

# IB2 program Lesson 1: Perfect Your Pitch for the SV Funding Summit



SV Funding Summit date:

**Monday Jan, 6 9:00 am-5:00 pm**

**With lunch and cocktail reception to meet the investors. An app is also provided.**

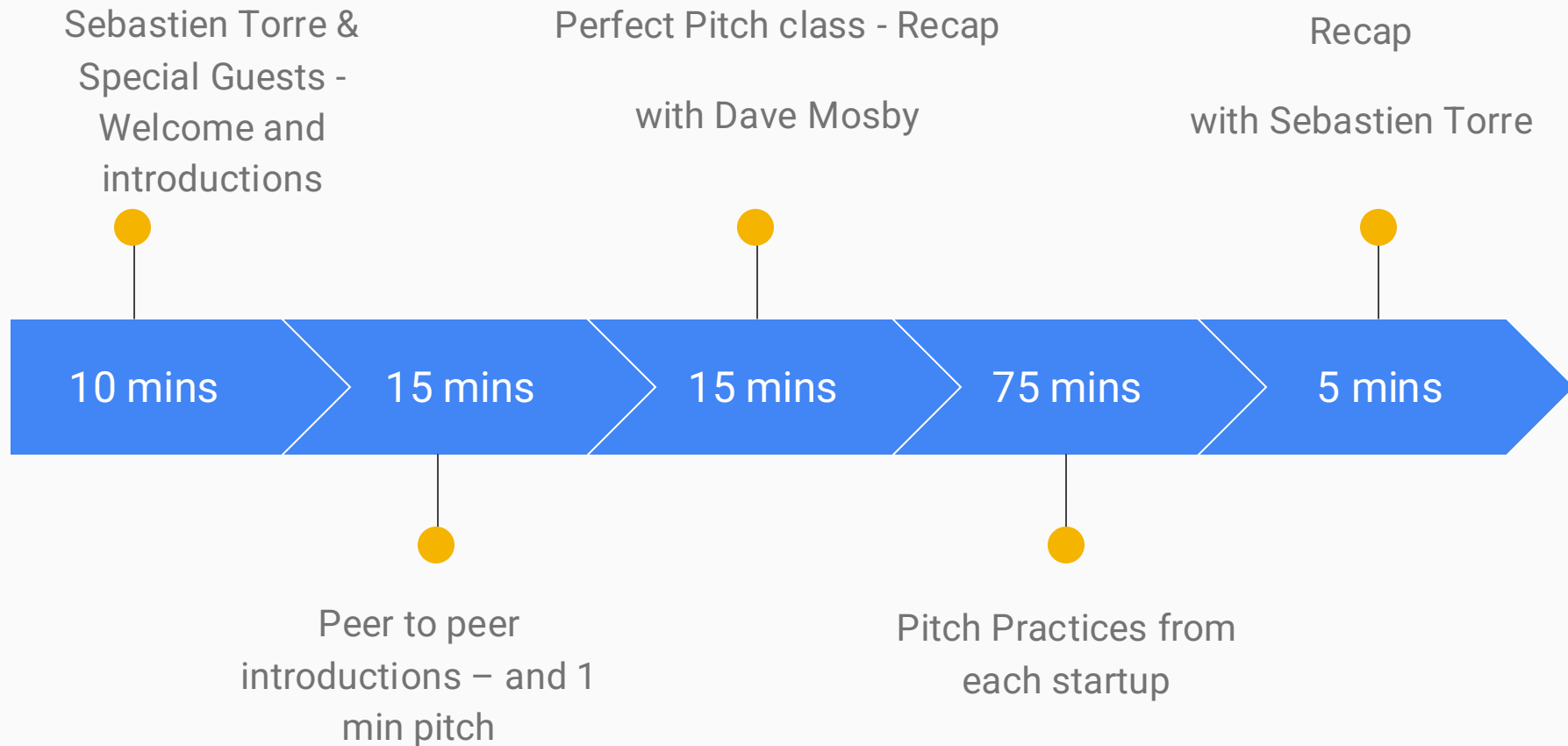
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# Group sessions and One-on- ones



- Introductory Workshop / General Session and Perfect Pitch class: Monday November 25, 9:00-11:00 am
- “Perfect your Pitch” Practices 2 dates: Monday Dec 2, and Monday Dec 16. Possible session on Monday Dec 30. Same time slot.
- Two sessions on International trade and CES (preparation and explanations with experts) on Monday Dec 9 and Dec 23. Same time slot.
- Weekly one-on-one 45 min meetings – TO SCHEDULE NOW.
- Open office on afternoons: available from 2:00 pm to 6:00 pm.

