



# Reverse Pitch Training

HACC - Sept 17, 2020  
Stefan Opsal

# About Me



## Entrepreneur

Co-founded and led venture-backed software startups and small businesses.



## Investor

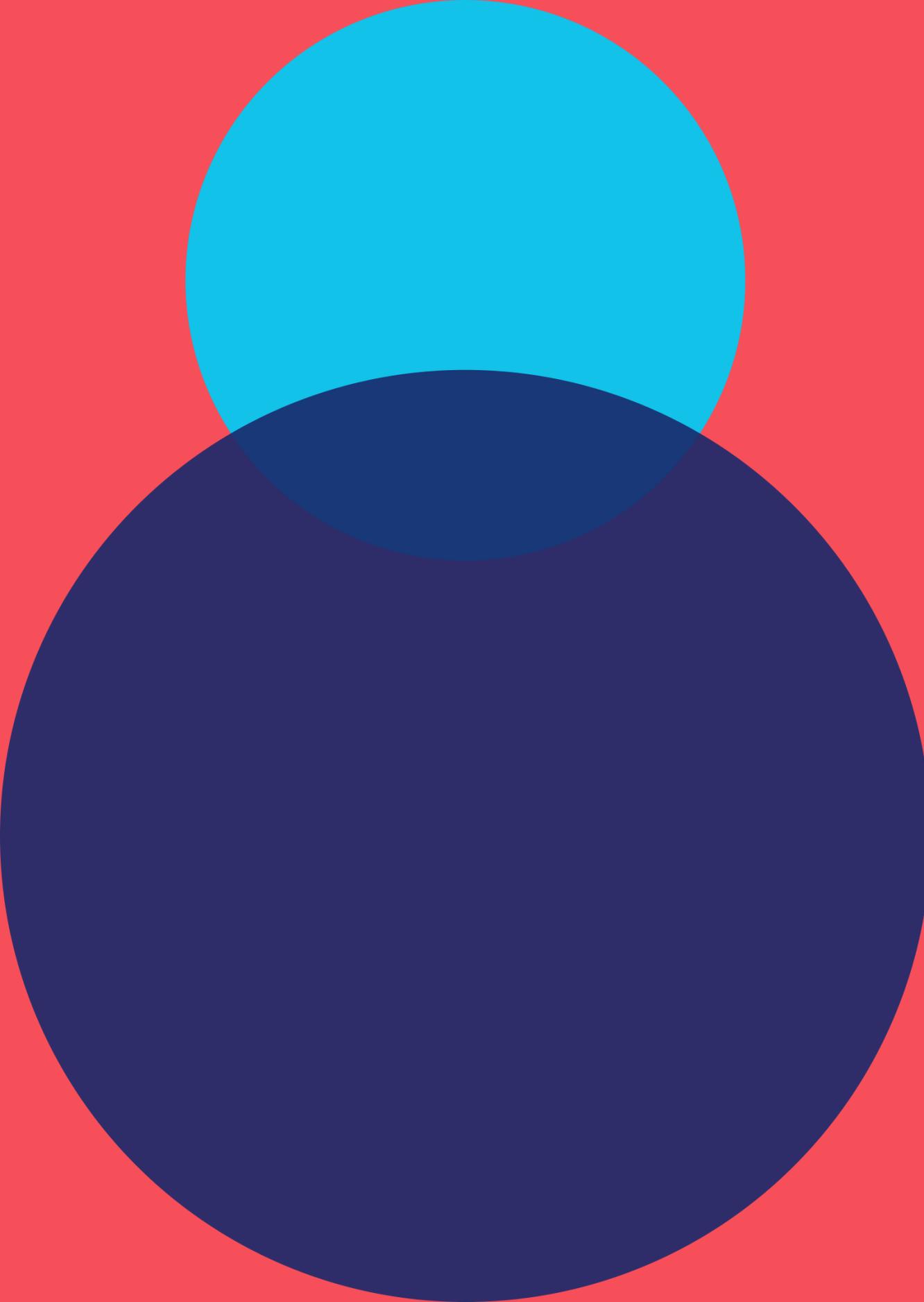
Former Venture Capitalist, Accelerator Analyst, & Angel Investor



