City
LaUnchLab
sugary foody

city
LaUnchLab

Better
Space
#coworkingbetter
www.betterspace.london
@betterspacelondon
Better Space London
Working in partnership

1 ROOF

KUGALI
AN AFRICAN COMICS ANTHOLOGY

WealthKernel

STUDENT CIRCUS

weavee
DISCOVER YOUR CAREER

Bombinate.

TRYATEC

revinr

WARROGUE

Over 200 companies supported

Metzger & Söhne
Seit 1885

EAT CHAY

THE LITTLE COFFEE COMPANY
ETHICALLY TRADED

labworks.io

EAT SAFE

Ocushield

£13.6m
investment
KEEP
CALM
AND
EAT
SWEETS
instax

LSBU | SBI
We get knowledge working

STARTUP HIGHER

THE STUFF THAT MATTERS

Agenda

01 Pitch design

02 Break/ Activity

03 Pitching delivery

04 Close and questions

Trainers
casual
High Tops
Sport
Shoes
(Smart)
Brogues
Boat Shoes
Pumps
Plimsoles
Footwear
Sandals
Boots
Vans
Timberlands
high
Heels
low
Dr Martens
Uggs
Wellies

Challenge

1. Pick an item, any item
2. Work in pairs and have a go at pitching that item
3. you have 5 minutes – then we'll discuss

?

Google Slides

Prezi

Pitch

ELEVATOR - T4

What to include:

1. **Cover slide** - deliver impact quickly
2. **Problem slide** - What's the problem/ need? How is it being solved now
3. **Solution slide** - big reveal, what have you made
4. **Market opportunity** - what is your market, numbers and evidence, competitors
5. **Business model** - How will you make money?
6. **Who are you?** - intro the team and why you are the best people for the job
7. **The big ask** - what are you looking for/ doing over the next 12 months
8. **Finish slide** - go out with a bang

Welcome

AirBed&Breakfast

Book rooms with locals, rather than hotels.

Problem

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a home with a local or become a host.

Solution

A web platform where users can rent out their space to host travelers to:

SAVE MONEY
when traveling

MAKE MONEY
when hosting

SHARE CULTURE
local connection to the city

Market Validation

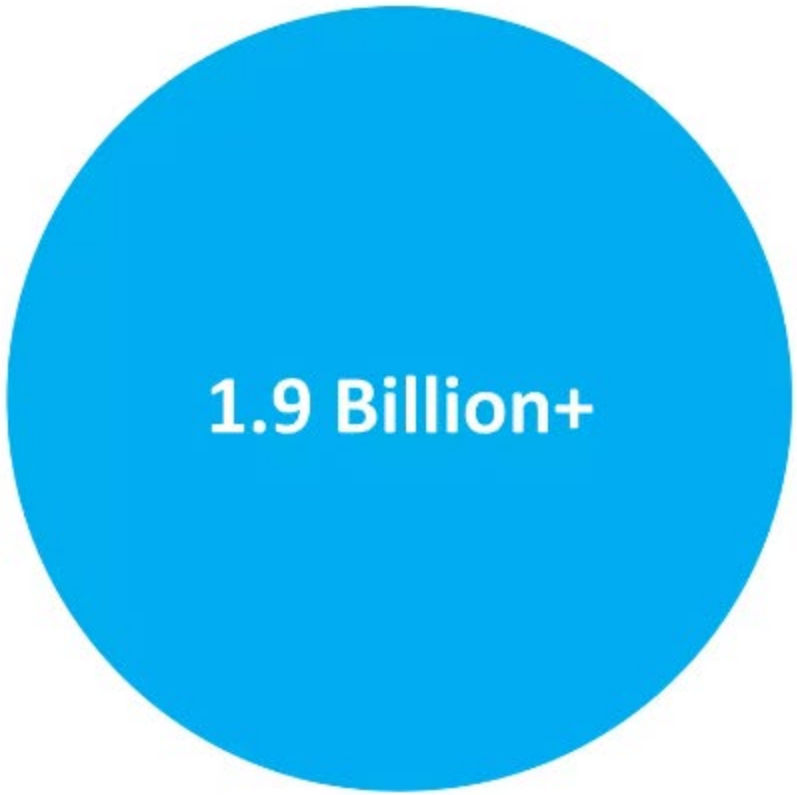
630,000

on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

Market Size



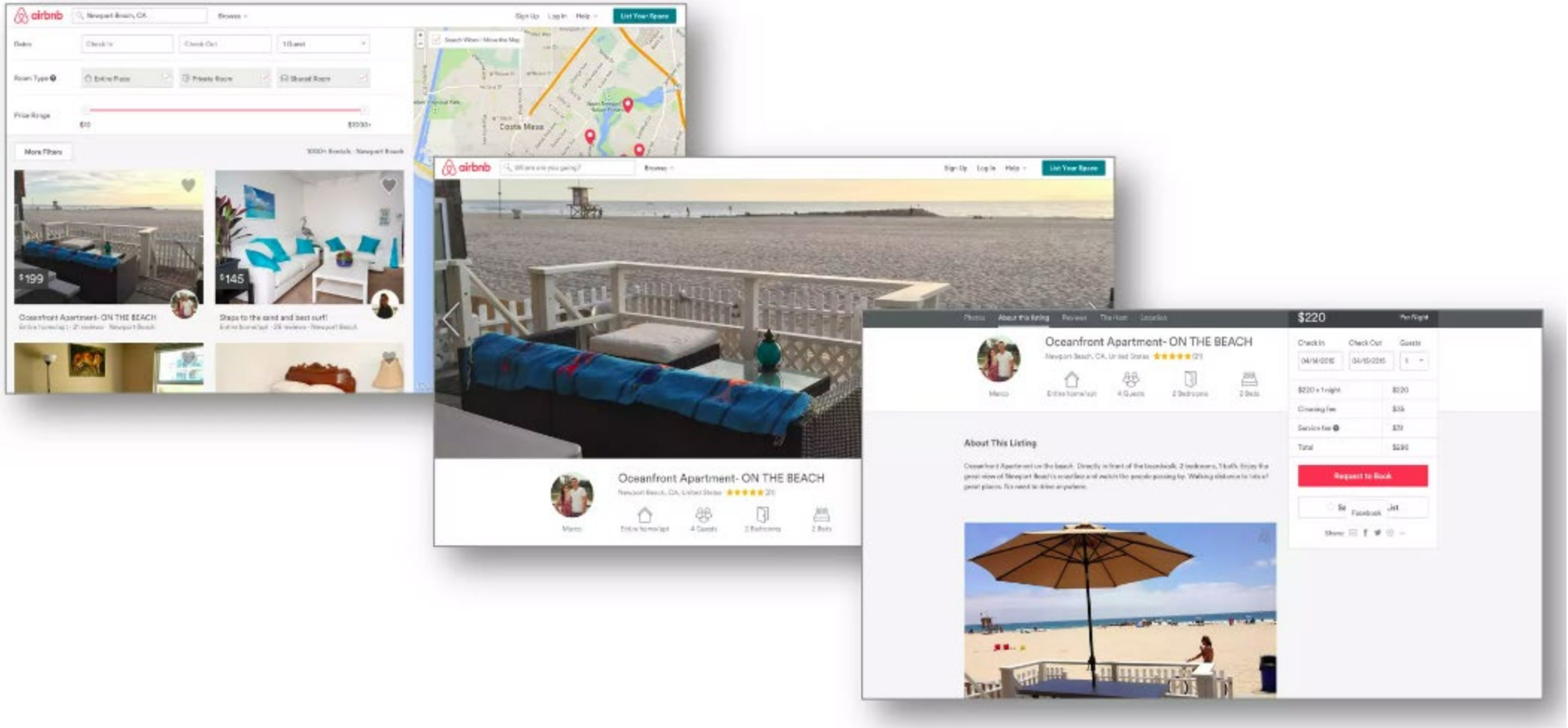
TRIPS BOOKED (WORDLWIDE)
Total Available Market

BUDGET & ONLINE TRIPS
Serviceable Available Market

TRIPS W/AB&B
Market Share

Product

SEARCH BY CITY ⟶ REVIEW LISTINGS ⟶ BOOK IT!



Business Model

We take a 10% commission on each transaction.

Market Adoption

EVENTS

target events monthly

Octoberfest (6M)
Cebit (700,000)
Summerfest (1M)
Eurocup(3M+)
Mardi Gras (800,000)

with listing widget

Widget screenshot

PARTNERSHIPS

cheap/alternative travel

Goloco

KAYAK

ORBITZ

CRAIGSLIST

dual posting feature

AirBnB screenshot

Craigslist screenshot

Competition

AFFORDABLE

CouchSurfing

craigslist

BedandBreakfast.com

AirBed&Breakfast

Hostels.com
Every Hostel, Everywhere!

OFFLINE TRANSACTION

ONLINE TRANSACTION

Rent Smart!
rentobi.com
furnished, unfurnished &vacation rentals

hotels.com

VRBO
Vacation Rentals
by owner

EXPENSIVE

PROBLEM, SOLUTION, DELIVERY, SECRET SAUCE, BIG ASK

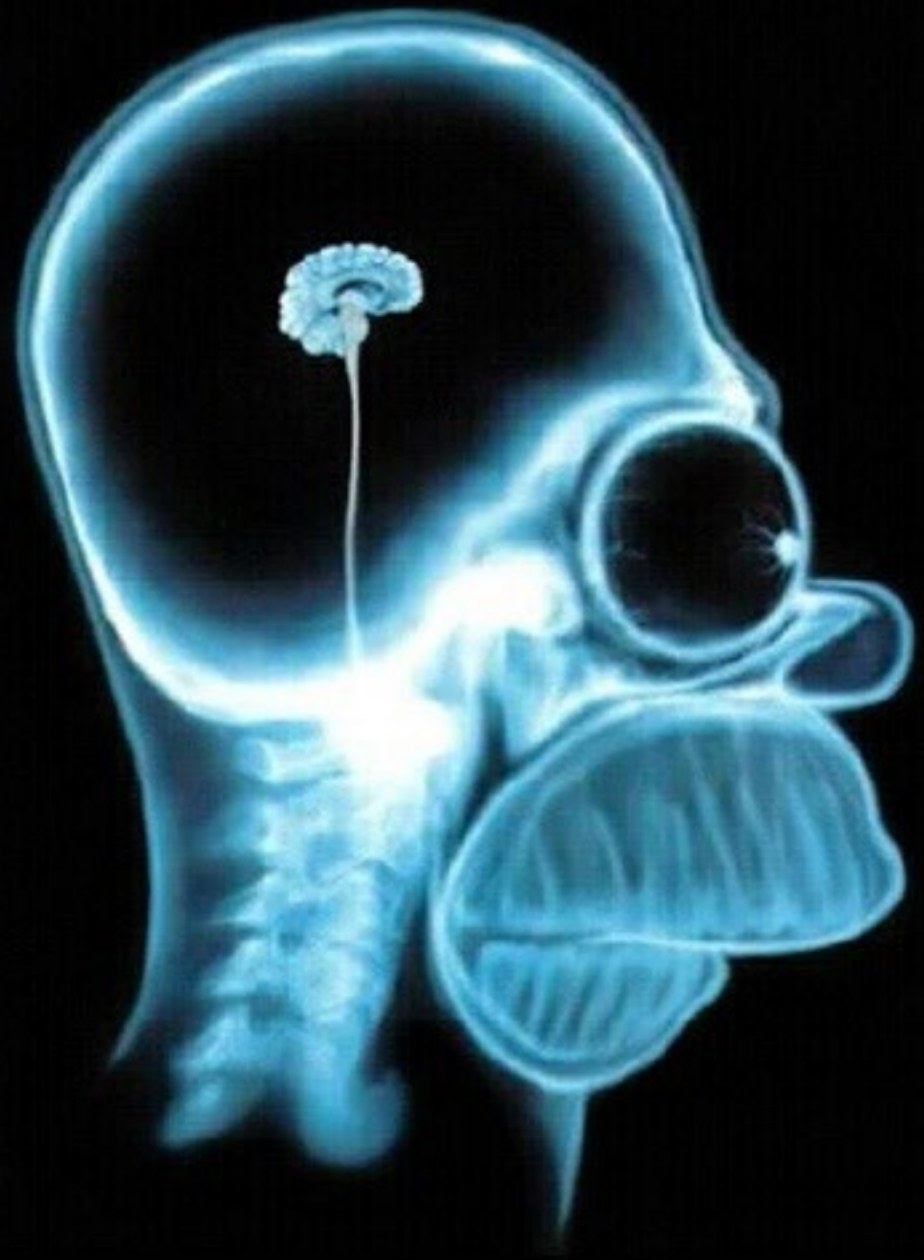
10 ways to keep your audience awake!

1. Design matters

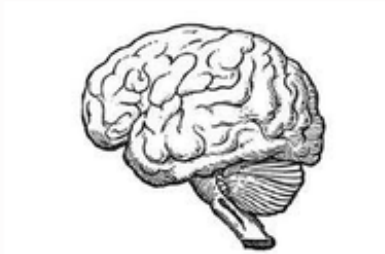
Most presentations are designed like this

Treat your
presentation
like this!

