



Presentation Hacks

Naval Ravikant
Venture Hacks

The Presentation Doesn't Matter

Traction

You

Social Proof

Product

Market

High Concept Pitch

Elevator Pitch

Preparation

- Know your subject cold
 - Whiteboard test
- Public speaking is confidence (Dale Carnegie)
- Micro, not macro
- No filler words (just pause)
- When in doubt, code

In the pitch

- Introduce yourself
- Keep a quick pace — you have 10 minutes
- Tell a story
- Confess ignorance
- Think out loud, build trust

Seduction

- Reciprocity
- Commitment and Consistency
- Social Proof
- Authority
- Liking
- Scarcity

The High Concept Pitch

*“Summarize the company’s business on the back of a
business card”*

– Sequoia Capital

- “It’s Jaws in space!” (Alien)
- “A serial killer who bases murders on the seven deadly sins!” (Se7en)
- “A bus with a bomb!” (Guess.)
- “Snakes on a plane!”

- “Friendster for dogs.” (Dogster)
- “Flickr for video.” (YouTube)
- “We network networks.” (Cisco)
- “The Firefox of media players.” (Songbird)
- “The entrepreneurs behind the entrepreneurs.” (Sequoia Capital)
- “Create your own social network.” (Ning)
- “Venture Hacks.” (Guess who.)

The Elevator Pitch

“The elevator pitch forms everyone’s first impression of your venture. It needn’t be a single sentence, but the delivery ought to be measured in seconds, not minutes — like any good TV or radio commercial.”

– David Cowan, Bessemer

- High Concept Pitch
- Traction
- Product (show)
- Team
- Social Proof
- (Be concrete)

Subject: Introducing Ning to Blue
Shirt Capital **[A useful subject
line!]**

Hi [Middleman],

Thanks for offering to introduce us
to Blue Shirt Capital. **[Reiterating
the social proof of the introducer.]**
I've attached a short presentation
about our company, Ning. **[I attached
a deck.]**

Briefly, Ning lets you create your
own social network for anything. For
free. In 2 minutes. **[What's the high
concept pitch? What does the product
help the customer do? Who is the
customer?]** It's as easy as starting a
blog. **[What's the metaphor?]** Try it
at: <http://ning.com> **[Link to the
product, screencast, or screenshots.]**

We built Ning to unlock the great
ideas from people all over the world
who want to use this amazing medium
in their lives. **[What's the big
problem or opportunity?]**

We have over 115,000 user-created
networks, and our page views are
growing 10% per week. **[Traction.]** We
previously raised \$44M from Legg
Mason and others, including myself.
[More traction and social proof.]

Before Ning, I started Netscape
(acquired by AOL for \$4.2B) and
Opsware (acquired by HP for \$1.6B).
[Team's past successes.]

Blue Shirt's investments in companies
like Extensive Enterprises tell me
that they could be a great partner
for Ning. **[Why are you interested in
this investor?]** We're starting
meetings with investors next week,
and I would love to show Blue Shirt
what we're building at Ning. **[Call to
action and subtle scarcity.]**

Best,
Marc Andreessen xyz@ning.com
415.555.1212 **[Contact information –
how thoughtful.]**

“Obey the 10/20/30 Rule of PowerPoint. It's quite simple: a PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”

– Guy Kawasaki

1. Cover
2. Summary (done)
3. Team (brag)
4. Problem (quick)
5. Solution (show)
6. Technology (hard)
7. (Quant) Marketing
8. Sales (not BD)
9. Competition (honest)
10. Milestones (not projections)
11. Conclusion
12. Financing

The Masters

- Charlie Munger on Coca-Cola
 - <http://stableboyselections.com/2008/03/25/charlie-munger-turning-2-million-into-2-trillion/>
- Lawrence Lessig - Free Culture
 - <http://randomfoo.net/oscon/2002/lessig/>

Next Steps

- Pitching Hacks
- StartupList
- <http://venturehacks.com/startuplist>
- AngelList
- <http://venturehacks.com/angellist>