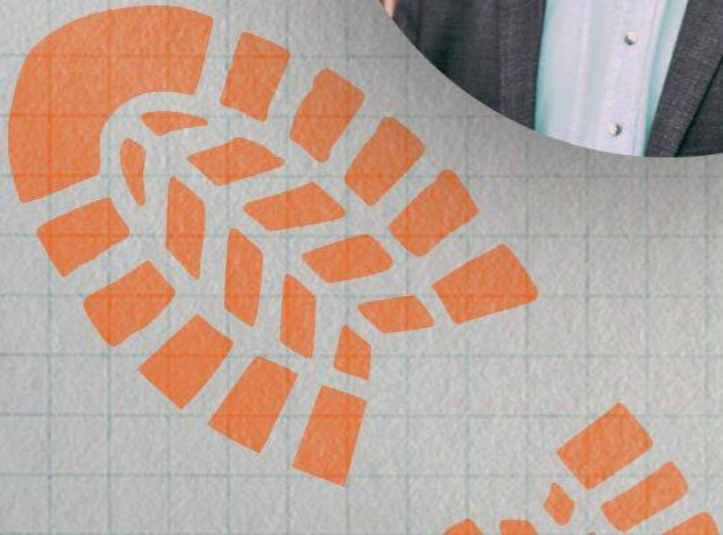


HOW TO DELIVER A PITCH



BRIAN ANDREWS
Chief Technology Officer
SOFWERX



THE PERFECT PITCH

Brian Andrews

CTO SOFWERX

IT'S ALL ABOUT THE STORY

#1 Best Seller

“Stories are the single most powerful weapon in a leader’s arsenal.” – Howard Gardner

What People Remember

Elevator Pitch - Exercise

WHAT PROBLEM ARE YOU SOLVING

- Focus on the problem not the solution - Flashlight
- 5 Whys?
- How do you eat an elephant?
- If the problem is large or complex break it down into pieces
- Get help from SOCOM insiders to define the problem

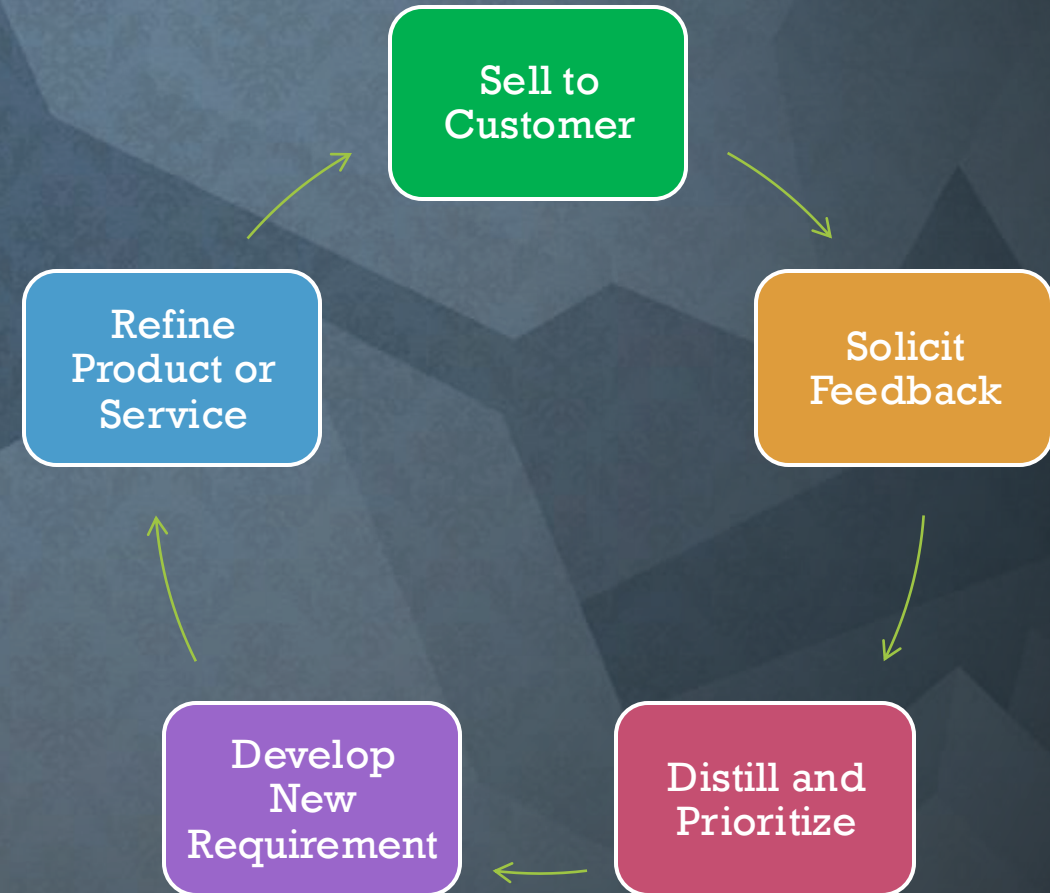


WHAT IS YOUR SOLUTION

- How does your solution solve the problem?
- Validate your solution with the problem holders
- Use forums like Tech Tuesday or CEs to get input on your solution
- Be open to refine or pivot

WHO IS YOUR CUSTOMER?

- Define your anticipated customer?
- Be open to other customers that don't fit your profile
- Customer satisfaction is an iterative process



MARKET SIZE

- How large is your market? TAM, SAM, & SOM
- How did you calculate these?
 - The entire world is not your market as a startup
- Drill down to your specific customer
- Don't "boil the ocean"
- Do one thing very well, then expand your market
- Have a consumer market as well as a DoD market

REVENUE STREAMS

Are you generating revenue?

How will you generate revenue?

How much?

From what sources?

How soon do you need to generate it?

YOUR TEAM

Who is on your “team”?

Relative experience of your team

How did your team come together?

What is missing from your team?

WHO IS YOUR COMPETITION

- You always have competition even if your solution is unique
- Your competition doesn't always have to be adversarial
- View your competition as a collaborator or partner
- Competition keeps you hungry, when you are hungry you are innovative
- No competition makes you lazy!

VALUE PROPOSITION

- Why should I buy your product/service?
- What makes you SPECIAL?
- Short, clear and concise statement – no long explanation
- Have a “differentiator” between you and your competition
- Define the use case for your product/service

SELL, SELL, SELL

- How will you achieve SALES? SBIR, OTA, FAR Contract
- Channels
 - RETAIL
 - WHOLESALE
 - DIRECT TO CONSUMER
 - B2B
 - CROWDFUNDING

3 QUESTIONS VCs ARE ASKING

1. Does a real problem exist in the market?
2. Is there a significant demand for the solution?
3. Can you provide the solution at scale with profit?
4. Do you have any traction?

THE ASK

- Most Important Slide to YOU!
- Make sure you know your audience and what to ask for
- Be able to explain how your “ASK” helps your company
- Provide cost and lead time if possible