2. Remember what you're dealing with



The Human Brain



KEEP CALM AND LOVE NEUROSCIENCE

We process visual and verbal information differently

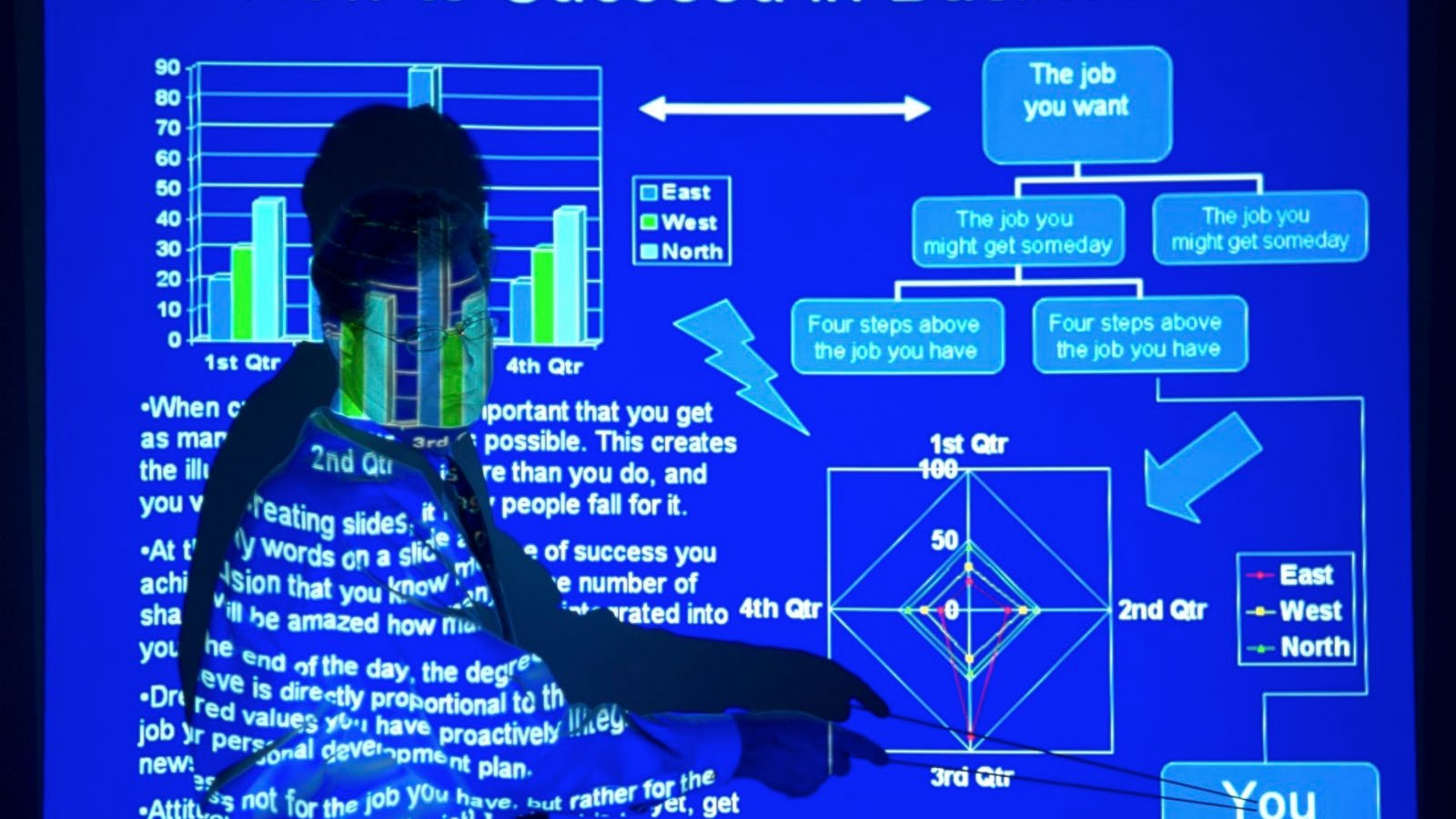
WE CAN'T READ AND LISTEN AT THE SAME TIME

Overview

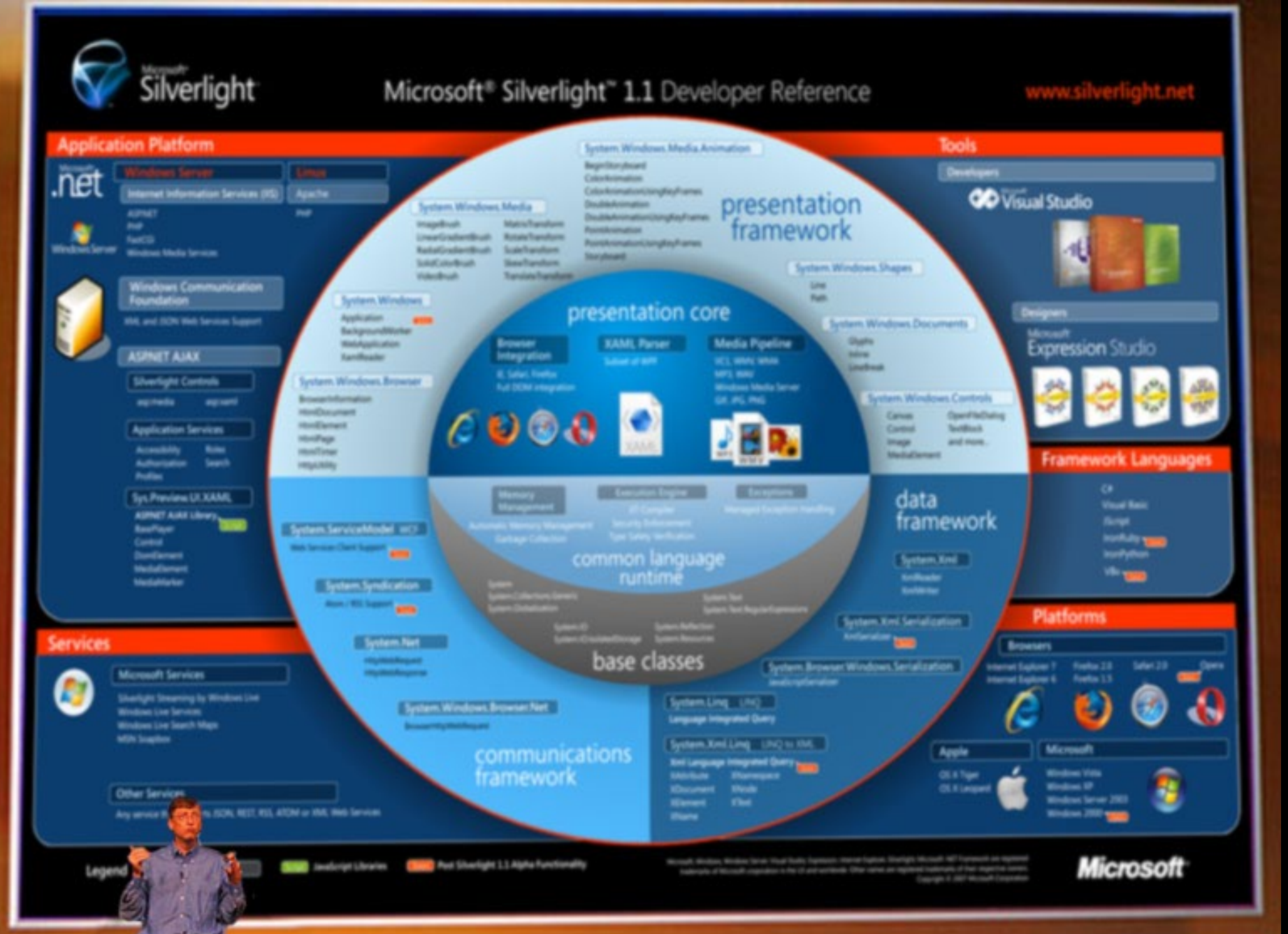
- Very important point one blah, blah, blah, blah
- Very important point two blah, blah, blah, blah
- Very important point three blah, blah, blah, blah
- Very important point four blah, blah, blah, blah
- Very important point five blah, blah, blah, blah
- Very important point six blah, blah, blah, blah
- Very important point seven blah, blah, blah, blah
- Very important point eight blah, blah, blah, blah
- Very important point nine blah, blah, blah, blah
- Very important point ten blah, blah, blah, blah

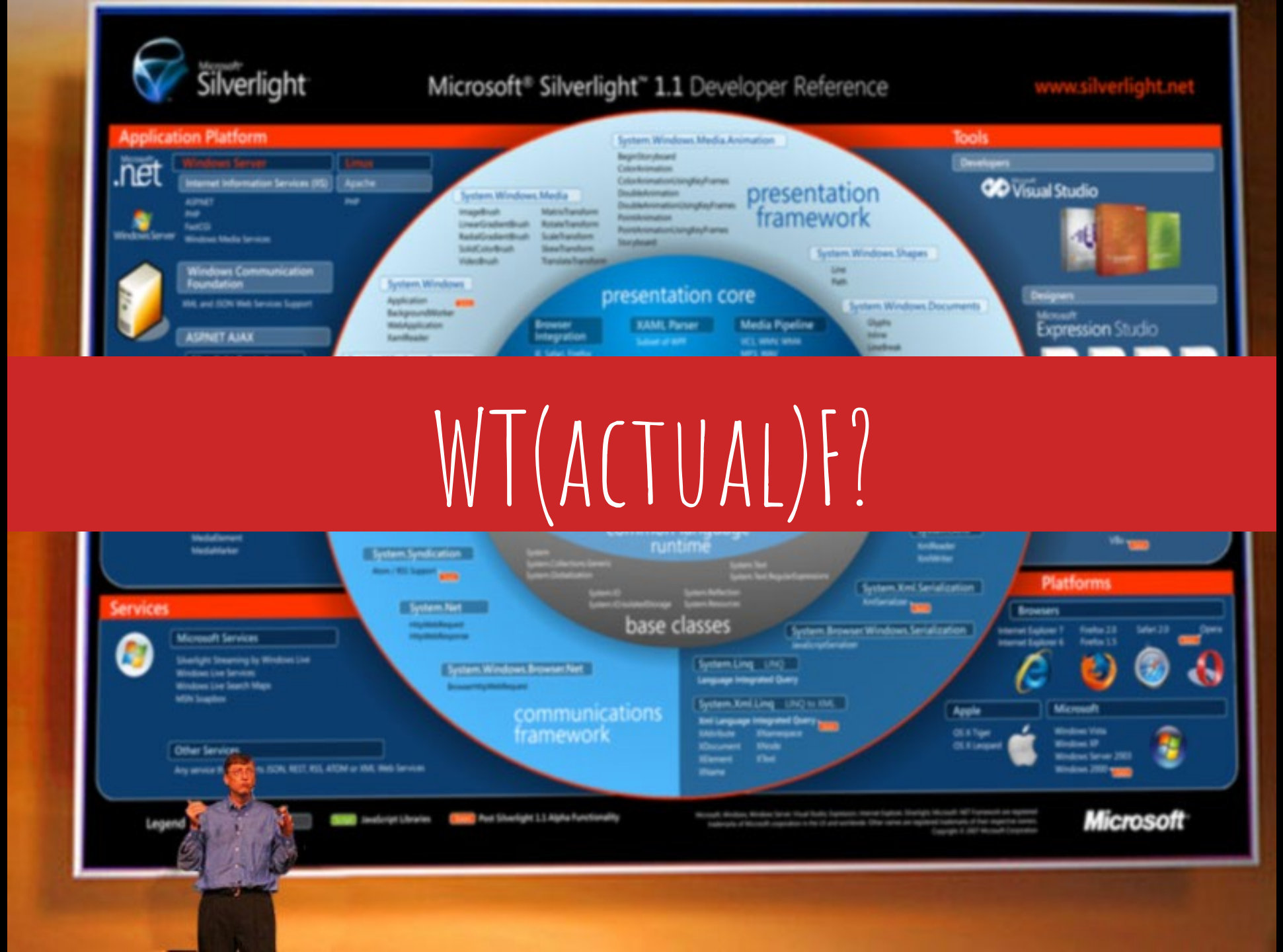
Reduce

3. Keep it simple


90
80
70
60
50
40
30
20
10
0
1st Qtr
4th Qtr
East
West
North
The job you want
The job you might get someday
The job you might get someday
Four steps above the job you have
Four steps above the job you have
1st Qtr
100
50
0
4th Qtr
2nd Qtr
3rd Qtr
East
West
North
You
2nd Qtr
3rd

90
80
70
60
50
40
30
20
10
East
West
North
The job you want
The job you might get someday
The job you might get someday
4th Qtr
2nd Qtr
3rd Qtr
East
West
North
You
FAIL!!!

