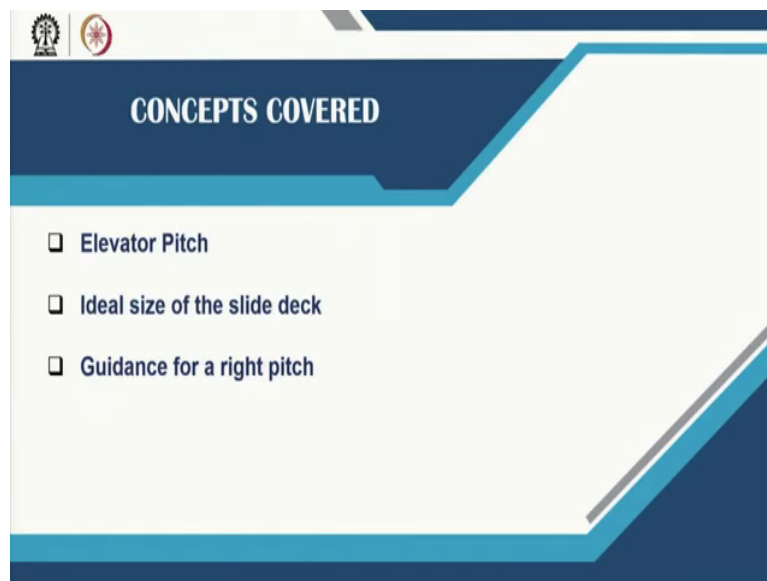


Entrepreneurship Essentials
Prof. Manoj Kumar Mandal
Rajendra Mishra School of Engineering Entrepreneurship
Indian Institute of Technology, Kharagpur

Lecture – 44
Pitching the Business Plan- 1

Hello, there we will take a cue from previous sessions we have discussed business plan and we will continue from there we will be we will have two sessions on Pitching The Business Plan. So, in today's session we are going to start with elevator pitch and then we will present another template and finally, we will discuss an example of AirBnB which is regarded as one of the best example of business plan presentation or business plan deck.

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So, let us move ahead and explain. So, today's contents is contents are elevator pitch ideal size of the slide deck then guidance for right pitch just imagine that you want to approach to an investor be an angel or high net worth individual.

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Elevator Pitch or speech

- Also known as an Elevator Speech or Elevator Statement
- It is a precise description of your company to convey the desired information in the least of words so that one can get a holistic view about your strengths.
- You want to convey your unique expertise and credentials quickly and effectively with people who matter but don't know you.
- It is a short well-prepared speech.

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Now, look at the data; the data says that only 0.3 percent of the business plans that are presented finally, funded. That means, out of 1000 business plans only 3 are funded; that shows how busy how what is the kind of tremendous job that an that an angel we have to do they had they have to go through. So, many business plans so obviously, if you if you just want an appointment whether from his secretary his her secretary or whatever method through telephone or through email chances are that we will not get it, but then there has to be a way to reach out.

Otherwise you will not your business plan will be dumped along with another 1000 business plans. Then chances are very high that if your plans are not given enough adequate attention, chances are that it will be dumped into among the 99.7 percent of the business plans, but you want to put it on the other side. So, what you can do is you can observe notice them where do they go when they take a cup of tea or when are they free when you can actually barge in and then start telling something and by the time before by the time you are halfway through you create enough interest for him or her to listen to the next part of it rest part of it.

And then finally, you should create enough interest in the person that he thinks he should he or she should think that perhaps your business plan will be among the 0.3 percent that they fund. So, at the end he is going to tell you why do not you meet my secretary fix up an appointment or why do not you submit your business plan mention about this meeting something like that stated differently. Suppose you want to reach out to Mr. Ratan Tata same situation all that you can do is you can observe him moving into a lift. So, when that there perhaps there is nobody or maybe somebody is there they chitchat no serious business discussion. So, you just barge in with him and start talking about your business model. So, your story should be attractive enough for Mr. Tata to think that there is enormous force into your story and he has enough reason to listen it more.

So, the by the time he alight from the lift he should be telling you that why do not you come over and let us discuss something like that, but then your elevator pitch or speech should be succinct enough at the same time should convey enough information as to why anybody should think that you have a winning business proposition. You yourself should be convinced that you have a compelling proposition and you are definitely going to win. You should not think that I have enough reason to win it should be that there is definitive reasons that I am going to win.

So, convey your winning proposition convey what vision you have started with and it depends on the audience also suppose you are talking to Mr. Ratan Tata he is now not really looking for making money, but he will be more interested about a vision that may be social that may be economical or whatever or environmental. So, fine tune paraphrase your story that suits or

define your vision that suits or resonate with Mr. Tata if you are talking to somebody else slightly paraphrase.

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Elevator Pitch or Speech

- No longer than 60 seconds, ideally 20 to 30 seconds
- Objective is to help your audience with relevant and enough information for them to decide if your proposition is of interest to them.
- Ideally, it should convey what makes your offering unique.
- Try explaining why should one think that you will succeed?

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So, that they become interested remember, it takes hardly 20 to 30 seconds for one to within the lift for reaching to their destination. So, it should be ideally 20 to 30 seconds it can go at the most 60 seconds. It is not always necessary that you will be meeting somebody in the lift even if you are in a party say business party you may not get minutes of discussion to convey your message.

Suppose you find somebody with whom you would like to network 20 to 30 seconds should be good enough for you to talk to that person and arouse sufficient interest. So, that he says he or she says why do not you why do not we two together go to the balcony and talk more about it or let us exchange our visiting cards and then why do not we connect something like that.

Ideally it should convey what makes your offering unique. Try explaining why should one think that you will definitely succeed.

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Elevator Pitch or speech in a nutshell

- Who you are. What is your vision?
- What you do.
- Why you have a winning proposition. What is your USP.
- Deliver something for future reference.
- You may seek an appointment for further clarification.
- Practice, practice and practice.

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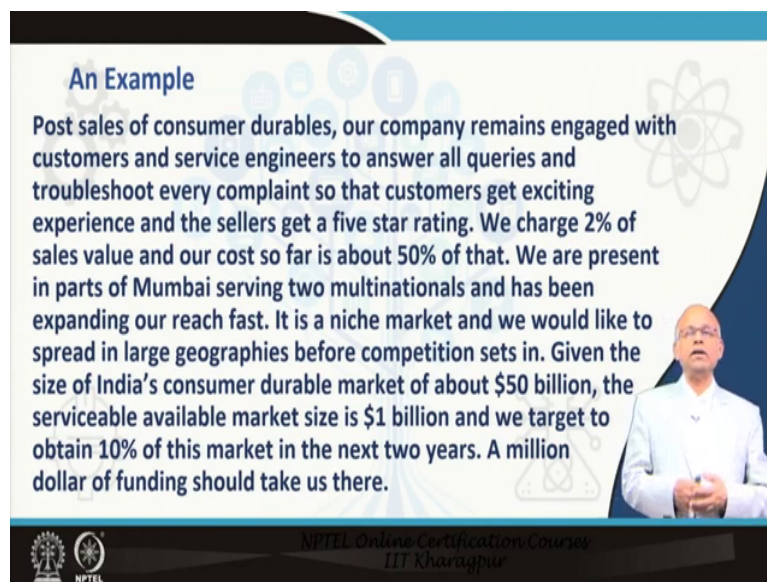
Primarily means ideal there is no definition but ideally it should talk about your vision very importantly. Then what you do what business that how you are going to achieve that vision why you have a winning proposition what is your value proposition.