## Mentor

Worked with 40+ startups on Pitching, Fundraising, Strategy





# Today's Discussion

## Reverse Pitch Training

- 01 Bar Pitch
- 02 Elevator Pitch
- 03 HACCC Pitch
- 04 Tips & Tricks

**If you build it,  
they will come.**



**If you build it,  
they will come**

**FALSE**



# What is my Value Proposition?

We do **X**  
For **Y**  
By doing **Z**



**Painkillers**



**Vitamins**

# Painkillers

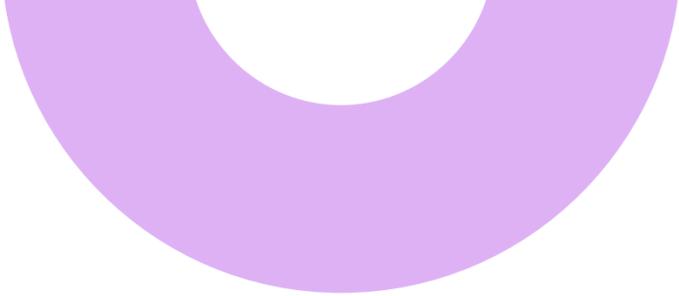


I fell and broke my leg in two places, injured my back in the fall, and need immediate medical attention. Give me painkillers RIGHT NOW.



# Vitamins

I should start taking more Vitamin D. Maybe if I eat more Kale, I'll get more Potassium. Remind me to take a look at the vitamins next time we're at Costco



01

# Bar Pitch

# Bar Pitch\*

## 20-Seconds

You're at a bar with an old friend, a stranger, a relative, etc.... when they ask "What does your company do?"



\*Credit to Joey Katzen

# Bar Pitch\*

## Organization Name

Is a generic product / service type  
that helps buying audience  
do value prop.





# Bar Pitch



Is an \_\_\_\_\_ app \_\_\_\_\_  
that helps \_\_\_\_\_ organizations \_\_\_\_\_  
\_\_\_\_\_ communicate & share files\* more \_\_\_\_\_  
\_\_\_\_\_ efficiently via instant messaging \_\_\_\_\_



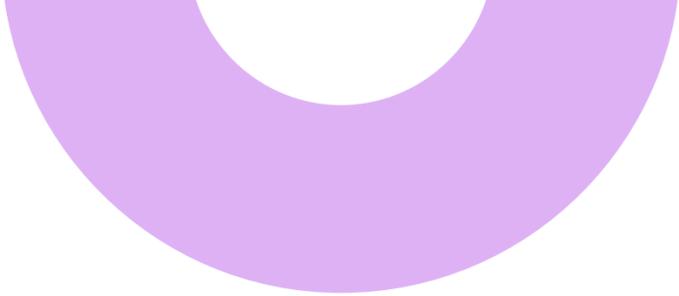
\*can have two separate value props

# Bar Pitch\*

## Organization Name

Is a generic product / service type  
that helps buying audience  
do value prop.





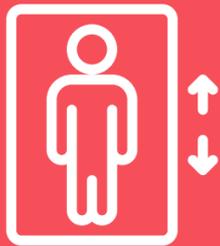
02

# Elevator Pitch

# Elevator Pitch

## 60-Seconds

You're in an elevator with a VIP, and you only have one minute (or less) to get their attention and setup the next meeting.



# Elevator Pitch

(60-Seconds)

1. Introduction
2. Problem
3. Ask



# Elevator Pitch

(60-Seconds)

## 1. Introduction

- a. Who you are / What you do
- b. *Pro tip:* Bar Pitch



# Elevator Pitch

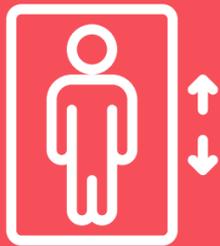
(60-Seconds)

## 1. Introduction

- a. Who you are / What you do
- b. *Pro tip:* Bar Pitch

## 2. Problem

- a. **What** is the problem?
- b. **Who** has the problem?
- c. **Why** is it important?



