1. General principles of telling a story, explaining your ideas
2. Structure the preparation & content
3. NABC business pitch step-by-step
1. GENERAL PRINCIPLES OF TELLING A STORY & EXPLAINING YOUR IDEAS

*Be ready to tell your story in a powerful & convincing way!*
IDEAS THAT STICK

Winning at business is as much about being good at what you do, as it is about presenting the brilliance of your work in an intelligent, attractive, and well-packaged way.

*If no one can see your brilliance, how will anyone ever know they need your products and services?*
KEEP IT SIMPLE

Prioritize your ideas and messages. Keep your story simple, logic and consistent;

Find the core of your idea.  
A description of the need you are covering and for whom.

Prepare a short and concise sales speak on your solution & approach.

Explain the relevance of your idea.  
What is innovative or unique about your project?

Not too many details. Give an overview of strategic gains & growth horizons
CONCRETE

Make sure an idea can be grasped and remembered later.

Give specific, familiar examples, analogies and comparisons.

State definite, easily-visualized results or consequences.

Put things into the context of your audience members' lives and experience.
FOCUS ON ESSENTIAL DIFFERENCES...

Bring your differentiation forward

• What makes you better than anyone else?

• Create the next great thing that no one else has thought of

• Be aware of your market and always think about how you can serve its needs in better ways
MAKE YOUR STORY ATTENTION-CATCHING

What is special about it?

Inspire your audience!

Don’t just tell your client that with your plan new followers will come to them like bees to honey. Illustrate it with an image to help the point stick in their mind.

Stories are interesting - they entertain us.
AIM FOR UNEXPECTED -”THE JAW- DROPPING” MOMENTS

Leverage the unexpected.

Grab people’s attention by surprising them.

Generate interest and curiosity to endure your idea.

Break up a serious presentation with a bit of humor.
CREDIBLE

Be yourself

Be honest about the good, the bad, and the ugly

Tell the story through the problem. It needs to be a story about problems and solutions.

By presenting your point with excellent credentials, you give your audience good reason to believe you by connecting your subject with someone or something they already trust and believe in. At once you build credibility by association.
PASSIONATE

You cannot inspire others with your ideas unless you’re inspired yourself. Passion is contagious.

If you can connect with your audience to the degree that they are sharing your feelings on your talk’s subject, they will also be far more receptive to your message. You’re adding an emotional “tag” to that message, further embedding it in their minds and memories.
SPEAKERS: BE PREPARED

- Audience background
- Know your numbers
- Embrace the nerves
- Practice your pitch
- Know your material and keep the energy up
2. STRUCTURE THE PREPARATION & CONTENT

Make complex information easy to understand & follow
CONVERT COMPLEX INFORMATION INTO A SIMPLE STORY

A step-by-step approach that connects & convinces your audience.

1. **Audience**: Match the content of your presentation style to the audience.
2. **Objectives**: Set specific objectives about how you want the minds and actions of your audience to change as a result of your presentation.
3. **Problem-solution**: Focus on the answers your audience seeks for.
4. **Evidence**: Include the support, reasons, evidence that is relevant to your message.
5. **Anecdotes**: The purpose of anecdotes is not to replace your hard evidence, but to emphasize it.
6. **Sequencing**: Sequence your evidence so that it tells a compelling story.
7. **Charts**: Use charts that will provide the most convincing display of your quantitative evidence.
8. **Layouts**: Create slides that communicate your information concisely and effectively.
9. **Stakeholders (risks)**: Identify any potential roadblocks to achieving your objectives, and explain a plan to deal with each.
10. **Measurement**: How will you know that your presentation was success.

SOURCE: https://extremepresentation.com/
The right structure of the content will help to ensure that every important message & statement leads to the desired effect.
CONTENT CHECKLIST

Intro
• Introduce yourself & the team: profiles & key competences, entrepreneurial motivation
• Explain wow & where the data and services of Copernicus are used

Business pitch
• Pitch your start-up & its full growth potential (NABC)

Progress status
• Outline the current stage of maturity of the start-up (evidence & reasons-to-believe so far)

Funding request
• Present your needs
• Explain the use of funds
• Develop the reasons to believe
3. NABC BUSINESS PITCH

Guiding questions step-by-step
# NABC – FOUR CORE PARTS

A simple, but powerful tool to create and communicate high-value offerings for customers, partners, funders and investors

<table>
<thead>
<tr>
<th>Needs</th>
<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the customer need and why is it important?</td>
<td>What is our innovative, compelling approach that effectively addresses the customer’s needs?</td>
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<table>
<thead>
<tr>
<th>Benefits</th>
<th>Competition</th>
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</thead>
<tbody>
<tr>
<td>What are the benefits of our approach for the customer &amp; investors?</td>
<td>What are the alternatives available to the customer?</td>
</tr>
</tbody>
</table>

Source: SRI International
NEEDS

What is the problem?
• What is the billion dollar problem?
• What is keeping your customer awake at night?

Who has the problem?
• How many customers are there?
• Who have you spoken to?
• How big is the market?
• Can the market be accessed easily?

What is the fit with the company?

Source: SRI International
What is your innovative, compelling approach / solution?

How does it addresses the customer’s needs?

What is the “secret sauce” for you to make it happen?

**What will the solution look like?**
How will it work?
What will go in the “box”?
What will it look like for the user?

How will customers find out about it?
BENEFITS

What is the value proposition for the customer?
- How much time and money would be saved?
- What is the payback for the customer?

What evidence do you have?
- Will customers like & buy your solution?

What is the RoI to the investors?
- Profit formula...
- Time2money...
- Growth potential...

Source: SRI International
What are the alternatives?

Who else is working on a solution?

Why is your solution 10x better?

What are your differentiators?

Where are the “big gorillas?” How will you confront them?

How will you stay competitive in long term?