What is your unique selling proposition that will definitely make you succeed deliver something for future reference at the end of the 20 seconds or 30 seconds you should be able to should you must have something in your pocket or in your bag and if you tell that person that this is my card at the same time if you have a flier where what they can refer in the future you can give a very small, but nicely prepared professionally prepared with nice colors and all that to the person; so, that he or she carries that will remind that person that yes I met this guy

and I have I would like to talk to this guy again. And then you may also propose that second appointment for further can I meet you or send you a mail clarifying more something like that, or should I send a detailed flier if you so wish.

Most importantly elevator pitch should be practiced and practiced because you should not blabber while talking at the same time it should not be just like you know memorizing something and vomiting it should be very well articulated and the person should think that it is coming from your heart and not really somebody had tutored you to say something.

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An Example

Post sales of consumer durables, our company remains engaged with customers and service engineers to answer all queries and troubleshoot every complaint so that customers get exciting experience and the sellers get a five star rating. We charge 2% of sales value and our cost so far is about 50% of that. We are present in parts of Mumbai serving two multinationals and has been expanding our reach fast. It is a niche market and we would like to spread in large geographies before competition sets in. Given the size of India's consumer durable market of about \$50 billion, the serviceable available market size is \$1 billion and we target to obtain 10% of this market in the next two years. A million dollar of funding should take us there.

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I have one example I have just invented a invented a business model to prepare a an elevator pitch. So, this business actually does not exist. So, I am just giving you some idea about a new business you know when you buy some say consumer durable goods and you see the reviews you will be confused majority of the reviews are some people give five stars, some

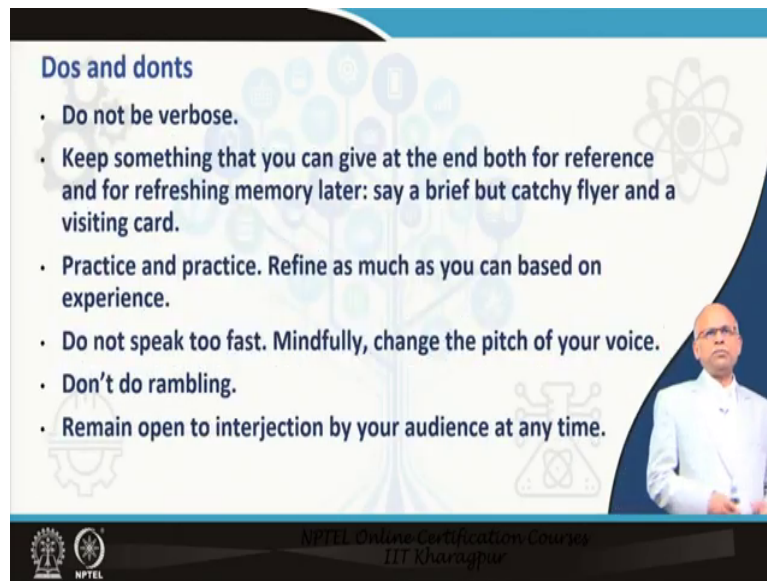
people give two star, some people even give one star. Then you will be at a loss as to what is it this information does not carry a lot of sense this happens because there is always a gap between the company and the customer many a times customers may complain and then there will be a service engineer who does not respond properly and people become exasperated and then they give a one star rating.

So, we are going to sit in between the customer and the company or customer and the service engineer. We are going to make sure that service engineers attend the customer, and then the customers always give a five star rating provided the product is wonderful. Most of the company's most of the high branded product or good branded products are good. So, if customers have really reason to complain somebody should attend that and then replace the product or something companies will be more than glad to replace a product if that has manufacturing defect or something. So, this is the pitch elevator pitch for this company post sells of consumer durables our company remains engaged with customers and service engineers to answer all queries and troubleshoot every complaint.

So, that customers get exciting experience and the sellers get a five star rating; which has 2 percent of sales value and our cost so, far is about 50 percent of that we are present in parts of Mumbai serving 2 multinationals and has been expanding our reach fast. It is a niche market and we would like to spread in large geographies before competitions sets in given the size of India's consumer durable market of about 50 billion dollar. The serviceable available market size is 1 billion and we target to obtain 10 percent of this market in the next 2 years. A million dollar of funding should take us there. So, you are telling the entire story including how much money you are actually looking for. So, it is almost like a presentation of a business plan now look that there are data I do not say that this is the best pitch or anything I just made an attempt with limited time.

So, any suggestion will be highly appreciated, but what I want to convey is that there should be data supporting your logic there should be a first thing is you must start with a pain point pain point and it should be practical pain that people can connect with and people should immediately realize that there is a problem.

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Dos and donts

- Do not be verbose.
- Keep something that you can give at the end both for reference and for refreshing memory later: say a brief but catchy flyer and a visiting card.
- Practice and practice. Refine as much as you can based on experience.
- Do not speak too fast. Mindfully, change the pitch of your voice.
- Don't do rambling.
- Remain open to interjection by your audience at any time.

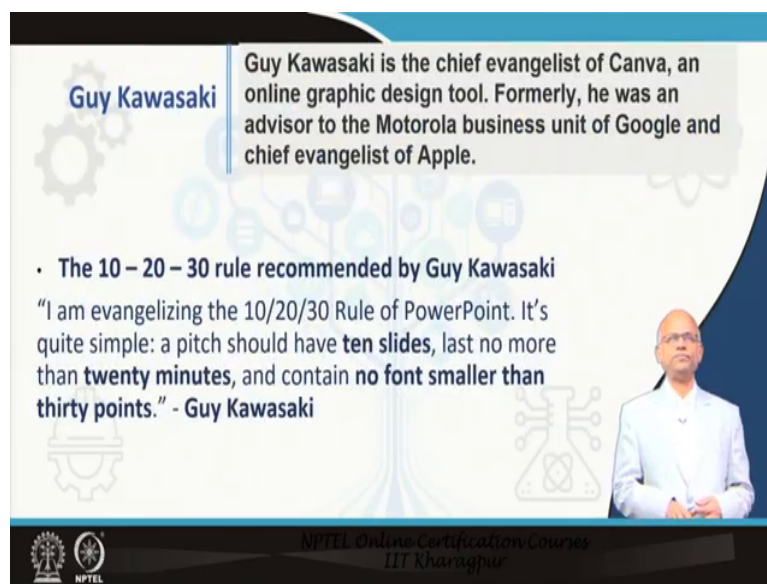
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Whatever let us move forward dos and do not's do not be verbose do not put lot of jargon and then you the other party might even might not even connect with those jargons. And as I said keep something at the end. So, that you can hand it off like a visiting card or a flyer practice refined as much as you can based on experience.

Every time you pitch you realize that there was something like I was not at some point of time do not speak too fast then you will lose the party other party other means your audience. Mindfully change the pitch of your voice up and down depending on not really mechanically up and down wherever you need to force, force. Wherever you do not need be down do not do rambling just memorize and you know continuously speak it should not be that way remain open to interjection.