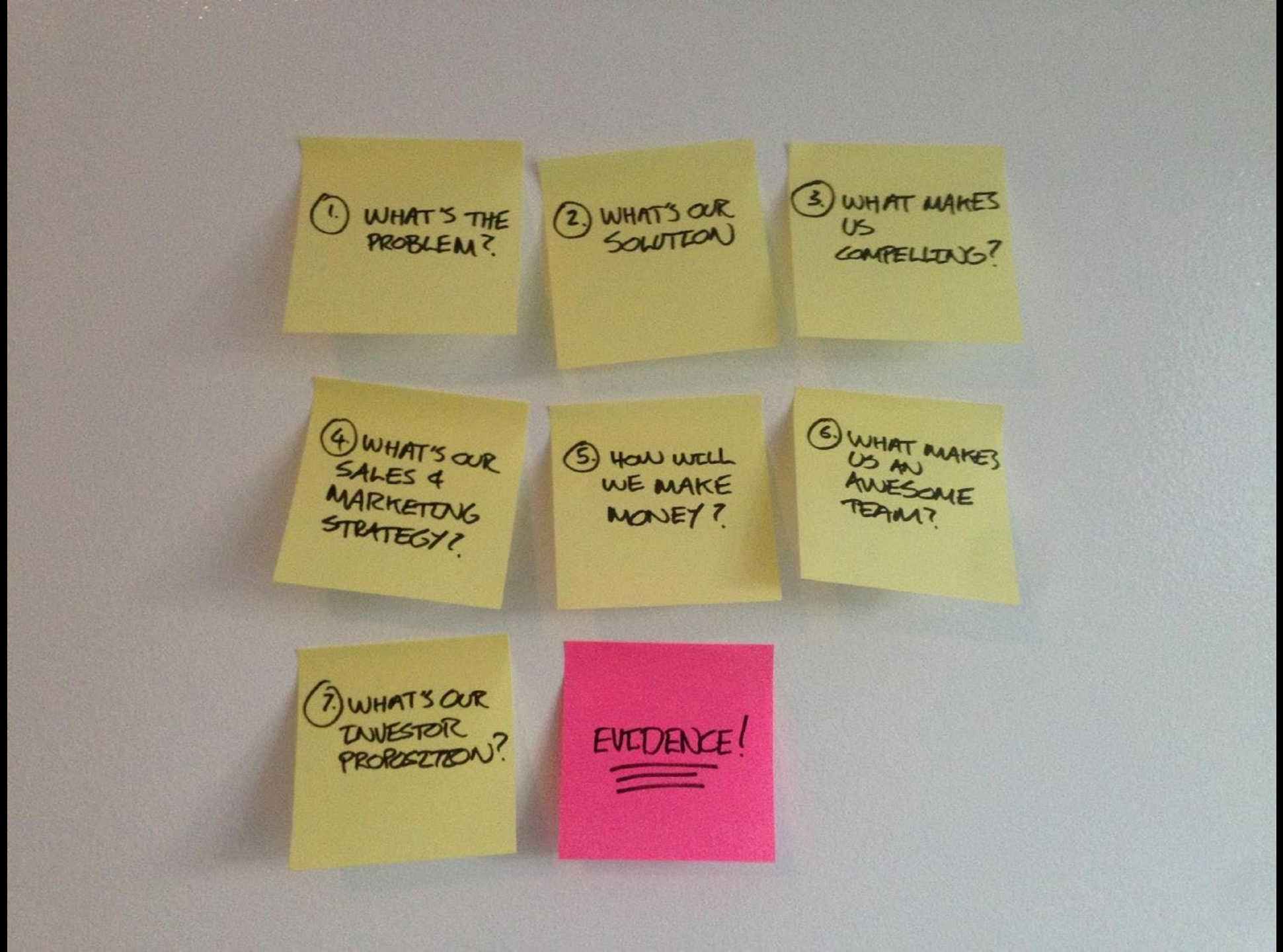

Microsoft Silverlight
Microsoft® Silverlight™ 1.1 Developer Reference
www.silverlight.net
Application Platform
Tools
Services
Platforms
Framework Languages
presentation framework
presentation core
common language runtime
base classes
data framework
communications framework
Windows Communication Foundation
ASP.NET AJAX
Silverlight Controls
Application Services
Microsoft Services
Other Services
Visual Studio
Expression Studio
Browsers
Apple
Microsoft
Legend
Microsoft

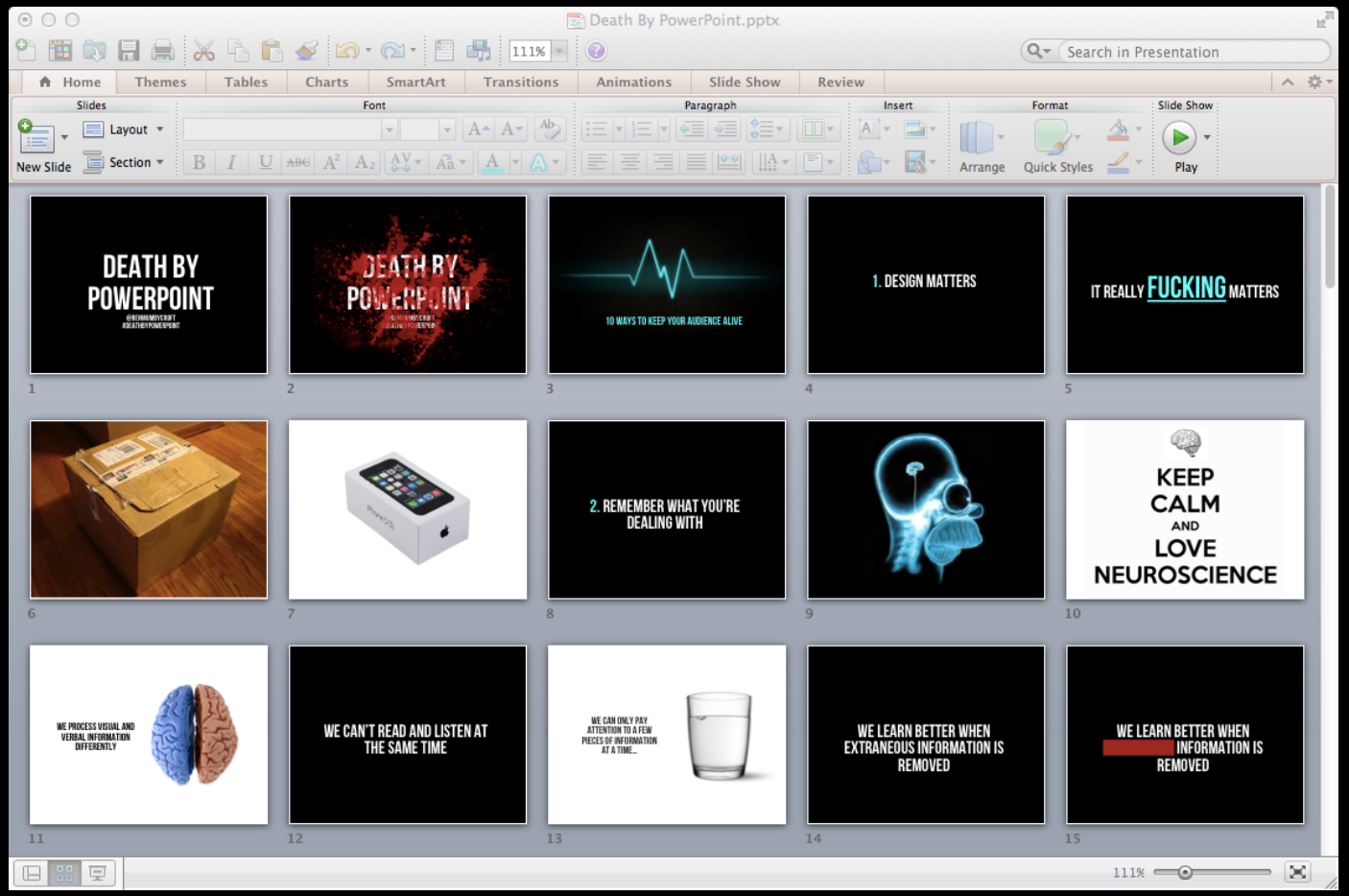

Silverlight
Microsoft® Silverlight™ 1.1 Developer Reference
www.silverlight.net
Application Platform
Tools
.net
Windows Server
Linux
Internet Information Services (IIS)
Apache
Windows Communication Foundation
ASP.NET AJAX
System.Windows.Media.Animation
System.Windows.Media
presentation framework
System.Windows
System.Windows.Shapes
System.Windows.Documents
presentation core
Browser Integration
XAML Parser
Media Pipeline
Visual Studio
Developers
Designers
Expression Studio
runtime
base classes
System.Syndication
System.Net
System.Windows.Browser.Net
System.Xml.Serialization
System.Browser.Windows.Serialization
System.Linq
System.Xml.Linq
communications framework
Services
Microsoft Services
Other Services
Platforms
Browsers
Apple
Microsoft
Legend
Microsoft

WT(ACTUAL)F?

DE-CLUTTER

4. Plan in analog


1. WHAT'S THE PROBLEM?
2. WHAT'S OUR SOLUTION
3. WHAT MAKES US COMPELLING?
4. WHAT'S OUR SALES & MARKETING STRATEGY?
5. HOW WILL WE MAKE MONEY?
6. WHAT MAKES US AN AWESOME TEAM?
7. WHAT'S OUR INVESTOR PROPOSITION?
EVIDENCE!