# Monday 12/02 Rundown





Edgar Ceron  
Silicon Valley SBDC, Executive Director

**WELCOME**

# Sebastien Torre

## Background:

- 20+ years of successful experience in the leadership and interim management of international marketing/sales and corporate/business development teams/divisions of various technology firms. Three exits with capitav/EMC/Dell, OpenText and Calero-MDSL.
- Offering global executive search and capital/grant advisory services for local and international tech firms
- Directly participated in the US, EU, and international business development, strategic marketing, venture capital funding, and M&A efforts of 100+ small, medium and large EU and US software, hardware & wireless companies.
- Joined Temple SBDC in March 2020 with the EU funded ENRICH program
- Joined NorCal SBDC in march 2023 and SBDC SV in Oct 2023
- Director of Global innovation and Entrepreneurship at Northeastern University



## LinkedIn:

[linkedin.com/in/sebastientorre](https://www.linkedin.com/in/sebastientorre)

## Ask me about:

- Raising capital & Exit strategies
- International Growth for (deep) Tech Startups
- Finding, Closing and Working with large vendors/manufacturers and International Partners

# Guest Speaker

## Dave Mosby, Perfect Pitch Author

*CEO of four companies:*

- *Started and grew three companies; launched and grew new products/services from mainframe utilities to SaaS productivity tools; restructured and positioned the three businesses for sale.*
- *Took over and grew a public company market cap by 25x in 2 ½ years,*

*Co-author of highly acclaimed book The Paradox of Excellence, How great performance can kill your business.*

*Keynote speaker at leadership programs for companies including Sallie Mae, Bunge North America, Qualcomm, and more.*

*Dave has been leading the global growth of Keiretsu Forum Academy.*

**Dave Mosby teaches "Perfect Pitch - How to resonate with investors"** – see YouTube Video: [Dave Mosby bio perfect pitch](#)



**Linkedin:**

[linkedin.com/in/davemosby](https://www.linkedin.com/in/davemosby)

# Mentors - A few of our Special Guests



- Porter Wong, Network VC, Partner
- Aaron Rose, GT Ventures, Principal
- Niraj Saran, Maya Ventures, Partner
- Han Ko, USAKO Group, CEO
- Philippe Cases, Topio Networks, CEO
- Amir Banifatemi, K5 Ventures, Partner
- And other guests.

# Our Entrepreneurs



## Program Beneficiaries:

1. Geraldine Woloch-Addamine, Good4Work
2. Gokhan Egri & Hugo Lamy, Brainbase
3. Bilel Cherif, Mabeo
4. Vigile Hoareau & Jimmy Thomas, Crowdaa
5. Michael Lyon, Gunsens
6. Mustafa Ergen, Ambeent
7. Leo Yu, Pixel Canvas
8. Tayo Adesanya, Lola Vision Systems
9. Mohammed Nije, Janta Power



# Your slides in Summary

## 1- Investment Opportunity

### (1) Big Idea, Deal, and Use of Proceeds

- The Big idea
- Deal Summary
- Use of Proceeds

### (2) The Problem and The Solution

- The Problem
- The Solution



# Your Slides in Summary

## 2- Capital Risk Mitigation

### (1) Value Risk

- The Market Opportunity

### (1) People Risk

- The Team

### (1) Practice Risk

- Cash Flow, Forecasts and Metrics



# To Remember

- Slides should show **METRICS** and **SCALABILITY** that support the **Investment Opportunity** and demonstrate **Capital Risk Mitigation**.
- Investors' only question: What is the likelihood that I will get my money back with **a multiple** that meets my expectations. Entrepreneurs need to **listen and clearly respond** to investor's key question.
- **Slide Time Allocation Rule for the Investing Summit:** 10 slides in 4 minutes - not counting intro and last slide.
- Don't forget to insert **page numbers** on slides, and to add **a deal summary on your last Thank you slide**. Also, you may show pitch deck's table of content on each slide (top or left) ref. Tayo's deck.