# Elevator Pitch

(60-Seconds)

## 1. Introduction

- a. Who you are / What you do
- b. *Pro tip:* Bar Pitch

## 2. Problem

- a. **What** is the problem?
- b. **Who** has the problem?
- c. **Why** is it important?

## 3. Ask

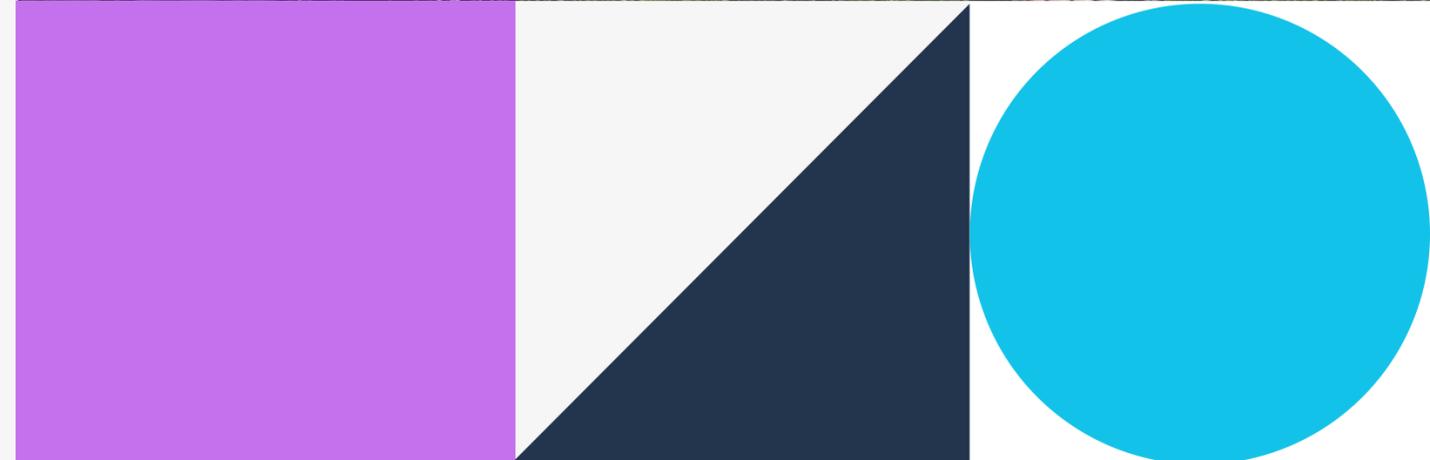
- a. Idea + Data = Solution



Pro Tip:

# The Mom Test

Can your mother, grandpa, niece, etc. **understand** your elevator pitch?  
Can they then repeat it to their friends the next day?