Remember Slide sorter view

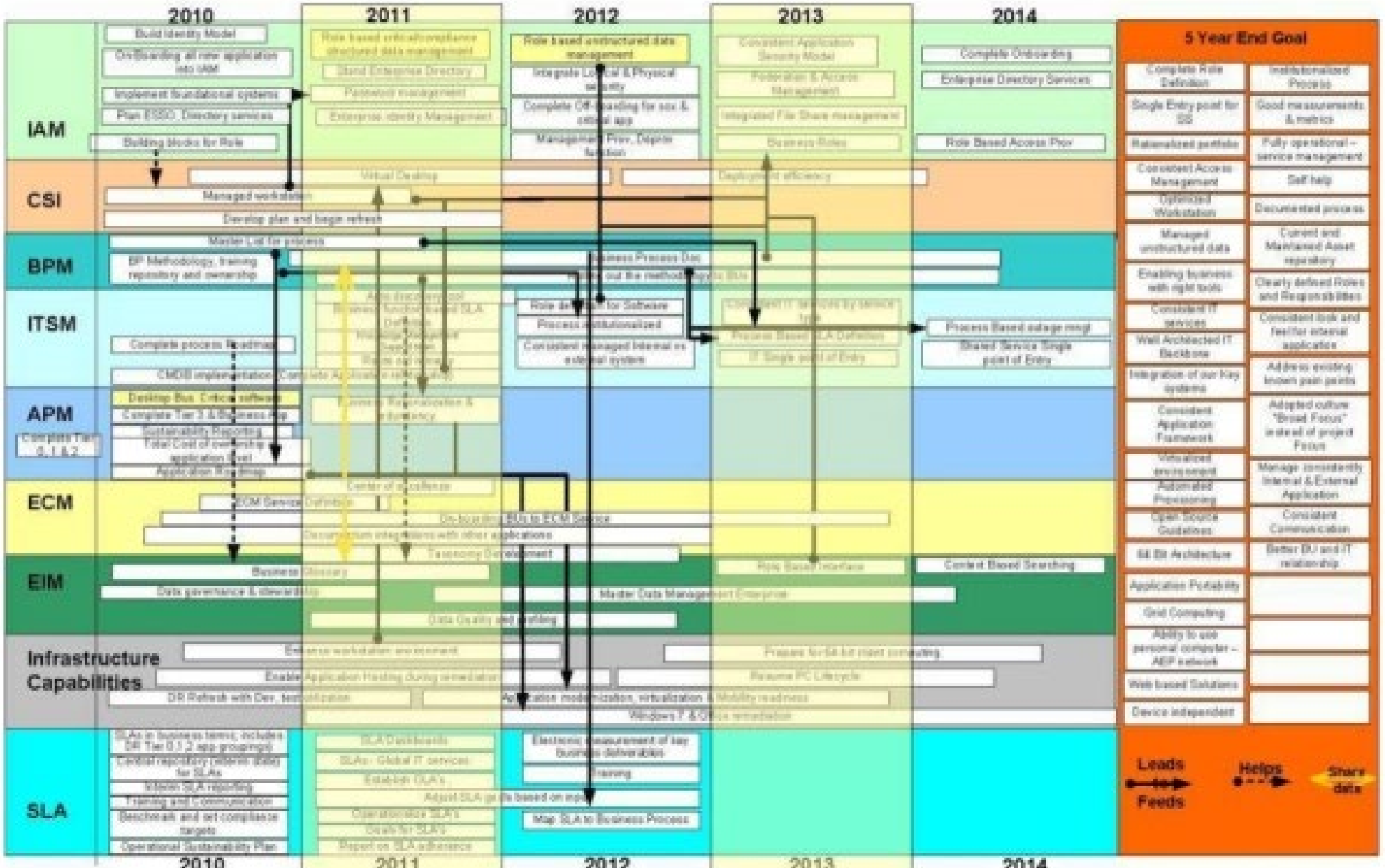
5. Make your pitch personal

JUST
MERCY
Extra

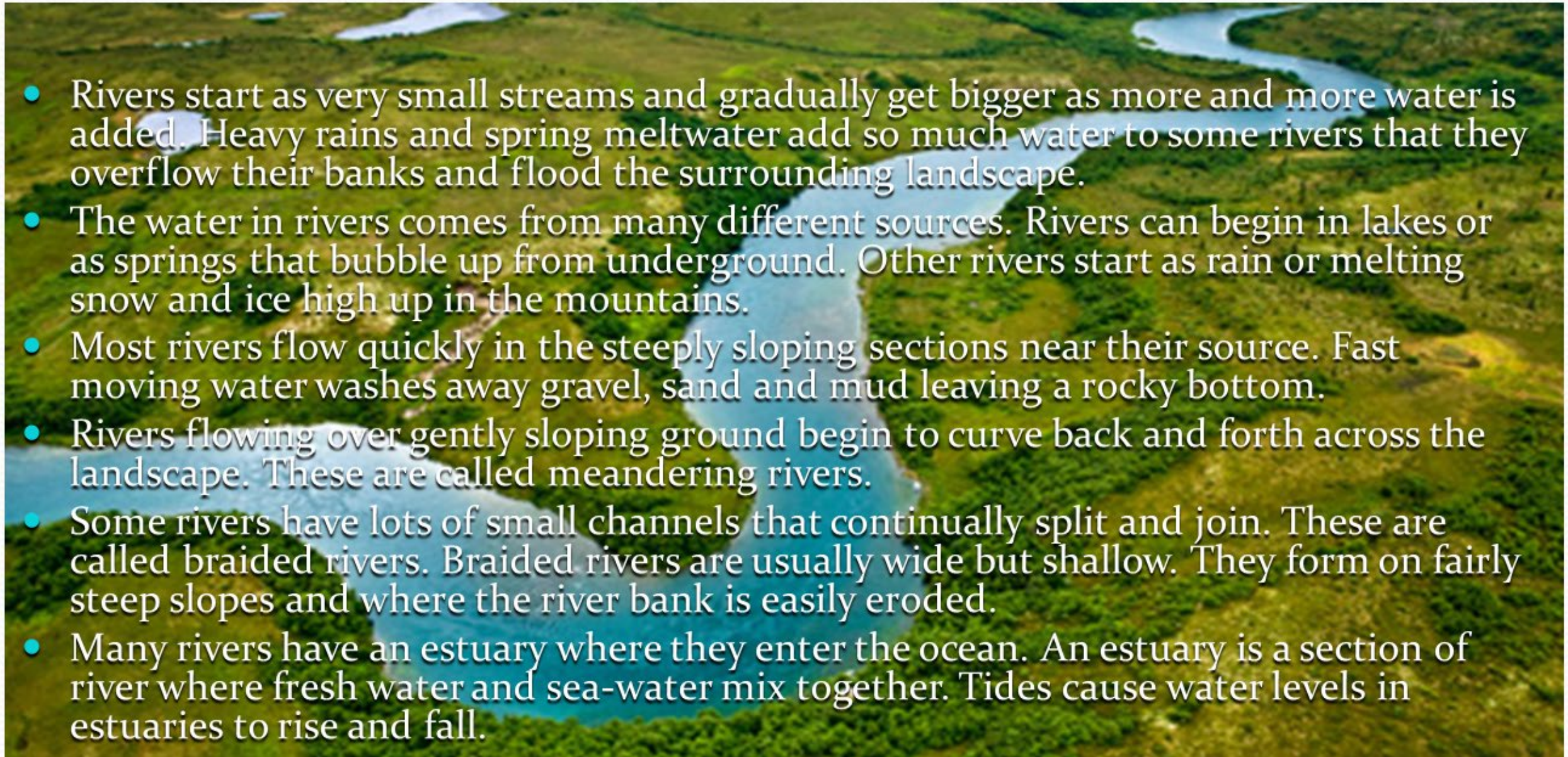
6. Ditch the junk (text, bullets, content etc.)

JUNK CREATES
ITS OWN
GRAVITY

IT Modernization Roadmap



How Rivers Are Formed



- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
- The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
- Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
- Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
- Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
- Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in estuaries to rise and fall.

Dull ¼

6. Pictures rule!

© Adam Oswell

NARRATION WITH PICTURES
IS BETTER THAN NARRATION
ALONE

The picture superiority effect

10%

Recall after 3 days Words only

65%

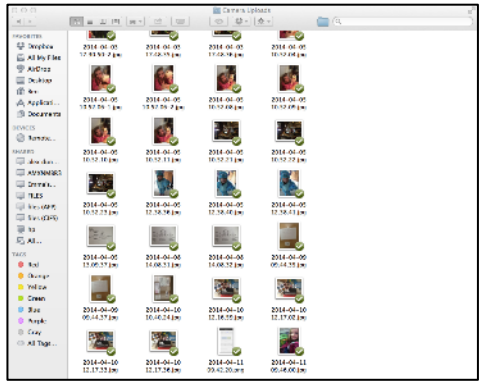
Recall after 3 days Words + Pictures

iStockphoto

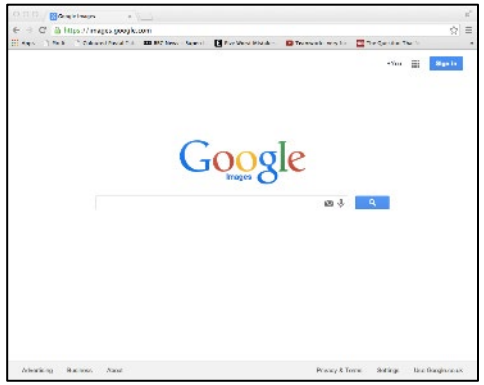
Insert text
here...