Suppose he raises a finger or start speaking something do not think that you need to finish your pitch you must give your audience time space. So, that if they have a question maybe they are already convinced listen to them or maybe they are they have a point against your proposition listen you can clarify.

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Guy Kawasaki

Guy Kawasaki is the chief evangelist of Canva, an online graphic design tool. Formerly, he was an advisor to the Motorola business unit of Google and chief evangelist of Apple.

- **The 10 – 20 – 30 rule recommended by Guy Kawasaki**

“I am evangelizing the 10/20/30 Rule of PowerPoint. It’s quite simple: a pitch should have **ten slides**, last no more than **twenty minutes**, and contain **no font smaller than thirty points**.” - Guy Kawasaki

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So, that is very important listening is very important people say that god has given us two ears and one mouth very succinctly the message is conveyed meaning that you should always listen. If you listen thoroughly your reply will be very focused if you do not listen if you just think that you have already understood what the person wants to say and then reply your answer is definitely going to be wrong Guy Kawasaki is an evangelist in entrepreneurship he help helps many entrepreneur.

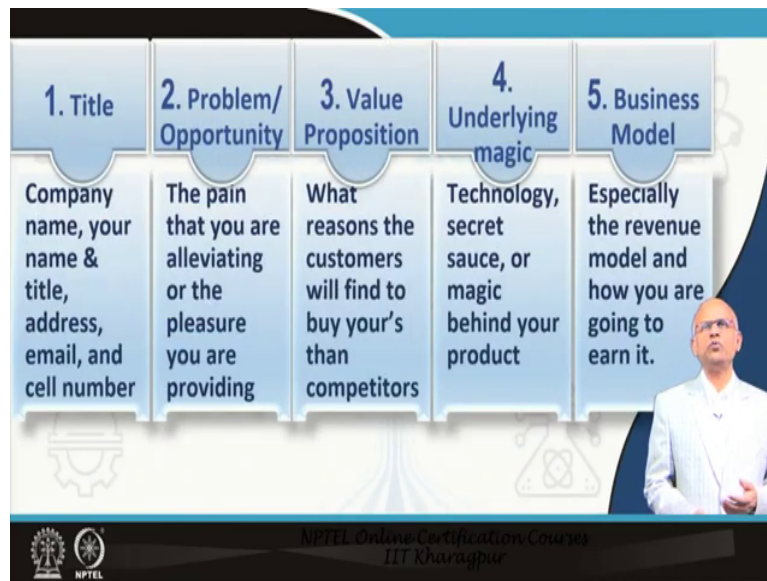
He has written many books he worked in Google he have worked in worked with Apple, he is a wonderful guy means he is a very successful guy. And whatever he says people listen to that he recommended that presentation or slight deck for a business plan should follow a 10-20-30 rule what is that 10 minutes sorry 10 should be the number of slides you should not exceed 10 slides.

That is what he says then he says you should complete your pitch within 20 minutes; why he says that? Because he thinks that if you really have some attractive proposition, it should not take more than 20 minutes to convey that. If you are trying to over emphasize a point or repeat a point repeatedly then you are going to lose the people they are going to think when this guy will stop this presentation.

So, that we can listen to another presentation or we can go for a cup of tea. So, do not we should not bore people to that extent 20 minutes should be good enough and then if even if you are given say 30 minutes to talk you have this 10 minutes to clarify answered questions if there is 1 question.

You can answer it for 5 minutes nobody will mind; because that is going to be an interactive session. People like to participate in interactive sessions they do not get bored so easily and when you are replying to one person there will be a lot of interest in other people they will also participate so that is why 20 minutes. 30 should be the minimum font size because otherwise it stresses peoples eye of course, I do not follow that many people do not follow, but this is something to share with you.

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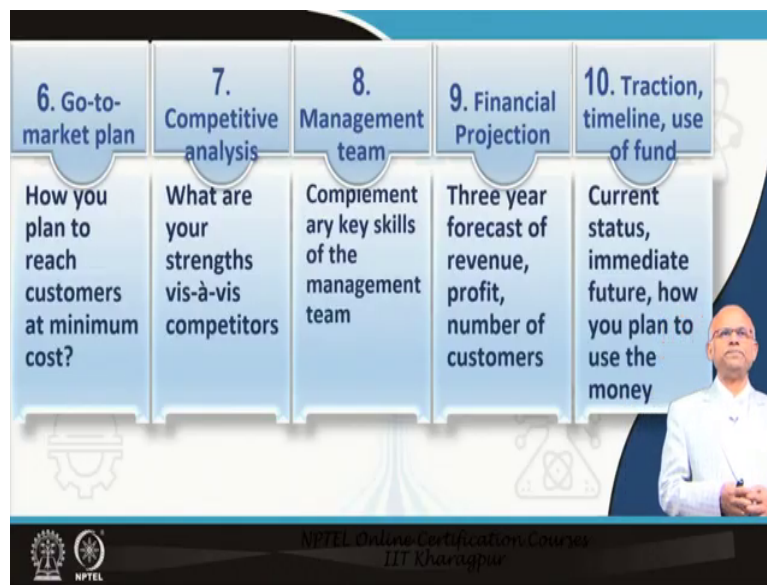
In absence of anything else and these are the ten slides that he recommends first slide is the title slide where you talk about your company, the address etcetera your introduction like who are means the details of your the addresses of your business identity of your business.

Second is problem versus opportunity: what is the pain point and what kind of what is the pain that you are going to alleviate. So, or what kind of pleasure you are going to give people, third is value proposition you already know I will not elaborate on them. Why customer will have reasons to buy from you and not from your competitors.

Then underlying magic, like if you have a unique selling proposition or you want to give a wow or aha moment to your customers what is that. Then business model most of the people think business model is that component of the business where you talk about your revenue model. So, here also Guy Kawasaki thinks that this actually is the revenue model. So,

whatever how you are going to make money what kind what is the ratio and what is the quantum of money. It is you should not say that we are going to make enough money this that it should be in data; that we are going to make this amount of money go to market plan.

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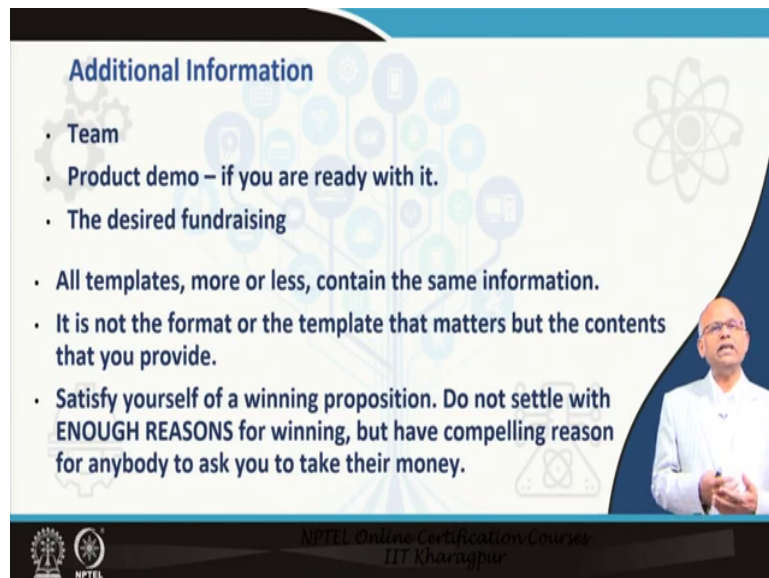


How you are going to acquire customer at the beginning and then retain them. Competition analysis; so what is the competition landscape competitive landscape then how you are going to alleviate or overcome the competitive pressure.