# Metrics and Scalability

## ***How to Show Metrics and Demonstrate Scalability?***

When engaging with investors, startups need to present clear metrics and demonstrate scalability to secure funding. This process usually involves **stripping away any unnecessary information** to focus on **core metrics that signal the potential for growth and profitability**.

Here are typical **examples of the kinds of metrics and evidence of scalability** that startups might present, alongside examples of startups that have successfully raised money by focusing on these aspects:

- 1. Growth Metrics**
- 2. Engagement Metrics**
- 3. Market Fit and Demand**
- 4. Operational Scalability**
- 5. Technological Scalability**

Focusing on these metrics helps startups **communicate their value proposition and growth potential effectively** to investors. By providing **concrete data** on these fronts, startups can make a compelling case for investment, illustrating not just where they are now but where they could go with the right financial backing.

# Metrics and Scalability

## 1. Growth Metrics

- **User Growth:** Demonstrating a consistent upward trend in user acquisition.
- **Revenue Growth:** Showcasing revenue increases month-over-month or quarter-over-quarter.
- **Example:** **Snapchat** focused on **rapid user growth** and engagement metrics to attract early investment, emphasizing the app's potential to scale quickly.

## 2. Engagement Metrics

- **Daily/Monthly Active Users (DAU/MAU):** A high ratio indicates strong user engagement.
- **Session Duration:** The average time spent by a user per session.
- **Example:** **Spotify** highlighted its strong **engagement metrics**, such as time spent by users on the app, to demonstrate its value proposition and scalability.

# Metrics and Scalability

## 3. Market Fit and Demand

- **Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV):** Demonstrating that the cost to acquire a customer is significantly lower than the projected revenue that customer will generate.
- **Net Promoter Score (NPS):** Indicates overall customer satisfaction and likelihood of recommending the service to others.
- **Example: Slack** showed exceptional market fit and demand by presenting a rapidly growing user base and a high NPS, suggesting a **strong demand** for their communication platform.

## 4. Operational Scalability

- **Unit Economics:** Demonstrating that the business can be profitable at the unit level.
- **Gross Margin:** Showing that the company has a scalable business model with the potential for high margins.
- **Example: Airbnb** presented compelling unit economics and gross margins that improved with scale, showcasing its potential to **become highly profitable as it grew**.

# Metrics and Scalability

## 5. Technological Scalability

- **Infrastructure:** Demonstrating that the technology stack can handle **growth without significant additional costs**.
- **Innovation Pipeline:** Showing a roadmap for future features and services that can drive growth.
- **Example:** **Cloudflare** demonstrated its technological scalability by showcasing its global network infrastructure and continuous innovation in cybersecurity services.

See also: [https://youtu.be/8rq9UBCjs1c?si=Z1MnvhdUiq\\_fFqr4](https://youtu.be/8rq9UBCjs1c?si=Z1MnvhdUiq_fFqr4)

# Reminder: Work Done?

- Business Model Canvas - <https://www.youtube.com/watch?v=QoAOzMTLP5s>
- Market Research
- Customer Discovery / Survey Feedback
  - i-Corps, Design Thinking and Lean Startup
- Marketing plan
- Vendors/manufacturers Ecosystems
- Exec Summary & Business Plan
- Incorporation
- IPs
- Funding e.g. SBIR



# Q&A and Next Steps

## Q&A:

Ask questions is helping everyone.

There is no “bad question”.

## Next Steps & Reminders:

Email invitations for one-on-one calls

Open Office hours – all afternoons.

Google Drive:

[https://drive.google.com/drive/folders/1DKQSQL1Vm2Gemx7AyXG-Zm1LZi2cUW\\_g?usp=sharing](https://drive.google.com/drive/folders/1DKQSQL1Vm2Gemx7AyXG-Zm1LZi2cUW_g?usp=sharing)

Upload each week new versions of your presentations (always PPT and PDF).

Have slides ready for each session.

# Thank you

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