Skinny bar

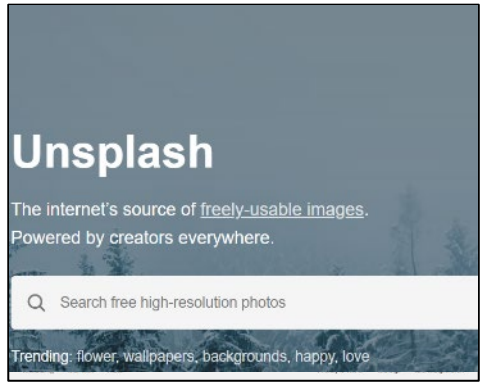
Shadow
Bar



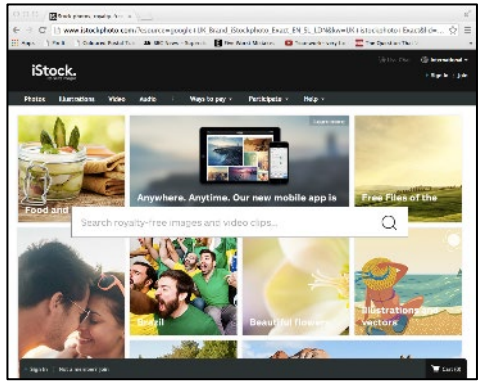
Your own photos



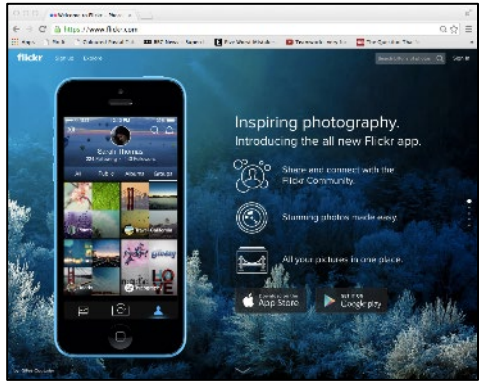
Google images



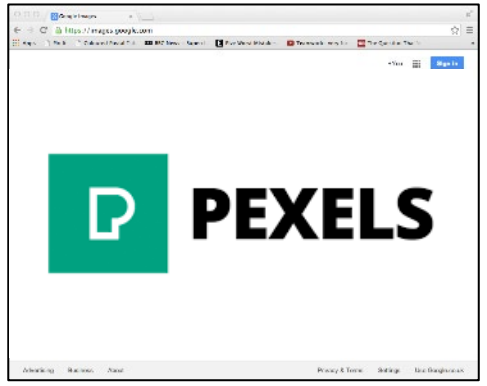
UnSplash



iStock

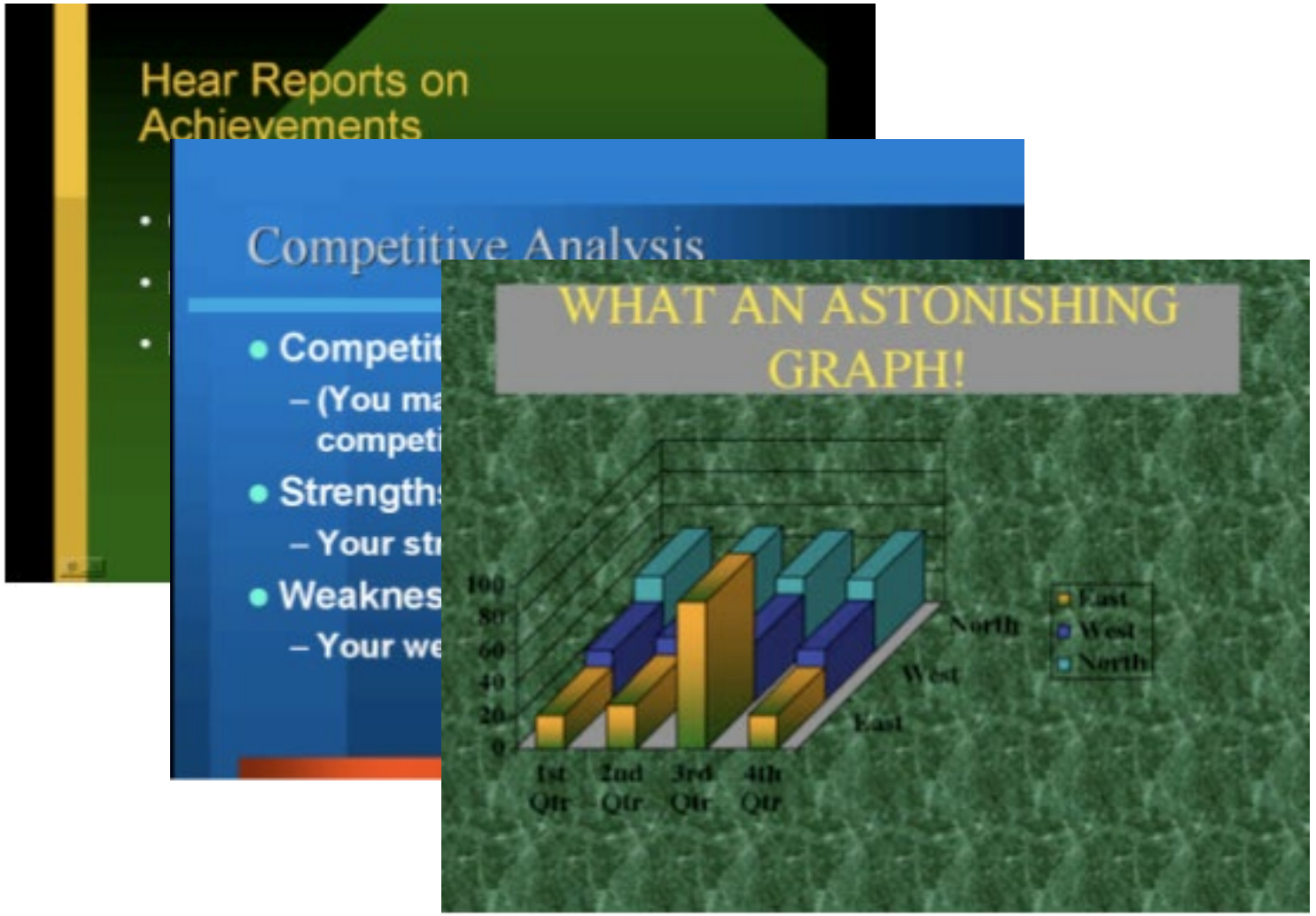


Flickr

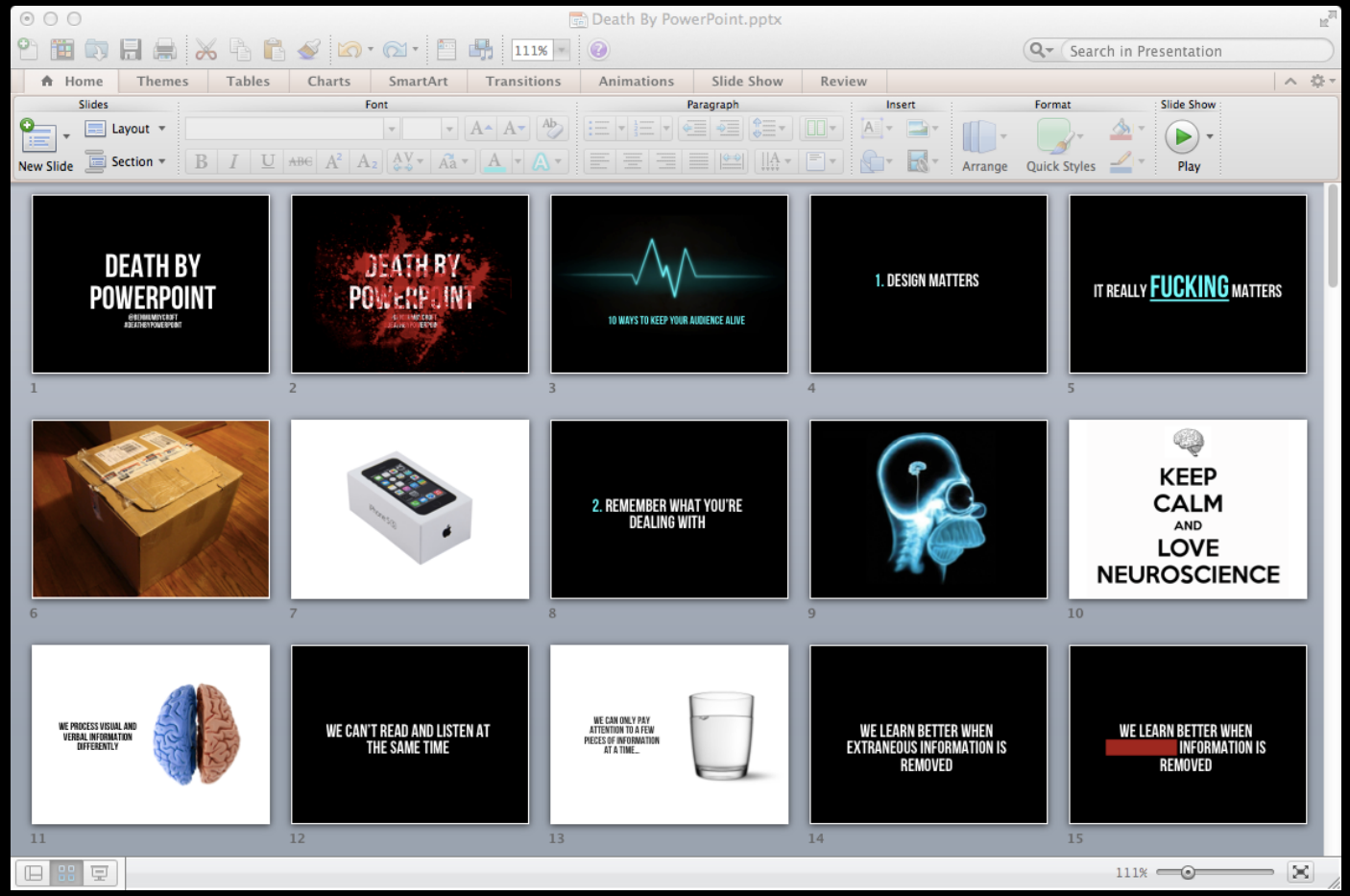


Pexels

7. Have a visual theme


Hear Reports on
Achievements
Competitive Analysis
WHAT AN ASTONISHING
GRAPH!
100
80
60
40
20
0
1st
Qtr
2nd
Qtr
3rd
Qtr
4th
Qtr
East
West
North
East
West
North

Competitive Analysis
WHAT
North
West
East
1st Qtr
2nd Qtr
3rd Qtr
4th Qtr

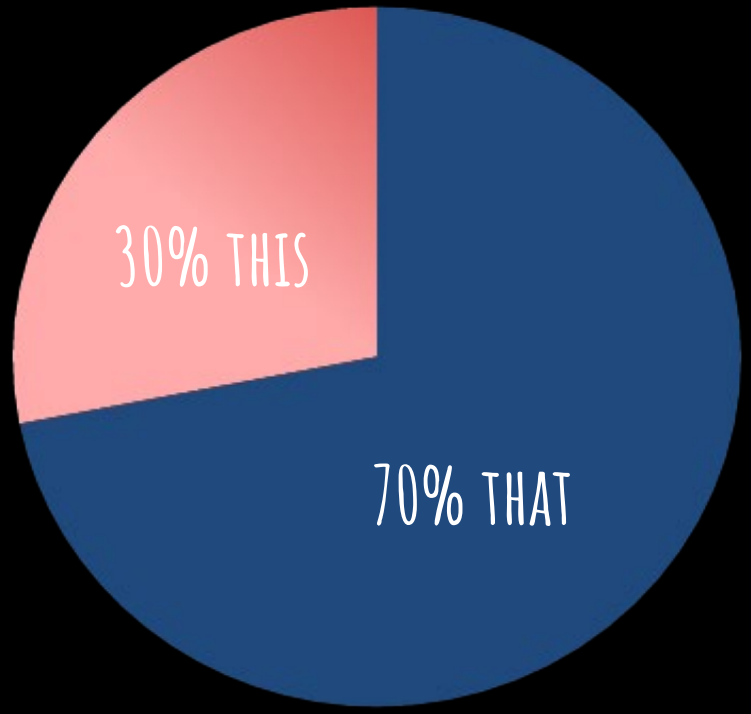


Theme = Repeated Fonts + repeated Colours

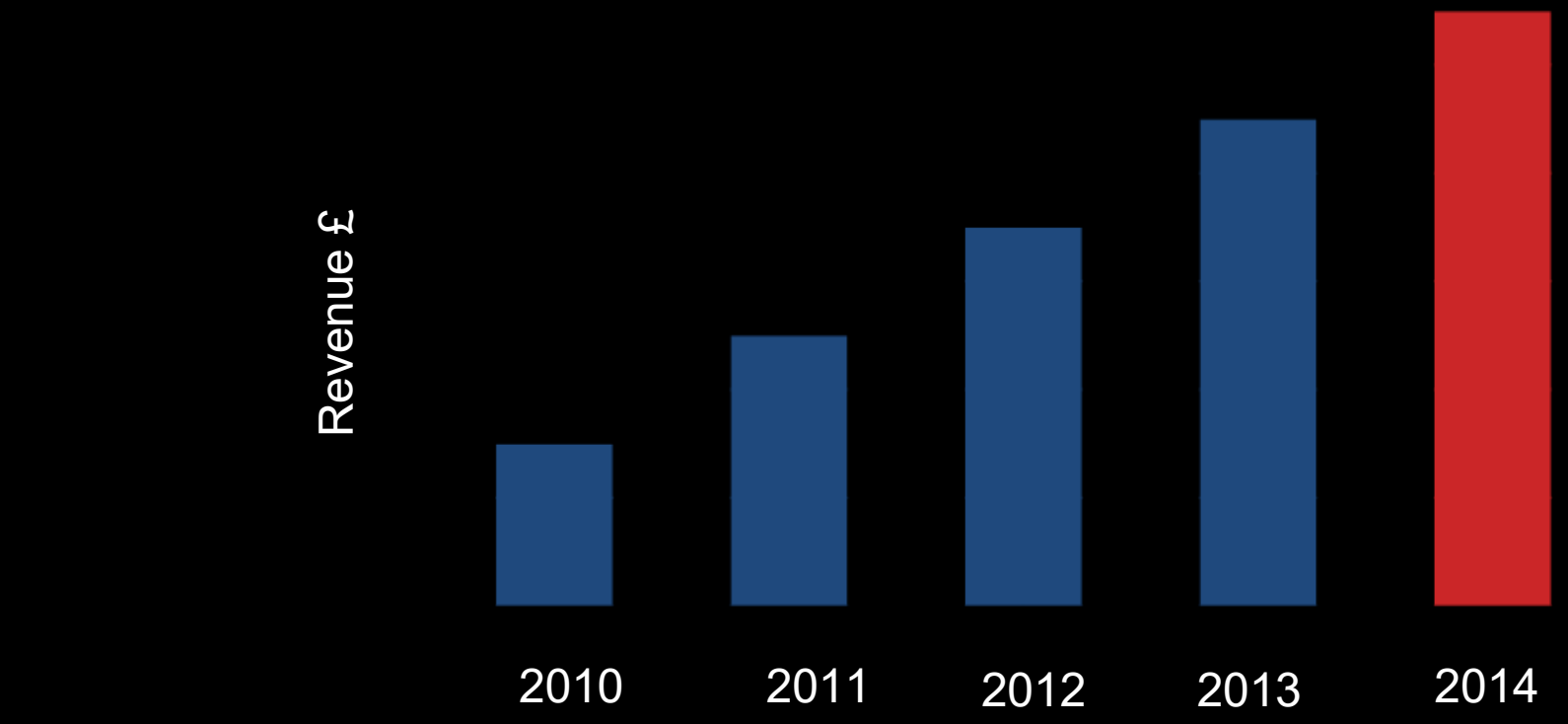
8. Use appropriate charts

(if you need to)

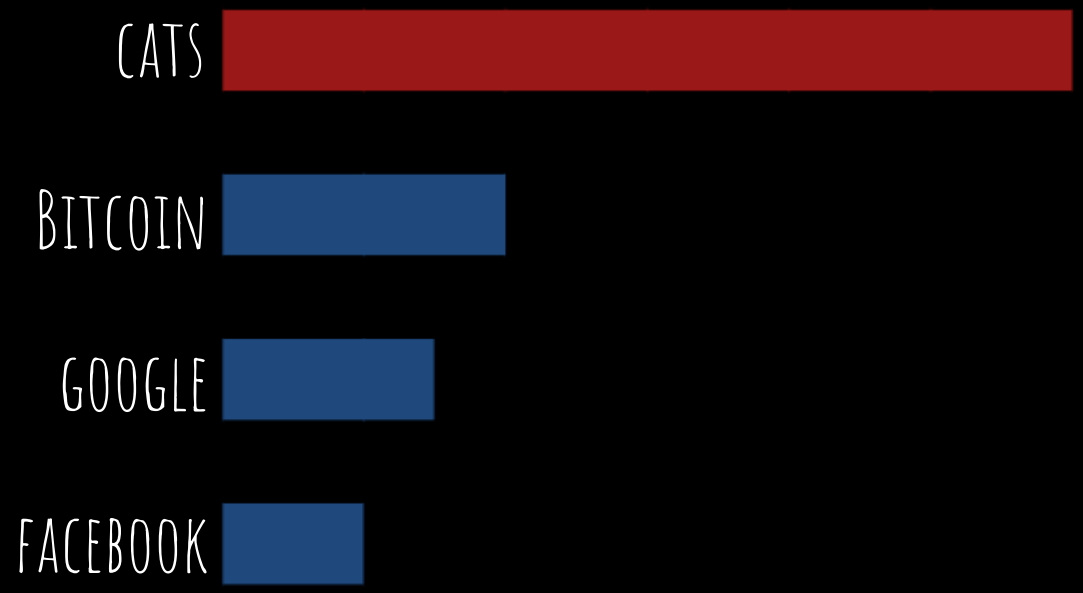
Pie charts = percentages



Vertical bar charts = change over time



Horizontal bar charts = comparisons



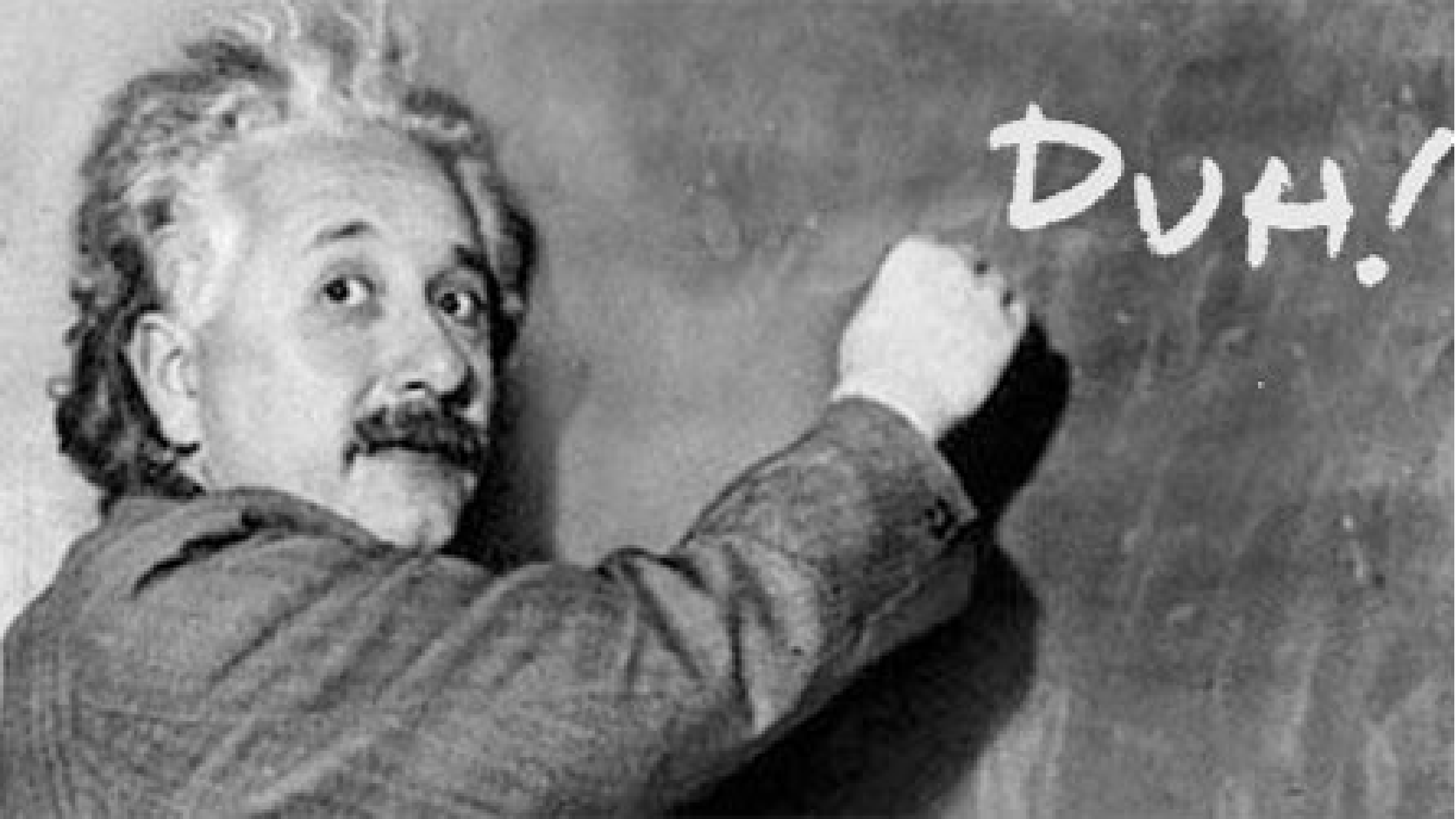
Make your own art!