Then complementary key skills of the management team the team is already there. Then financial projection, financial projection should precisely talk about what is the top line and the bottom line top line is the sales bottom line is the profit then what is that net cash flow happening every year. So, how you are growing or whether there will be negative cash flow.

Then traction meaning where you are now you have a long journey to travel, but where have you reached so far. Meaning do you have a prototype do have you sold a 1, 2, 3 products to customers, how many customers you have acquired etcetera that those 10 slides ok.

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Additional Information

- Team
- Product demo – if you are ready with it.
- The desired fundraising
- All templates, more or less, contain the same information.
- It is not the format or the template that matters but the contents that you provide.
- Satisfy yourself of a winning proposition. Do not settle with **ENOUGH REASONS** for winning, but have compelling reason for anybody to ask you to take their money.

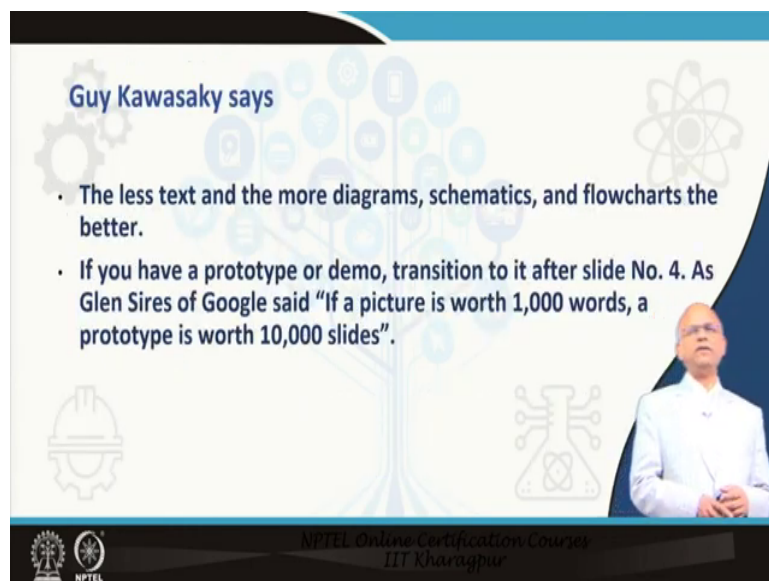
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Now additional information of course, the team is already there I thought they are not there. Then product demo is not there in some slide maybe slide number somewhere say just before go to market when you talk about underlying magic after slide number 4. Perhaps you can talk about your product more suppose you have a prototype, or you have a video to demonstrate. So, just take a digression and start the video to convey your audience that this is the product, or this is our surveys this is how customers are so happy, smiling customers, etcetera.

At the end you should be able to say or you must say that we are looking for this amount of money. So, that your audience get a holistic view that this guy has an winning proposition and this is the amount of money that he is looking for. So, if somebody suppose you are looking for 1 million dollar if somebody is ticket size or say font size is 10 million dollar he may not be interested if somebody is say 2, 3, 4 million dollar they may be interested. So, you will know or the right guy will connect with you immediately thereafter.

So, you should give holistic information now you have seen that most of the most of the template contains more or less the same information it is not the template or the format that matters it is the content that you provide in the format follow any format, but the contents matter and at the beginning I said you should be absolutely sure that you have a compelling reason to win not enough reason.

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Guy Kawasaki says

- The less text and the more diagrams, schematics, and flowcharts the better.
- If you have a prototype or demo, transition to it after slide No. 4. As Glen Sires of Google said "If a picture is worth 1,000 words, a prototype is worth 10,000 slides".

The slide features a background with various icons including gears, a tree with nodes, a hard hat, and a circuit board. A small inset image of Guy Kawasaki is visible in the bottom right corner of the slide content.

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Guy Kawasaki says and this is very true that is it should not be just text in your presentation every page, every slide should contain some images or diagram, some schematics, some flowcharts because people do not like text or like to read text you are talking and people will read the slides.

So, there will be disconnection rather than doing that there whatever you are speaking there should be something some image for them to connect will be a wonderful proposition. Look what Glen Sires has to say he says if a picture is worth 1000 words that is the same a prototype is worth 10,000 slides. So, rather than having 10,000 the information that you can provide with 10,000 slides you can give that with a prototype. So, if you have a have some kind of a tangible prototype bring it here show it that is the best suggestion if you have really do not worry about aesthetics.

It may not look nice it is it may not be well packaged if it is well packaged that is most wonderful, but even if it is not try to bring it here people will know that you are not telling some cooked up stories, but it actually works if that, if that is not possible at least a video. So, if a picture is worth 1000 words a video contains at least 1000 frames of pictures.

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So, you can multiply and see now this is the example of AirBed and breakfast that is AirBnB their winning pitch deck.

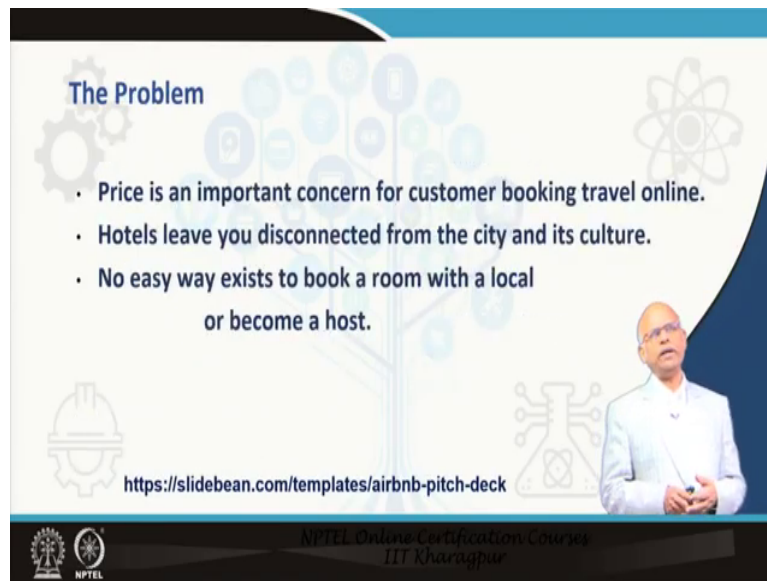
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I have taken it from slide bean this is this is a blog a startup company wonderful site.

One can visit that now AirBnB deck had something like 20 slides where there are something like 14 items or 14 items right. So, start with cover, then problem, solution, market validation, market size, product, business model etcetera.

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The Problem

- Price is an important concern for customer booking travel online.
- Hotels leave you disconnected from the city and its culture.
- No easy way exists to book a room with a local or become a host.