# Brain Game\*

## Rules

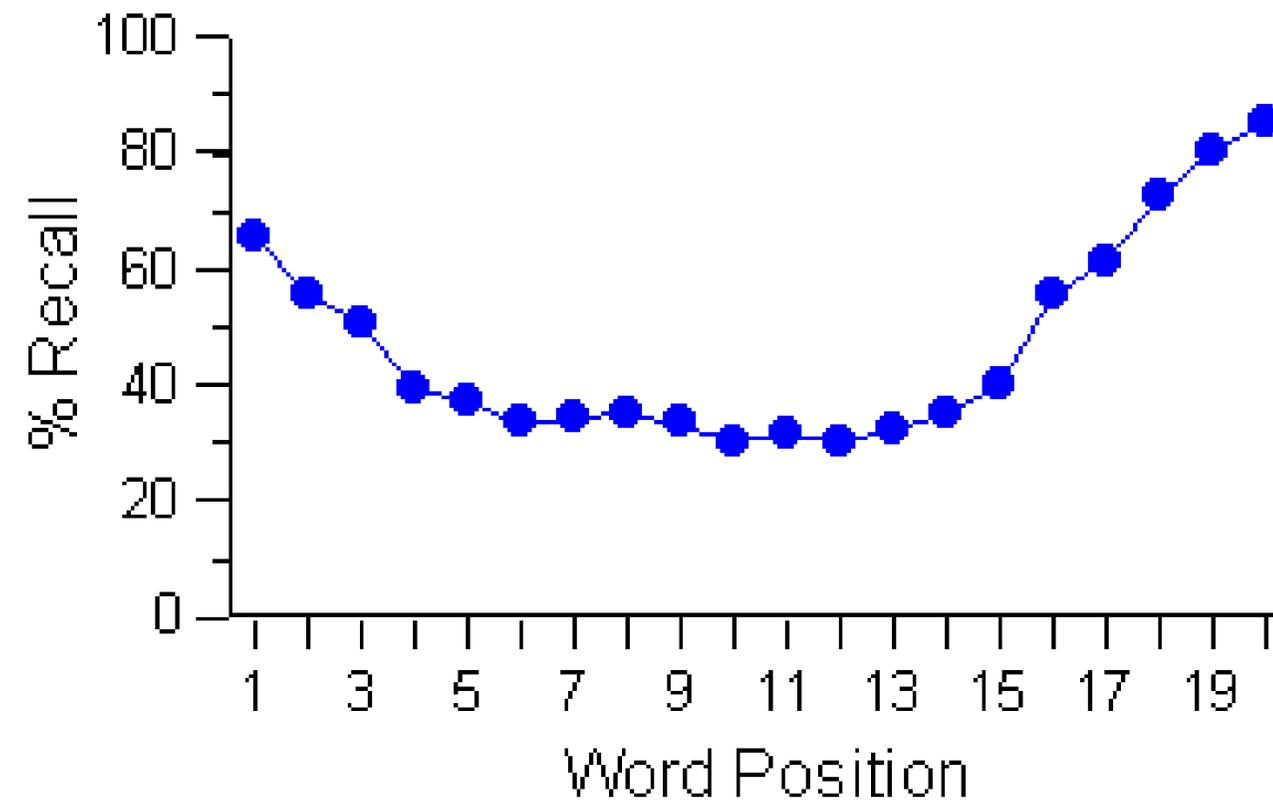
- I will read a list of 20 words at a rate of 1 word per second
- Your job is to remember as many of the words as possible.
- After I'm done, you'll have 60 seconds to write down as many as you can

# Brain Game\*

Cat	Apple	Ball	Tree	Square
Head	House	Door	Box	Car
King	Hammer	Milk	Fish	Book
Tape	Arrow	Flower	Key	Shoe