"Entrepreneurship is ALL ABOUT DOING not learning to do."

Guy Kawasaki

Have someone/
something create
your own art!

9. Finally, don't forget the content


Duh!

Quick questions

1. What format are you thinking?
2. How will you stand out?
3. Any concerns you might have

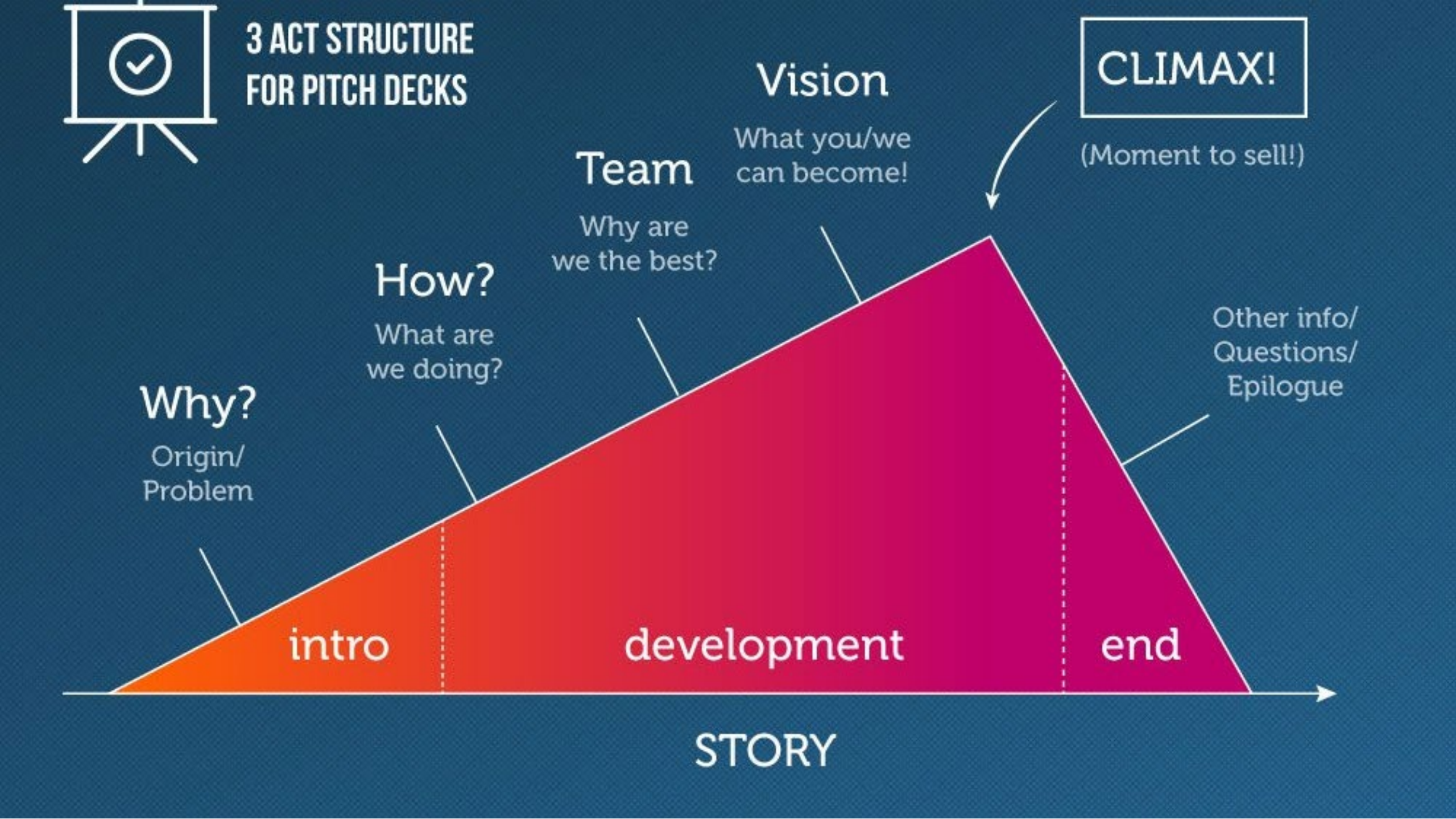
Activity – 10mins

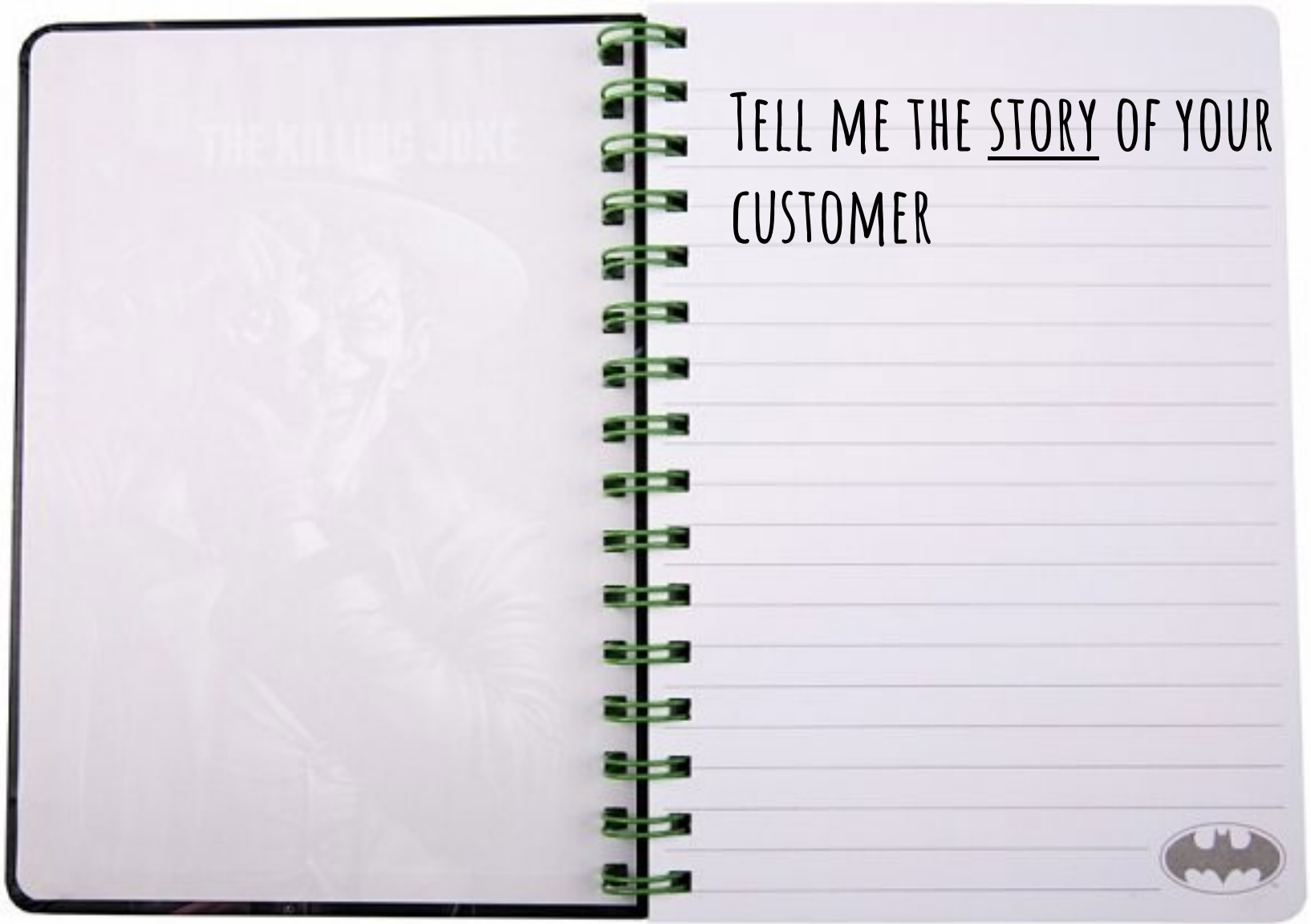
1. Using the, problem, solution delivery, ‘secret sauce’ structure create your 30 second pitch.
2. Working in pairs have a go at pitching your startup
3. Report back

Special Delivery

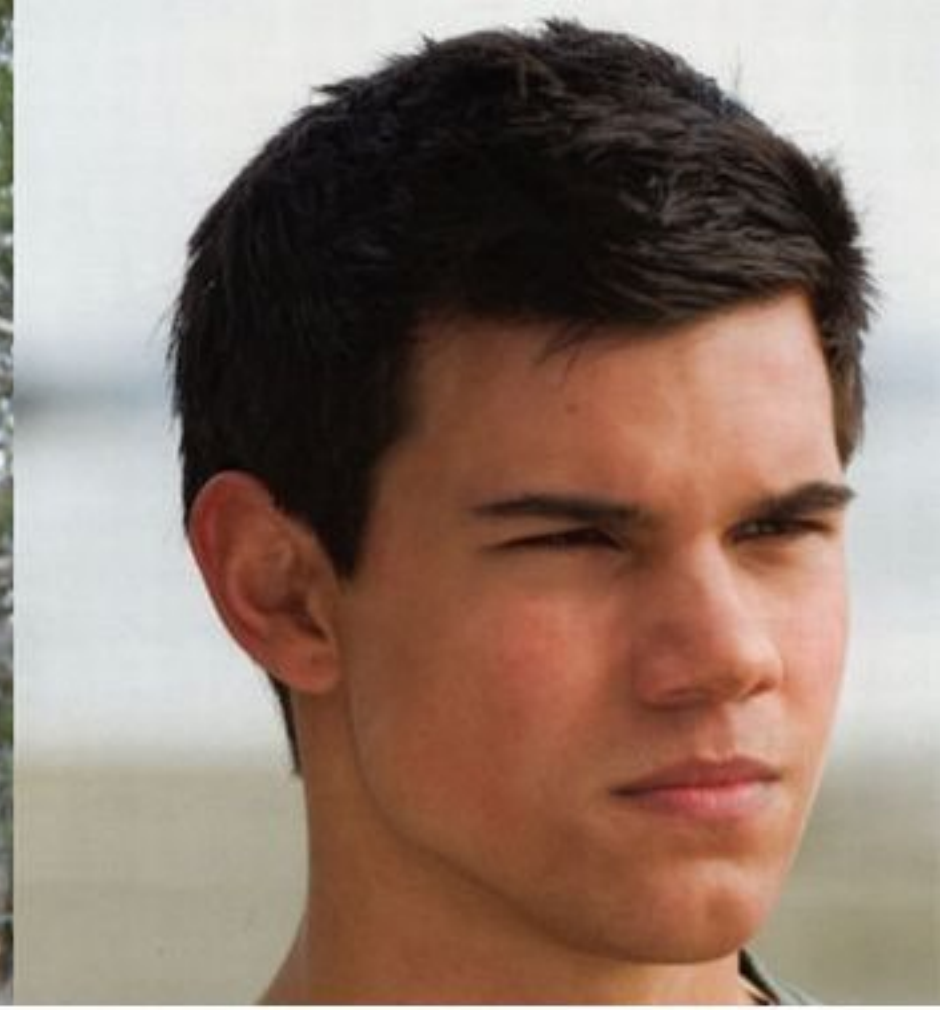
What's your story?