<https://slidebean.com/templates/airbnb-pitch-deck>

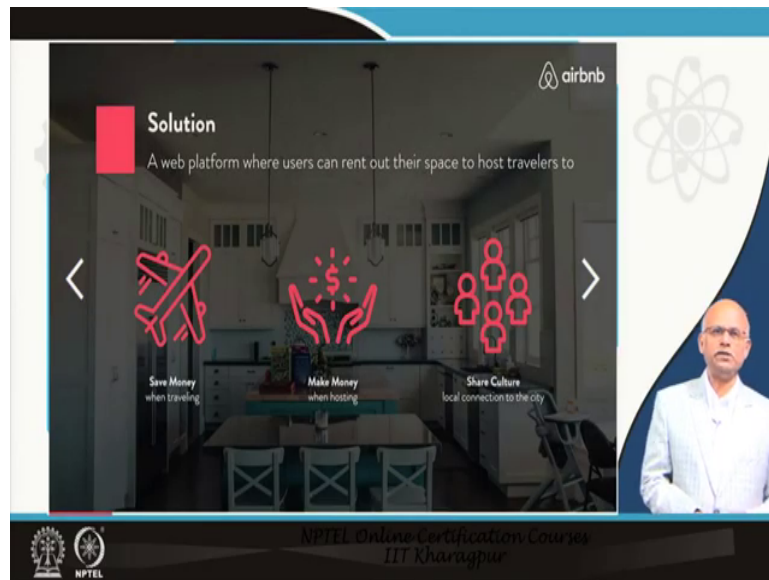
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Let us move forward and see the problem. So, succinctly mention so we must understand that after this slide nobody will have any iota or doubt about the right problem that right pain and there are three items in this number one price is an important concern for customer booking travel online. So, price is a concern if we can offer something at a low price they will be so very happy; so price is enough.

Then hotels leave you disconnected from the city and it is culture. If you book a hotel they will never tell you that they will never take you to somewhere where you can meet some people, local people and exchange your culture with them their culture with you, do something hands on with them etcetera whereas, this is a problem again. Now, third problem is there is no easy way to book a room with a local suppose like renting you cannot book a

room with a local people and on the other side, if you have a room you cannot become a host there is no way there; so 3 problems.

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Now immediately thereafter they talk about solution they talk about their company that provides a web platform where users can rent out their space to host travelers meaning homeowners can host travelers. So, 3 problems were there look at the solutions. Now because there are so many hosts in the world, so, they can provide their rooms at an affordable price. So, users or visitors can save money now home owners could not make money they have they have empty rooms many idle rooms extra capacity.

Now, they can make money and then when they meet together they can exchange culture they can meet and share their own challenges aspirations and happiness together. So, that makes a wonderful sense I took I copied this slide from slide bins ok.

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Market Validation

- Total users in craigslist.com at 670,000
- Temporary housing listing at Couchsurfing.com at 17,000

Market Size

- Total users in craigslist.com at 670,000
- Temporary housing listing at Couchsurfing.com at 17,000

2+	560+	84
Billion	Million	Million
Trips Booked (WorldWide)	Budget&Online Serviceable Available	Trips w/AirBnB 15% Obtainable
Total Available Market	Market	Market

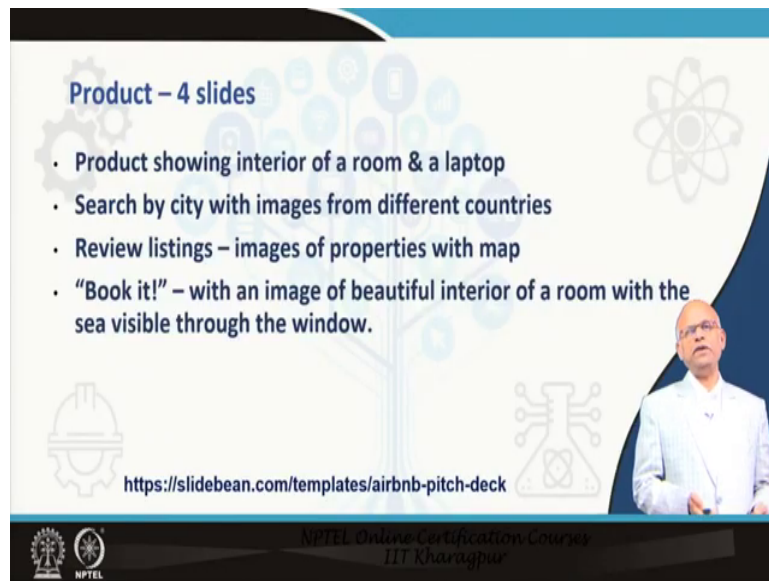
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Next slide talk about market validation why your audience should think that this is a proposition that will attain traction or that has already attained traction. It is not some hypothesis or some leap of faith. Why so because, total users in another website called craigslist dot com is 6,70,000 and temporary housing listing called couch surfing they have 17,000 users. Now they are not competitors because they are not offering all that AirBnB has been offering.

So, even though they are connecting they are referencing these companies they have clear differentiator. Now they talk about market size clear data depending on data from craigslist and couchsurfing they say that trips booked worldwide is about two billion number given that data the budget and online serviceable market the SAM that was the tam SOM is about 560 million dollar and then our number 560 plus million transactions are going to happen.

Now, the SOM or a Serviceable Obtainable Market; the target is 15 percent of SAM. So, 15 percent of 560 million is about 84 million transactions that are going to happen in the portal of AirBnB.

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Product - 4 slides

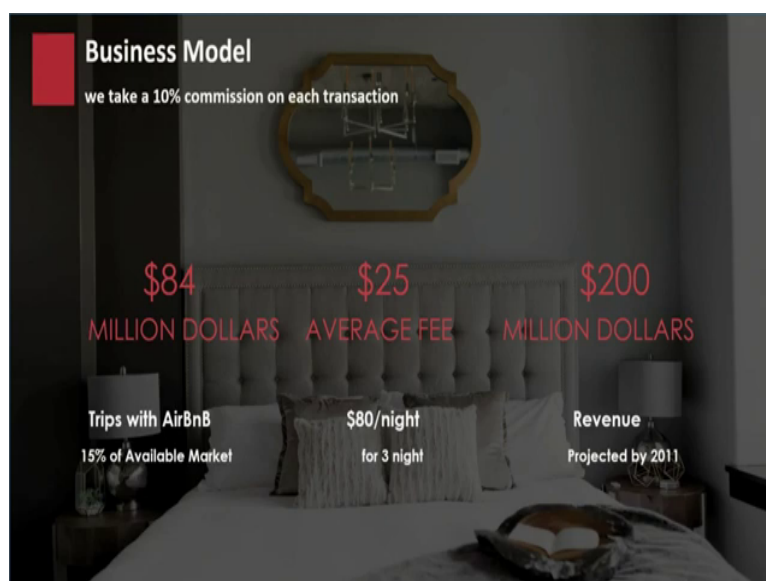
- Product showing interior of a room & a laptop
- Search by city with images from different countries
- Review listings – images of properties with map
- “Book it!” – with an image of beautiful interior of a room with the sea visible through the window.

<https://slidebean.com/templates/airbnb-pitch-deck>

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Then they talk about products they have 4 slides on that, and every slides has images. Like products showing interior of a room and a laptop that is the first slide, then search by city they give wonderful images of different countries with people that depicts their culture, then they give a page with review listing where people have nicely commented their wonderful experience about staying in AirBnB properties and the last slide is a call to action they call book it.