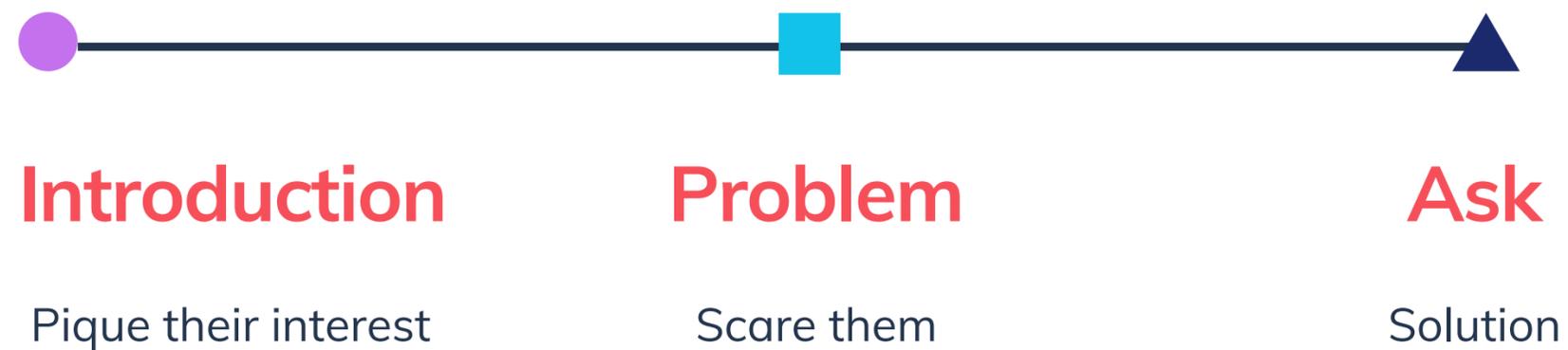
# Brain Game\*

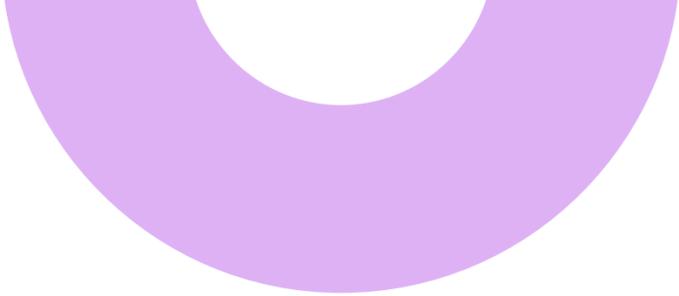
The "Recency/Primary" Effect



# PULL

Say just enough that your audience is begging for the next question.





03

# HACC Pitch

# HACC Reverse Pitch

## 10-Minutes

Challenge Sponsors will be pitching to a group of "hackers" one after the other. Your mission is to convince them to work on your problem and build the **best solution** possible.



# HACC Reverse Pitch

(10-Minutes)

## Bar + Elevator + Details

Take everything we've worked on already, put it together, and **elaborate**. Give details. Talk about the specific pain points, who is affected the most, why a solution is needed, what data can be used to build a solution, etc.



# 1. Introduction

- a. Who you are
  - i. Why should we listen to you?
- b. *What your organization does*
  - i. Who does it help?
  - ii. Why is it important?
  - iii. How does it do what it does?

# 2. Problem

- a. What is the problem?
  - i. How big is the problem?
  - ii. What caused it?
- b. Who has the problem?
  - i. Who is affected by this?
- c. Why is it important?
  - i. Why should I care?
  - ii. What happens if we don't solve it?

# 3. Ask

- a. Proposed solution
- b. How it will be implemented
- c. Unique Data Sets
- d. Impact of the solution, ETC.

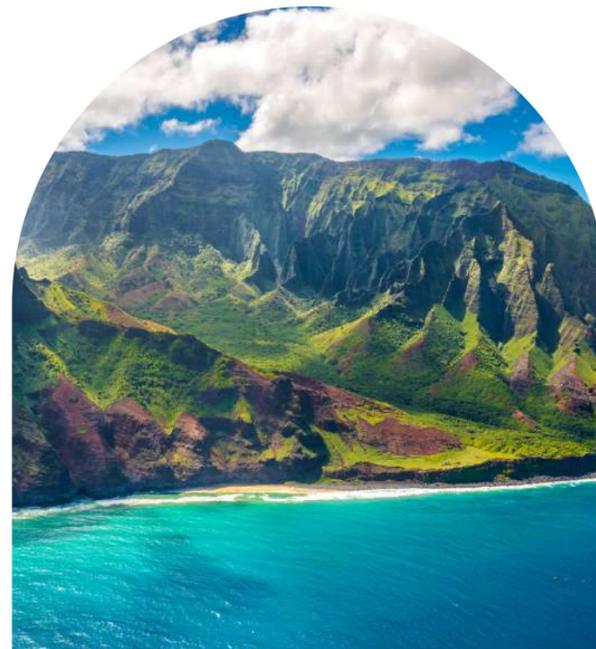


# Pro Tips:



## Practice, Practice, Practice

Try the mom test, in front of a mirror, the USPS guy, etc.



## Add Visuals

Appeal to every type of learner and listener. Visuals > words.



## Make them Feel Something

If you can make the audience laugh and cry, they will remember your pitch.

## Contact Info

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HACC 2020 Slack: @Stefan Opsal

## Social

 /stefanopsal/

 @stefanopsal

Try our Beta:

<https://rendezview.io>



# Thank You!

QUESTIONS? CONCERNS?  
FEEDBACK?