

Jan Schultink's Lessons from *Pitch It!*

- 1) Be Different, Be Original, Be Bold
 - a. Avoid Death by Powerpoint by telling stories
 - i. No poor choices for fonts, colors and layouts
 - ii. Story matters; presentation technology not so much
 - iii. Be colloquial – don't use jargon or college words; talk plainly
 - iv. Bullet Points are boring
 1. More images, less text
 2. Images are memorable, emotional
 - v. Use dense (data rich) slides only where necessary
 1. Graphs, Charts, Financials
 - vi. Go easy on the effects and animations
 - vii. Use standard, sans serif fonts
 - b. Audiences are best engaged directly and conversationally
- 2) Be Consistent – a presentation should have a coherent look and feel
- 3) Keep it Simple; Focus on What is Important rather than Relevant
- 4) Props can be effective, when used appropriately
- 5) Your story (the narrative) is the scaffolding around which the audience will build memories
- 6) Prepare an investor presentation to address investors concerns and create an intelligent dialogue around this
- 7) Practice

[Designing convincing VC presentations](#) – Idea Transplant

[Jan Schultink's Blog](#) – Idea Transplant

Online Resources to Help with Pitch/Deck Development

The Narrative:

[10 Storytelling tips from Billy Wilder](#) – Garr Reynolds

[10 Key Elements of a Perfect Investor Pitch](#) – Entrepreneur

[How to pitch to a VC](#) – David Rose

[How to speak so that people want to listen](#) – Julian Treasure

The Deck:

[TechCoastAngels 7 Ps of Investor Presentations](#) – Tech Coast Angels

[Pasadena Angels Investor Pitch Outline](#) – Pasadena Angels

[Guy Kawasaki's 10 20 30](#) – Guy Kawasaki

[Perfecting Your Pitch](#) – Garage Technology Ventures

[Presentation Tips](#) – Garr Reynolds

[Pitchenvy](#) - A gallery of startup pitch decks

[The “Best” Startup Pitch Deck & How to Present to Angels/VCs](#) – J. Skyler Fernandes

[How to create an early-stage pitch deck](#) – Ryan Spoon