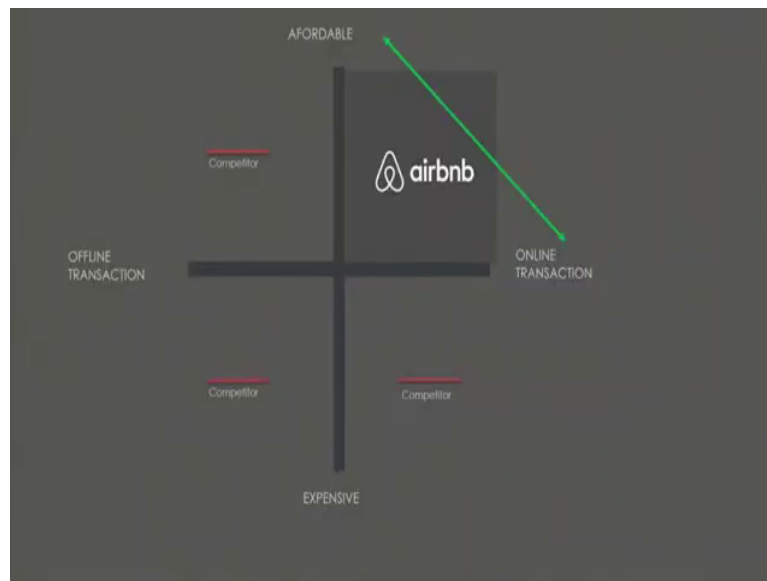
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So, their customers are going to book at this page let us move slightly faster then business model as I said this is regarded as the revenue model many people think that this is the revenue model whatever that is. So, here they provide absolute concrete data nothing hypothetical nor something subjective. So, they say that 84 million dollar is a total transactions that they are going to target that is 15 percent of available market and they are going to charge 25 dollar that is 10 percent commission on each transaction.

So, 10 percent or say if an average person stay in a room he or she is going to pay 80 dollar a night and they are going to stay on an average 3 nights. So, the commission is going to be on 240 dollar commission is about 25 dollar and they are going to achieve a revenue in the next twelve months to the extent of 200 million dollar that is that is their data.

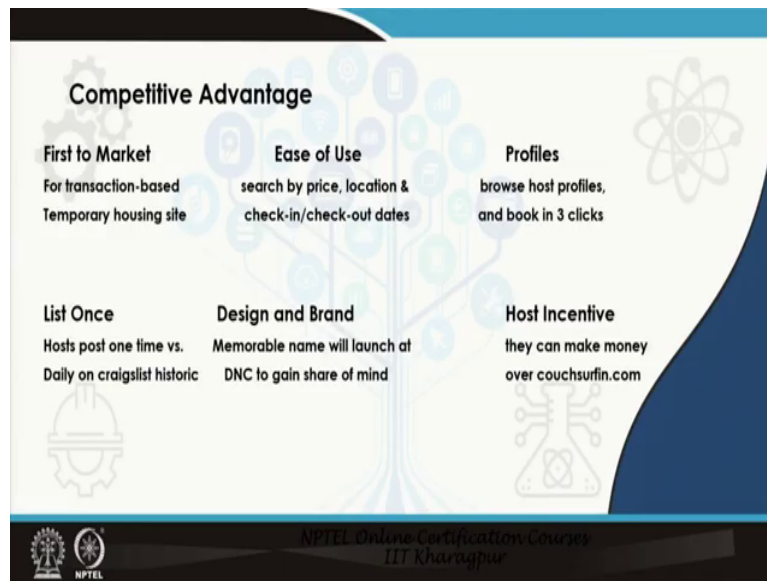
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Now, they talk about competition it is just a kind of a depiction in the competitive landscape what they provide is on the y axis they show affordable at the top and expensive at the bottom. On the x axis they show offline transaction and right side online transaction most of their competition competitors either expensive and online or expensive and offline or offline and affordable.

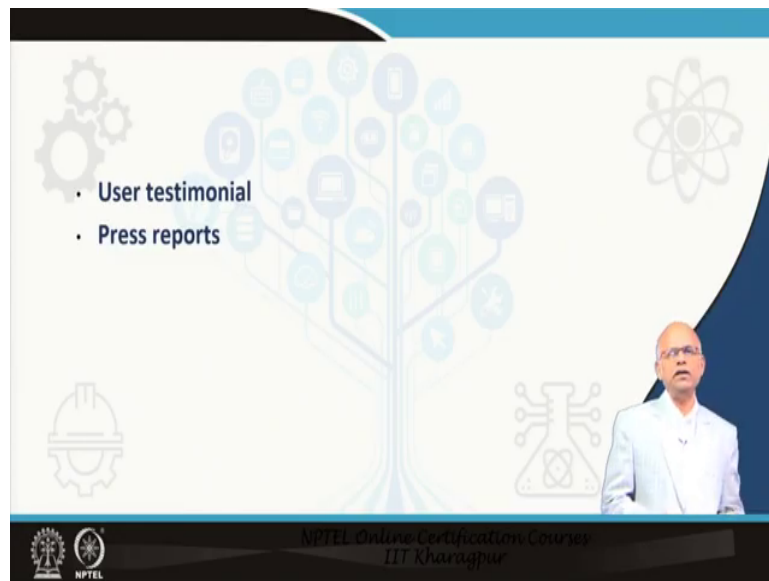
So, they do not fit they are not they are not giving both affordable as well as online transactions that AirBnB gives.

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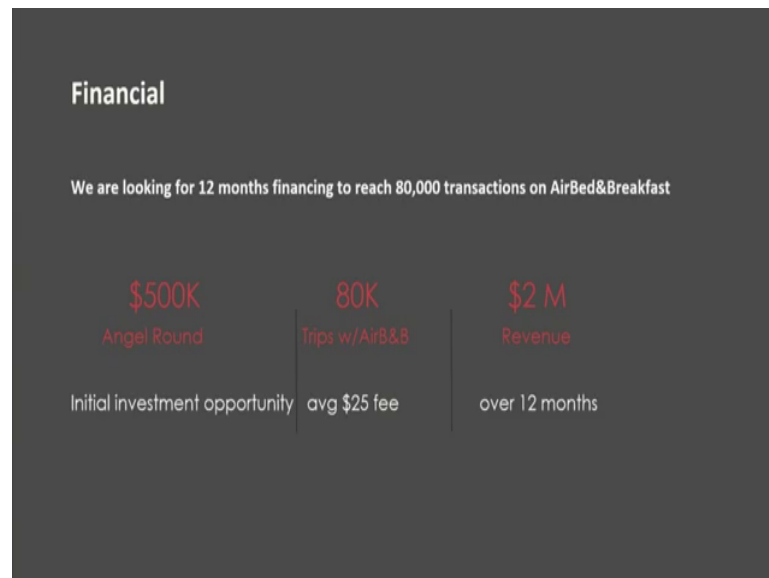
So, that is how they are trying to convey the competitive landscape and here also they have other points about competitive landscape first to market ease of use they are profiling the homeowners. So, that if somebody is visiting from a from abroad to another country they have a fair idea how they behaved with strangers in the past because in the past their guests have profiled them they rated them. So, you know that these guys are trustable then other benefits like homeowners we list only once in lifetime like craigslist they want them to list every day they do not register them for good design and brand, host incentive.

