 pitch decks every
week**

Empathy:

help me to focus and understand

Concise:

help me to make my time efficient

Know the importance of the beginning of a pitch – elevator pitch



- **Purpose: Grab listeners attention and create curiosity**
- **Tools: One – two sentences (straightforward, clear)**
- **Content: Clear statement of your case**

For an elevator pitch, say you only have 30s...

- 1. What are you making (**product**)**
- 2. Who are you selling to (**customers**)**
- 3. What is the problem (**need**)**

THREE Nouns

The structure

We offer [SOLUTION] _____
that solves [PROBLEM]
_____ for [CUSTOMER]

Airbnb

We offer [SOLUTION] **online marketplace** for
[CUSTOMER] **travellers**
to [PROBLEM] **book rooms from locals**
instead of hotels

Message & Style

Elevator Pitch provides the context: **this is a good idea for investment.**

Be able to show the project:

- solves an important problem
- has possibility and momentum
- is a good investment (time, resources, etc.)



**What should be on your pitch deck
according to VC/ investors...**



What should be on your pitch deck?

according to VC's and succesful startups

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	•	•	•	•	•	•
Solution/Value Proposition	•	•	•	•	•	•
Market Validation/ Why Now?			•	•	•	•
Product	•		•			•
Market Size	•		•	•		•
Business Model	•	•	•	•	•	•
Underlying Magic	•	•		•		

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	Airbnb Pitch Deck
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
Founding Team	●	●	●	●	●	●
Board/Advisors			•	•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
Fundraising	●	●	●	●	●	●
Financial / Use of Funds		•	•	•	•	

MUST have items for your presentation

- **Problem**

Description

Pain Points

Trends in the Market

- **Solution**

Service/
Technology
(Software/
Hardware)

Value
Proposition

Impact

- **Market**

Market Size

Target
Customer/
User

Any
Competitors
?

- **Business**

Revenue Model

Timeline and
Milestones

Initial Funding/
Investment

- **Team**

Founder Unfair
Advantage

Advisor

How about other components?

Market validation

Traction

Use of funding...

Important too. you should already have answers for all these questions.

Soft skills matter

Be someone likeable



- Voice
 - Volume
 - Clarity
 - Pace
- Teamwork
 - Introductions
 - Transitions
 - Conclusion
- Body Language
 - Eye contact
 - Gestures

Key takeaway

- 1. Create curiosity**
- 2. With empathy**
- 3. Be concise**
- 4. Be likeable**

THANK

YOU.