BOTH PILLS UNFORTUNATELY
STILL LEAD TO
THE MATRIX RELOADED

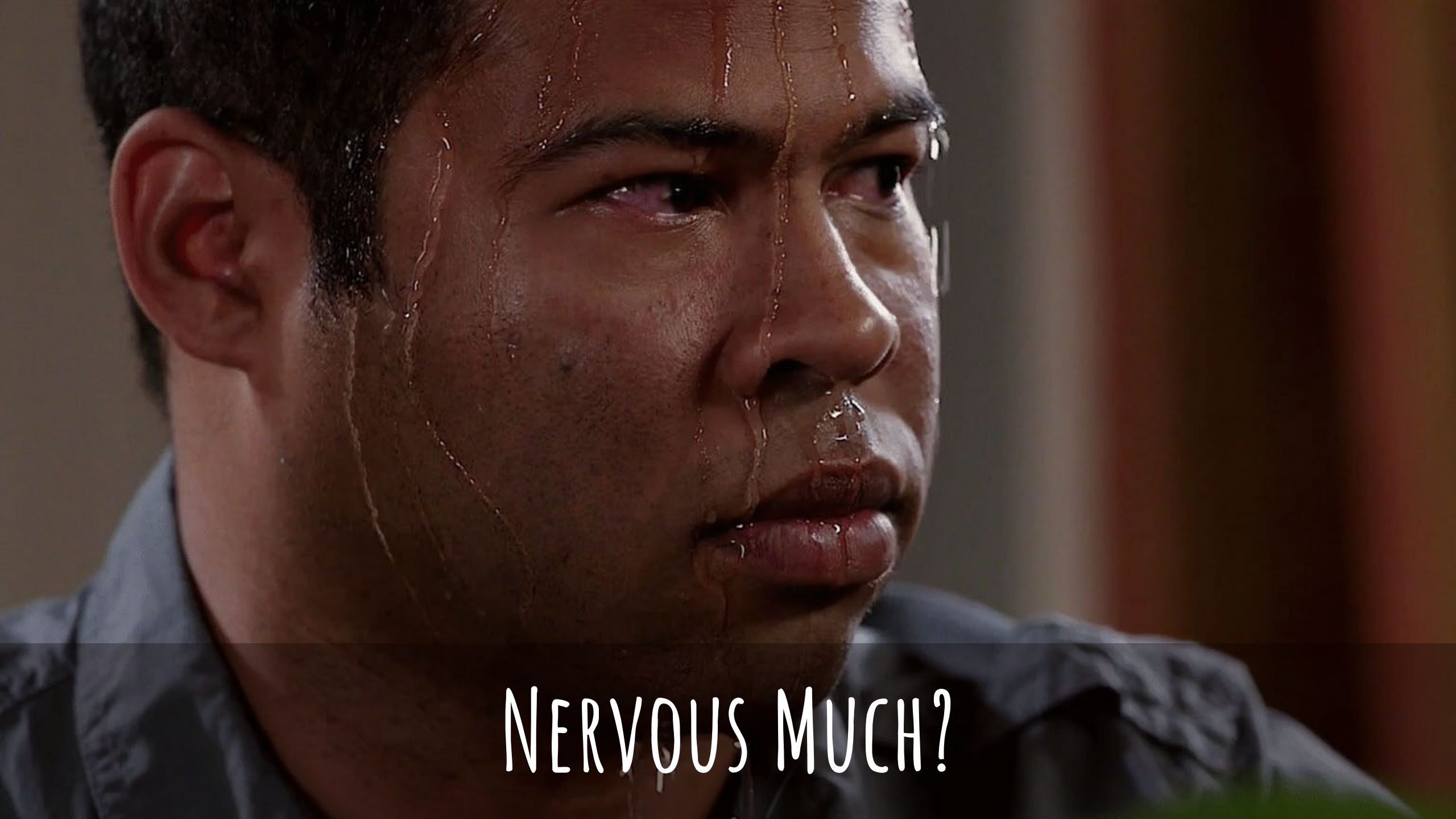

3 ACT STRUCTURE
FOR PITCH DECKS
Vision
What you/we
can become!
CLIMAX!
(Moment to sell!)
Team
Why are
we the best?
How?
What are
we doing?
Other info/
Questions/
Epilogue
Why?
Origin/
Problem
intro
development
end
STORY

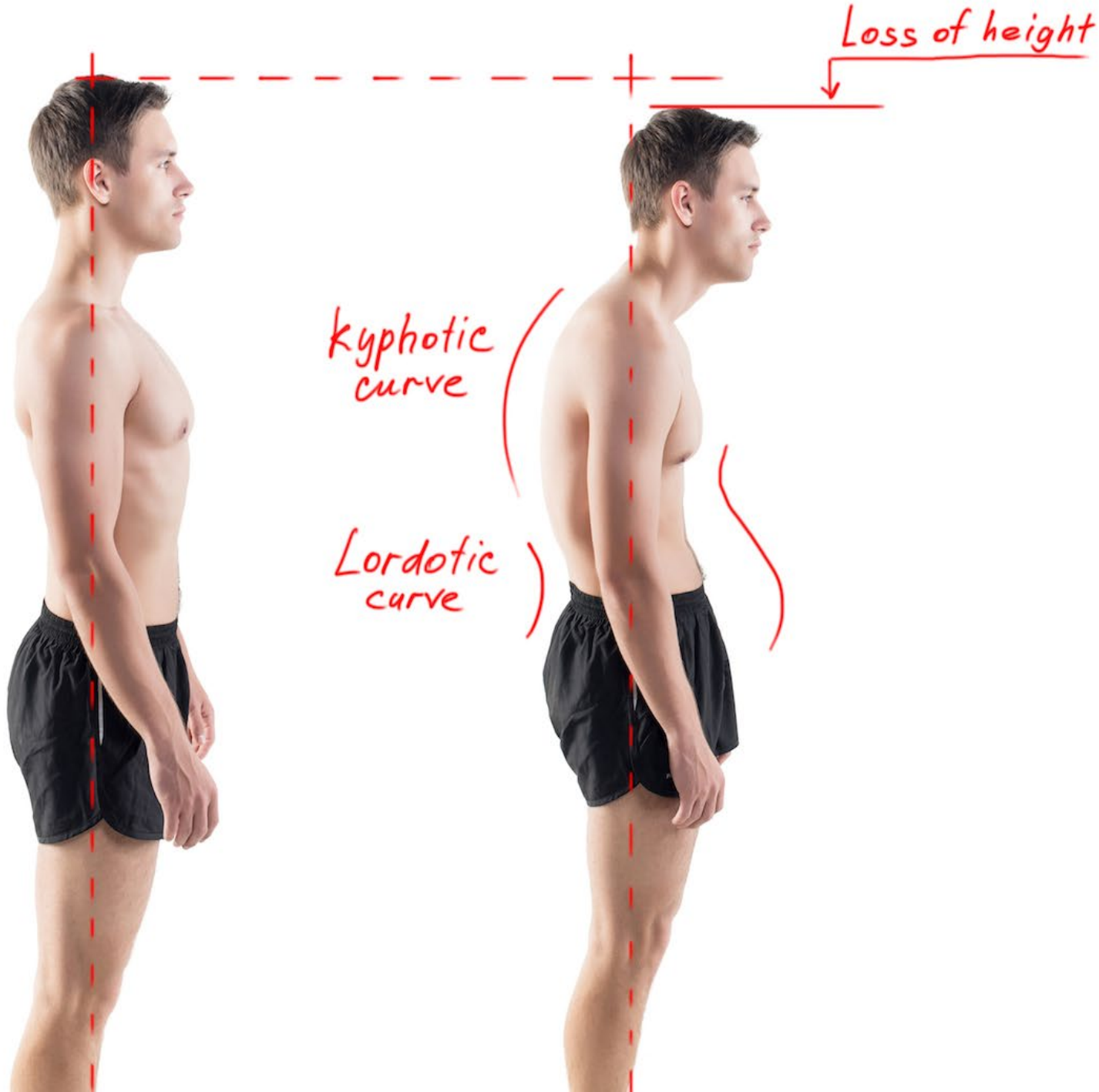

Tell me the story of your customer

Acting out



Gillette
Fusion
POWER


Nervous Much?