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So, there are so many points out there. Then the in the next slide they give user testimonials, the there are wonderful comments given by their guests and then press reports press also reported very nicely about them the give cuttings of not cuttings, but some succinct messages maybe headlines of that to drive home the point that they have a wonderful proposition given by independent press not some guest or somebody.

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The last slide is about finance financial meaning how much money they would need how much money they are going to make. So, first data is they are looking for an angel round of five hundred thousand half a million dollars that is the investment opportunity. And they will have 80,000 transaction with an average 25 dollar per transaction. So, 25 multiplied by 80,000 is 2 million revenue in the next 12 months. So, they are talking about their revenue and why this revenue because there are 80,000 transaction and how much money they are looking for is the last slide for AirBnB presentation

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The slide features a central graphic of a tree with circular nodes, surrounded by various icons: gears, an atom, a hard hat, and a circuit board. The text is centered on the slide.

- A good start can be a very short story explaining where you come from provided it captivate them in it.
- You may use your 20 – 60 seconds pitch as the introduction.

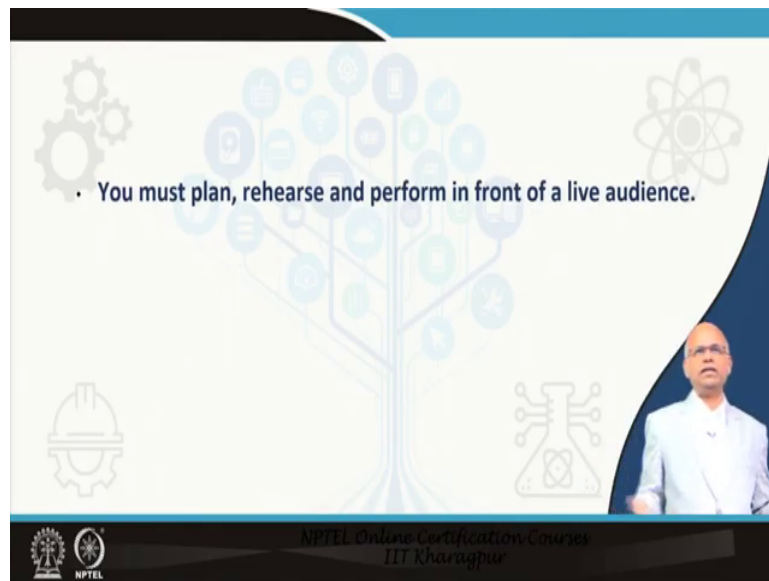
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Now having said all of that a good start can be very short story might people like to hear a story. Wherever you present whether it is a business model or anything else if you start with a story people will immediately focus on you their attention will be on you. Otherwise, it will take some time for you to really draw their attention at the beginning you will find people are talking to each other.

So, gradually they will attend, but start a story people will immediately look at you number 1. Number 2 if the story actually resonate with them if the story talks about a captivating scenario then they are going to remain connected any presentation you should start with a bang and you should end with a bang like the first experience and the last experience is very important.

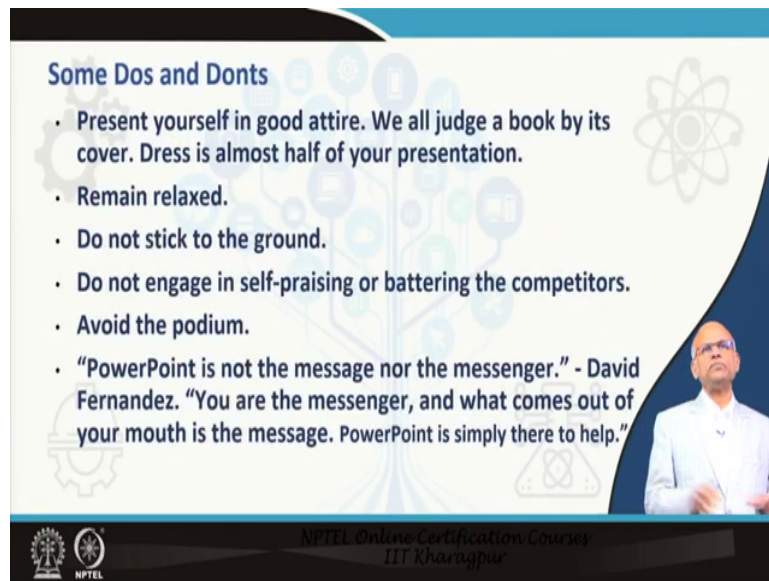
So, initially you should start with a story that captivate them with your presentation and the final should be a wonderful finishing line maybe with a quotation or maybe you convey enough information that sounds like a successors story. So, you finish that having said all of that these are going to like AirBnB has given a wonderful lines looks like a tagline that five hundred thousand dollar and 2 million is our revenue with etcetera.

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Remember you must plan rehearse and perform in front of a live audience you may think that you have prepared enough and you can present in on the stage, it never happens. You really have to present and then see you have to time it etcetera.

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Some Dos and Donts

- Present yourself in good attire. We all judge a book by its cover. Dress is almost half of your presentation.
- Remain relaxed.
- Do not stick to the ground.
- Do not engage in self-praising or battering the competitors.
- Avoid the podium.
- "PowerPoint is not the message nor the messenger." - David Fernandez. "You are the messenger, and what comes out of your mouth is the message. PowerPoint is simply there to help."

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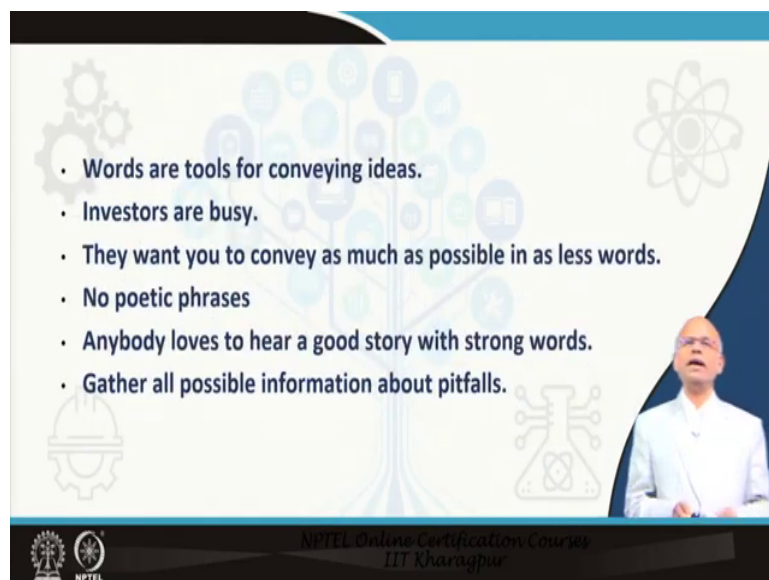
Some dos and do not's most importantly you must come prepared well dressed and very neat and clean. You should not come with untidy hair or in a chappel or something your dress matters very much. It is said that dress is 50 percent in an interview as well as in a presentation.

