

# THE PERFECT PITCH

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# 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?
- 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?

# 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