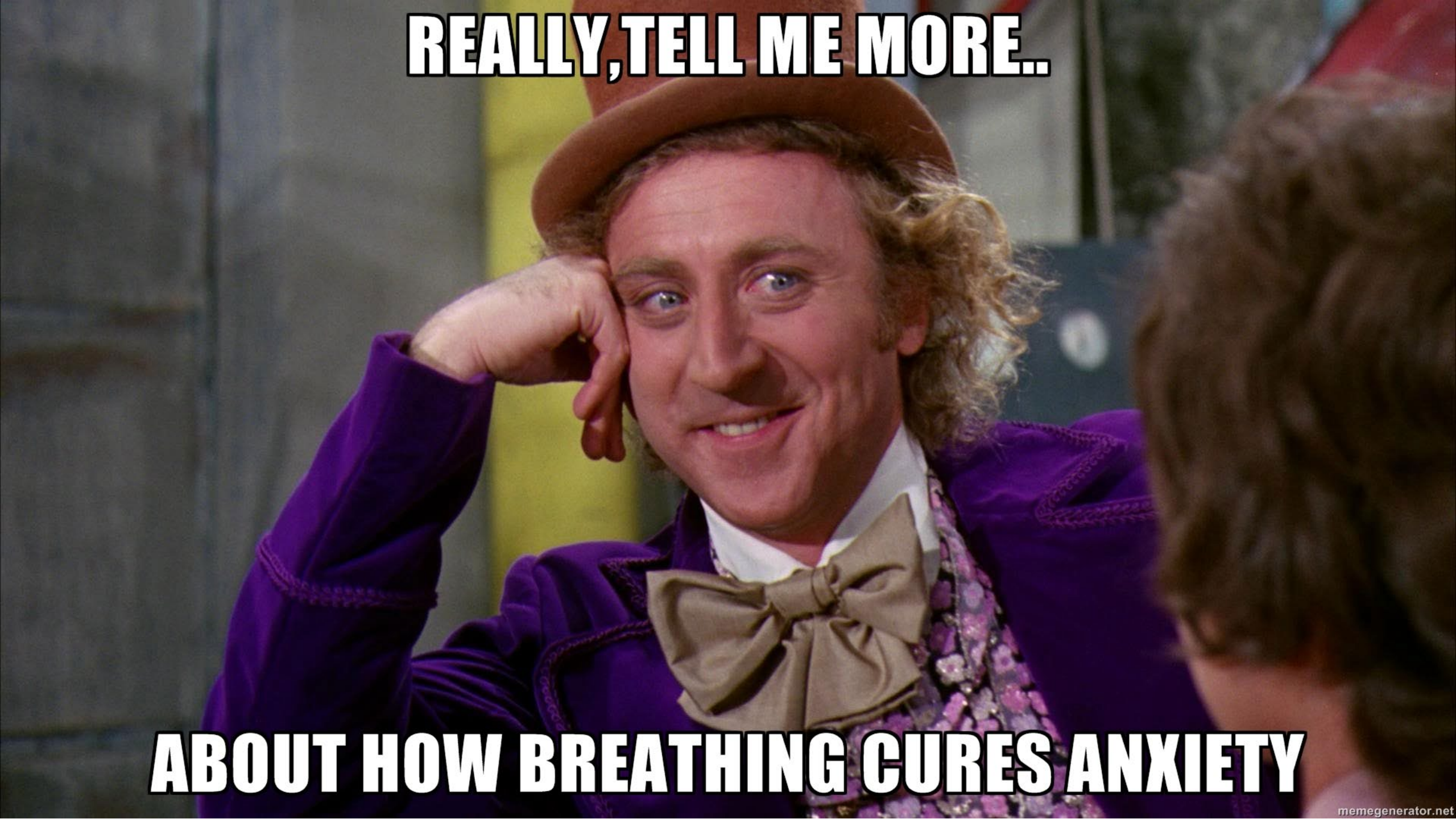

Loss of height
kyphotic curve
Lordotic curve

WHAT TO DO WITH HANDS

MAKING A POINT

OPEN BODY LANGUAGE

FRANKIE
SAYS
RELAX


REALLY,TELL ME MORE..
ABOUT HOW BREATHING CURES ANXIETY
memegenerator.net

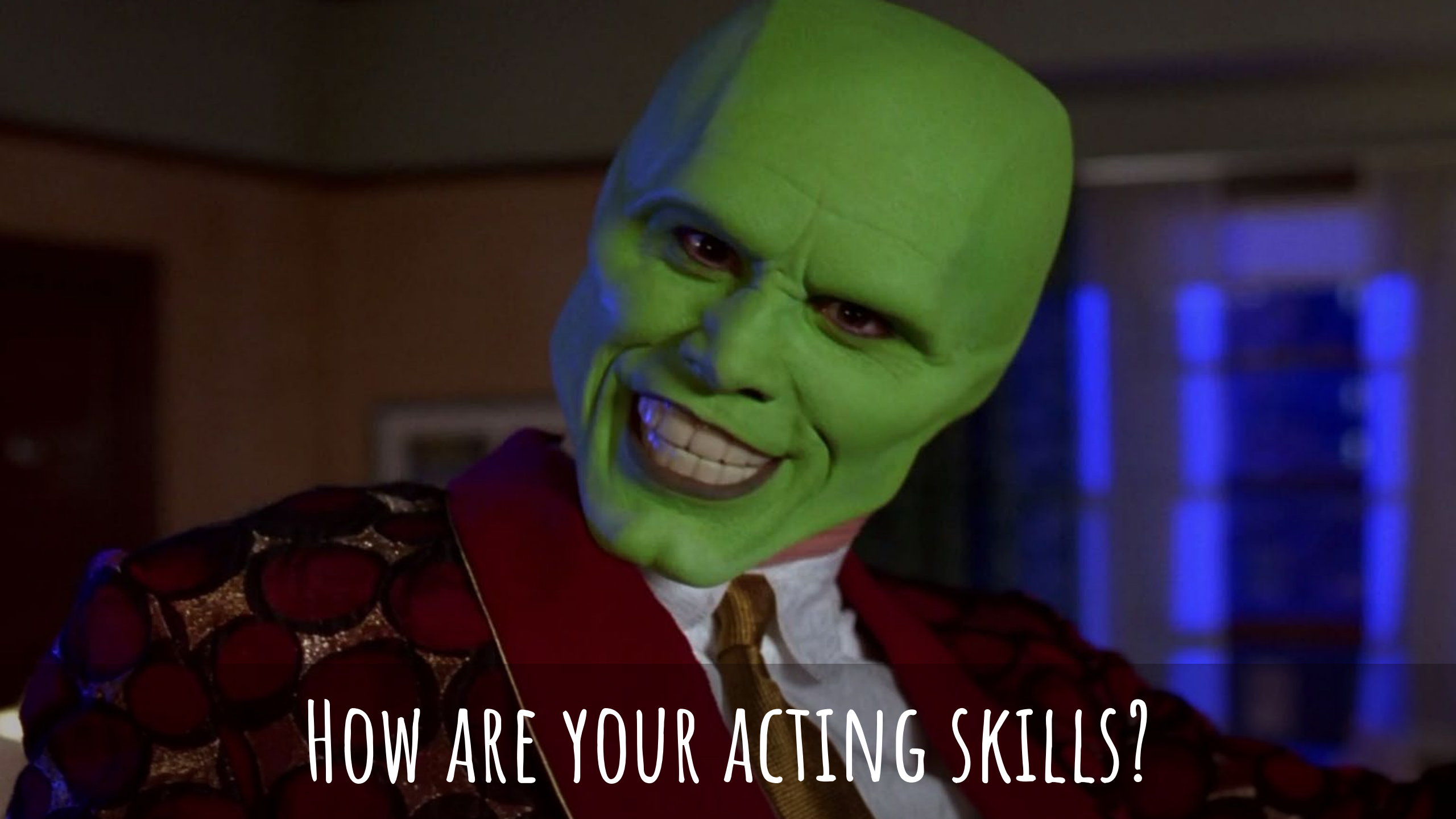
Breathing from
the stomach

Shake it off!

This will help slow you down

Warm up the laughing gear

Still Sweating?


How are your acting skills?

Stage Management

Nurturing Female

Lesson 1: Oceans Unit

02:02:15

Request control

Leave

Adele Vance

+6

All teams

Physical Science

General

1 - Oceans Unit

2 - Astronomy Unit

3 - Physics Unit

Group A

Group B

Hidden teams

Join or create a team

1 - Oceans Unit

Posts Files Notes Videos Power BI

Meet

Filters

Impact of surface gravity waves on air-sea fluxes

Pacific Ocean
Atlantic Ocean
Indian Ocean
Arctic Ocean

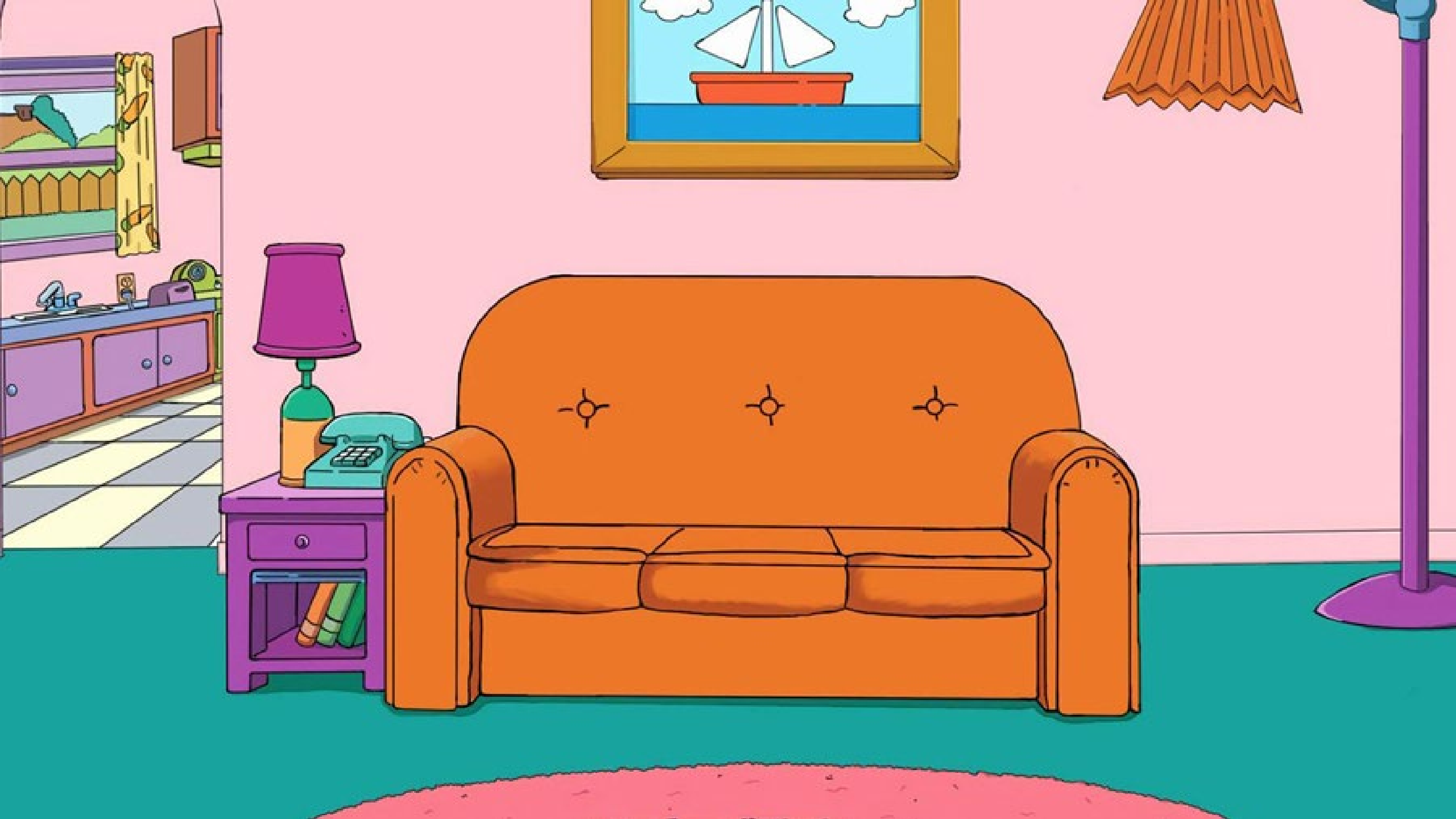
Average Wave Height

1/1/2021 1/8/2021 1/15/2021

Go back

Wave Data

Adele Vance



FUNNY, YEAH..NAH

Live demos

- Pre-record a demo - video, screen capture, animation, simulation
- Reduce the demo to it's basic parts
- Ensure it will work offline!
- Make sure it's worth the effort

Game of Thrones:Script

Character:Hodor

Season 1

Episode 1: Hodor, hodor!
Episode 4: Hodor, hodor, hodor....
Episode 6: Hodor.
Episode 8: Hodor, hodor.
Episode 10: Hodor! Hodor! Hodor!

Season 2

Episode 1: Hodor....
Episode 3: Hodor, hodor...
Episode 5: Hodor...hodor...
Episode 7: Hodor!
Episode 8: Hodor;
Episode 10: Hodor. Hodor. Hodor.

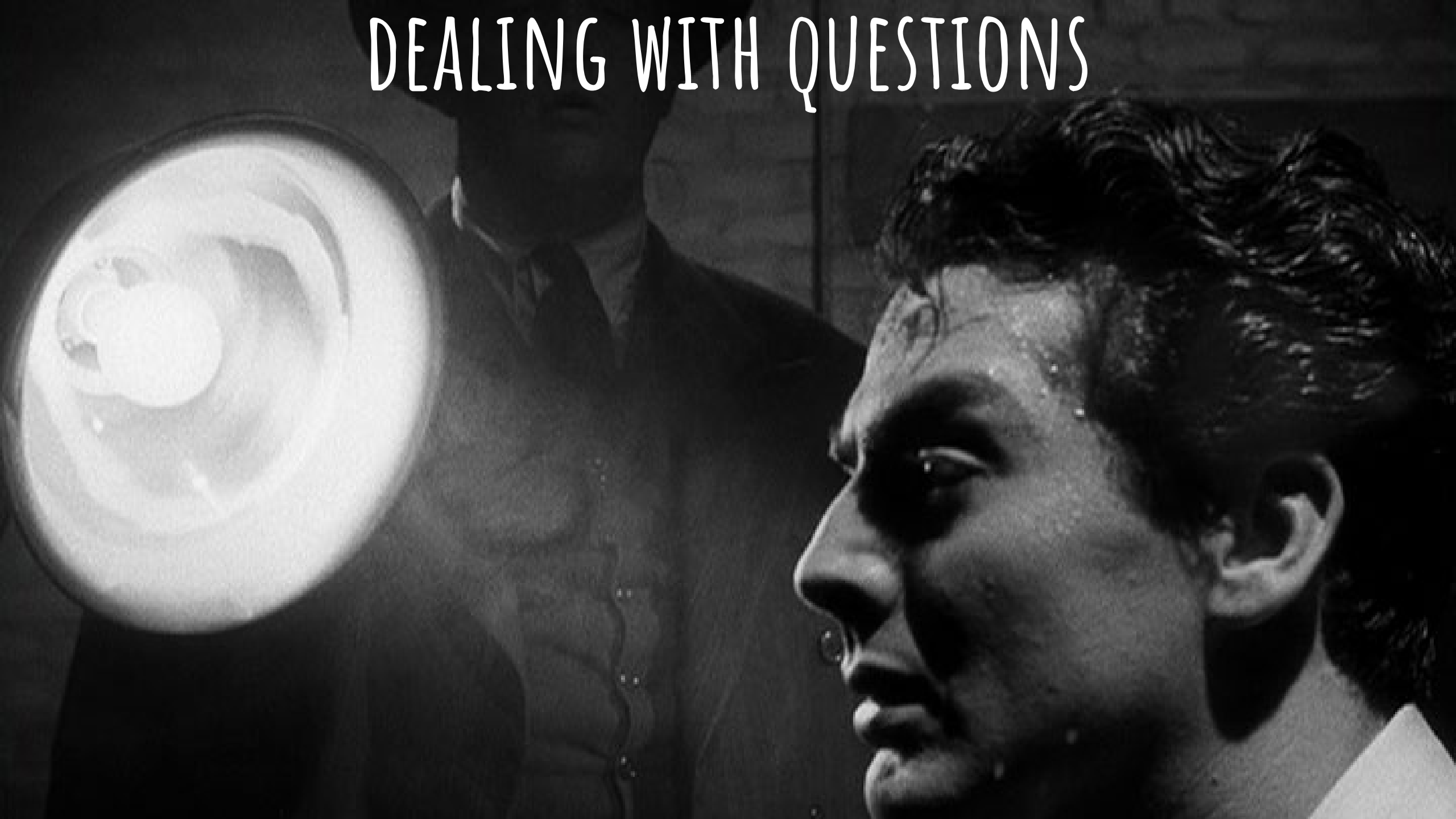
Season 3

Episode 2: Hodor. Hodor! Hodor!
Episode 6: Hodor.....hodor...!!
Episode 7: Hodor.....?

MERMANENT

. . . Style it out

DEALING WITH QUESTIONS



Ninja Slides

Ninja NOTES!

Practice

START UP
LONDON

Office | PowerPoint Online

PowerPoint

File Home Insert

Play from Beginning

1 Event Planning Proposal

2 We Create Extra Ordinary Experiences.

3

4

5

6

Your Rehearsal Report

Rehearse Again

total time spent | slides rehearsed

Fillers

Fantastic! You didn't say too many filler words in your speech!

Learn more

Sensitive Phrases

No sensitive phrases found. Great job using inclusive speech.

Learn more

Repetitive Language NEW

Try using synonyms to avoid repetition. Below are the repeated words from your rehearsal:

awesome | beautiful | I think

Similar words to consider
wonderful, amazing, fantastic

Learn more

Your pace is just right. Keep it up!

Your average pace over time

Learn more

Pronunciation BETA

* Based on General American English.

We heard a few words from your speech that may need more practice.

extraordinary | rhetoric | expertise

extraordinary
ex-traor-di-nar-y

Practice

Learn more

How was your experience?

Pitch

Good pitch variation increases liveliness in your speech and keeps the audience engaged.

Learn more

Body Language

Suggestions for a more engaging presentation:

Eye contact
Keep your gaze forward

Facing away | Good

Distance
Keep a consistent distance from your camera

Clear view
Keep the view of your face clear

Learn more

Slide 1 of 12 English (U.S.) Inner Ring (Fastfood) : FF1 Help improve Office Notes 100%

Optional Activity – 10mins

1. Have a go at your pitch – could be elevator version or with slides
2. Use some of the tips today
3. We will give collective feedback

That's all Folks!