Suppose in an interview remember in an interview you do not dress to look nice you dress because you value the other people, your dress shows or your attire shows how much value you attach to the to your audience that is why if you should dress well that will tell the audience that we value you. Remain relaxed, do not be you know nervous or something and particularly do not stick to the ground do not stay at one place keep moving because sticking to one place will give a monotonous connotation to your presentation, Do not engage in self praising do not say we have done this that etcetera. I am so and so I stood first in so and so class all this does not actually interest your audience and at the same time you should not

batter your competitor. Do not say that competitor do not have competitors do not have a winning proposition because of this etcetera.

Avoid the podium do not hide yourself behind the podium because your hand movement your body movement matters a lot and that gives a lot of message that; that means, a lot PowerPoint is not the message nor the messenger told by David Fernandez you are the messenger.

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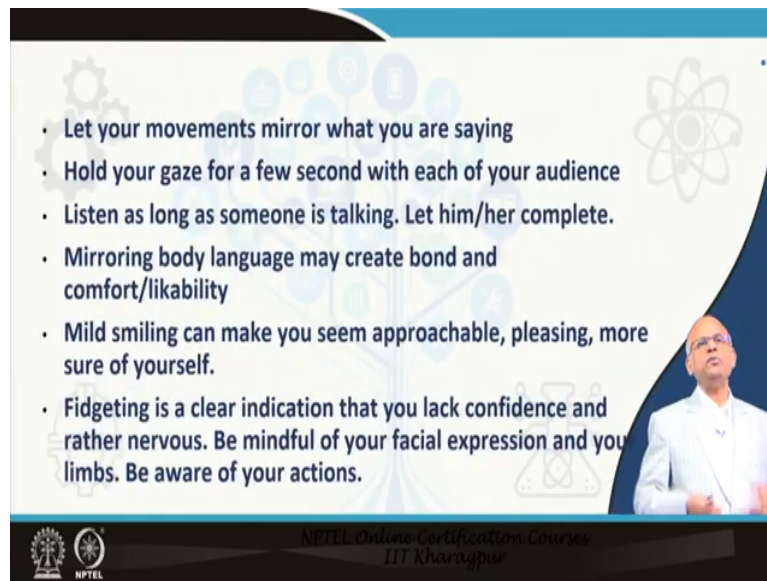
The slide contains a list of six bullet points:

- Words are tools for conveying ideas.
- Investors are busy.
- They want you to convey as much as possible in as less words.
- No poetic phrases
- Anybody loves to hear a good story with strong words.
- Gather all possible information about pitfalls.

The slide also features a small inset image of a man in a white shirt speaking. The background includes various icons like gears, a tree, and a chemical structure. At the bottom, there are logos for NPTEL and IIT Kharagpur, along with the text 'NPTEL Online Certification Courses IIT Kharagpur'.

And what comes out of your mouth is the message. PowerPoint is simply to guide you words are tools for conveying ideas.

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The slide features a list of seven bullet points on the left side, providing advice on effective communication. On the right side, there is a small video inset showing a man in a white lab coat speaking. The background of the slide is light blue with faint icons of gears, a tree, and a molecular structure. At the bottom, there are logos for NPTEL and IIT Kharagpur.

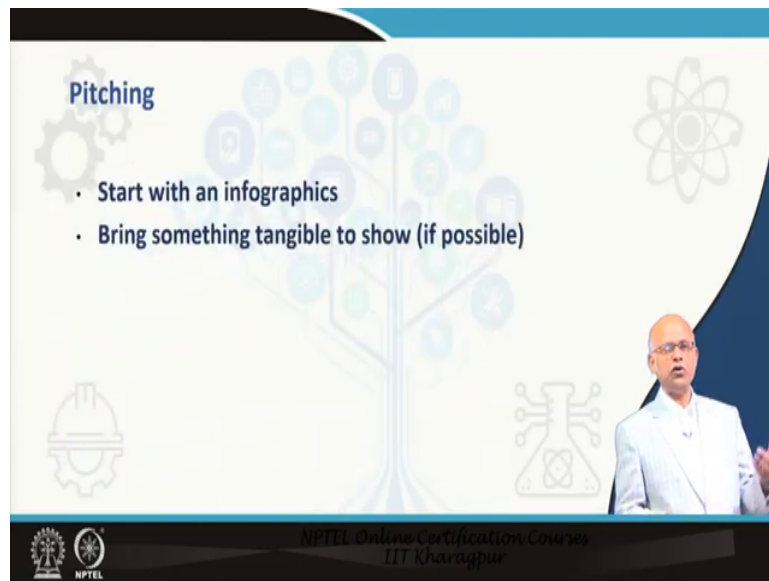
- Let your movements mirror what you are saying
- Hold your gaze for a few second with each of your audience
- Listen as long as someone is talking. Let him/her complete.
- Mirroring body language may create bond and comfort/likability
- Mild smiling can make you seem approachable, pleasing, more sure of yourself.
- Fidgeting is a clear indication that you lack confidence and rather nervous. Be mindful of your facial expression and your limbs. Be aware of your actions.

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Try to be as succinct as possible do not try to waste peoples time. Do not if you can remove anything without reducing the value of your presentation remove that, that is the lean philosophy. Let your movements mirror what you are saying like if you are trying to force something move make some movement to force if you are saying some 1, 2, 3 like show it like 1, 2, 3 something like that.

So, that will kind of you know may break the monotony listen as long as someone. Suppose somebody interfere do not think that your time is getting wasted you have a allotted time and somebody is interfering listen and then completely answer, clarify at the most you can say that sir I am sure that during my rest of the presentation your question will be answered. So, wait for a while, but then write it down and remember to answer that otherwise they will think that you do not have an answer. Mild smiling can make you seem approachable.

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Pitching

- Start with an infographics
- Bring something tangible to show (if possible)

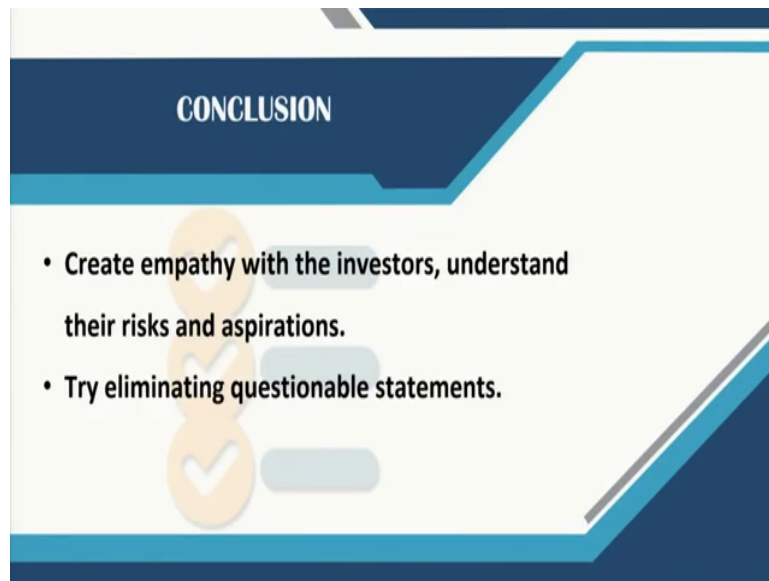
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So, try to practice doing that fidgeting is a clear indication that you lack confidence do not do that. Then another important piece of advice start with an infographics.

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If there is an info graphics giving connecting all the pieces together that summarizes your presentation is a wonderful idea. Bring something tangible like something like say a prototype reference some last comment.

Thank you so much.