



**New Ventures BC**

COMPETITION

Presented by innovate BC

 **VOLUTION**

**Pitch Masterclass: Beyond the Basics**

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## Paul Brassard



- 20 year entrepreneur with 14 years pitching & fundraising experience
- Master Pitch & Presentation Coach
- Cofounder, Managing Partner and Lead Advisor at Volition



## **Volition elevates entrepreneurship through skill-based training, events, and coaching for the global startup ecosystem and its supporters.**

- Courses & Masterclasses for entrepreneurs
- Bootcamps & Workshops for organizations
- Unique pitch & startup-focused events
- Expert one-on-one coaching & advisory

# What to Expect



## **PART 1:**

Back to basics  
Start with why  
Pitch structuring

## **PART 2:**

Investor Mindset  
Top Mistakes

# What to Expect



At its core...

**This masterclass is about communicating.**

More specifically, it's about communicating effectively and with purpose.



# Back To Basics

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# Back to basics



**Great**

MINDSET

STORY

Good

STRUCTURE

# Back to basics

## Story



## Why is storytelling important?







## Why is storytelling important?

- Emotional investment
- Instill TRUST
- Describe solution
- Memorable



# Back to basics

## Story



## The Science of Storytelling

First human language

Hormone inducing

- Dopamine
- Oxytocin
- Endorphins



<https://www.youtube.com/watch?v=Nj-hdQMa3uA>

# Back to basics Story



## For Example.....

Below is the chat box response after a pitch with a great 'why' story.

From ~~Priyanka Raha~~: That is a wonderful story  
From ~~Isabel Nolan~~: Great story!  
From ~~Melanie Ewan~~: Loved the story! Stories help you generate intrigue and trust, and helps us remember you!  
From ~~Davina to All panelists~~: This is a great story and such a valuable tool!  
From ~~Priyanka Raha~~: +1 to that  
From ~~Dharmesh Singh~~: Great pitch!  
From ~~Gaby Cepeda~~: Great story that supports very clear the WHY!

They went on to win first place.



Start with Why

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Start with  
why



“People won’t truly buy into a product, service, movement, or idea **until they understand the WHY** behind it.”

Simon Sinek

Start with  
why



# Rebecca's Pitch & Story

A Verbal Case Study



Start with why  
**Reverse  
engineer your  
story**

1. What is my WHY?
  - a. How will we solve this problem?
  - b. What milestones do we have to hit to get there?
  - c. What resources do we need?
  
1. What should we highlight in the pitch?  
(BFF - Best foot forward principle)
  
1. What will the ask achieve?



What story can you tell to strengthen your pitch?

How can you generate intrigue and instill trust?





# PSOyAS | **Structure**

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## Why is **Story** important?

- Instill trust
- Create emotional attachment
- Memorable



## Why is structure needed?

- **Memorize without a script (more natural, you can be you!)**
- **Maintain attention (flow)**
- **Tick the boxes**



# STORY



How is this similar to elements of a pitch?







Prove you are solving a **real problem** that needs addressing.

Describe your problem statement in a way that people understand.

Avoid over-explaining.





**Your solution/approach  
meets the need.**

Describe your solution from  
your customer's perspective.

Address market doubt.



## “Is this idea worth parting with my kids inheritance?”

- Revenue model
- Unfair advantage
- Proven traction
- Relevance



Everyone has an ask.

**Mentors**  
**Network**  
**Money**

Be specific.

For example....



## **Humour + Customer Journey:**

Claire: <https://youtu.be/IPNtZdNOUnY?t=1021>

## **Empathy + momentum:**

Joelex: <https://youtu.be/KKHxzIUyTtQ>

## **David Katz, Plastic Fund (amazing at storytelling for his brand)**

<https://www.goldmansachs.com/insights/talks-at-gs/david-katz.html>

A blurred background image of a crowded indoor event, possibly a trade show or conference. The scene is filled with people in business attire, some standing in groups and others moving through the space. The image is overlaid with a semi-transparent geometric pattern of interconnected lines and polygons. In the bottom left corner, the text "Take Five!" is displayed in a dark blue, sans-serif font, underlined by a thin white horizontal line.

**Take Five!**



Investor Mindset | **Ticking the Boxes**

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# Investor Mindset Stages



	<b>PAST</b>	<b>PRESENT</b>	<b>FUTURE</b>
<b>Ask Yourself</b>	What have we done?	What are we currently doing?	What do we want to achieve?
<b>Brainstorm your stories</b>	Your Why Customer Journey You/Team Common Q's	Milestones+ Customer Story BFF	Path to Scale Positioning
<b>Great for</b>	Early stage	Growth Clear traction	Proven model Revenue

Investor Mindset  
**Cocktail  
Napkin  
Economics**



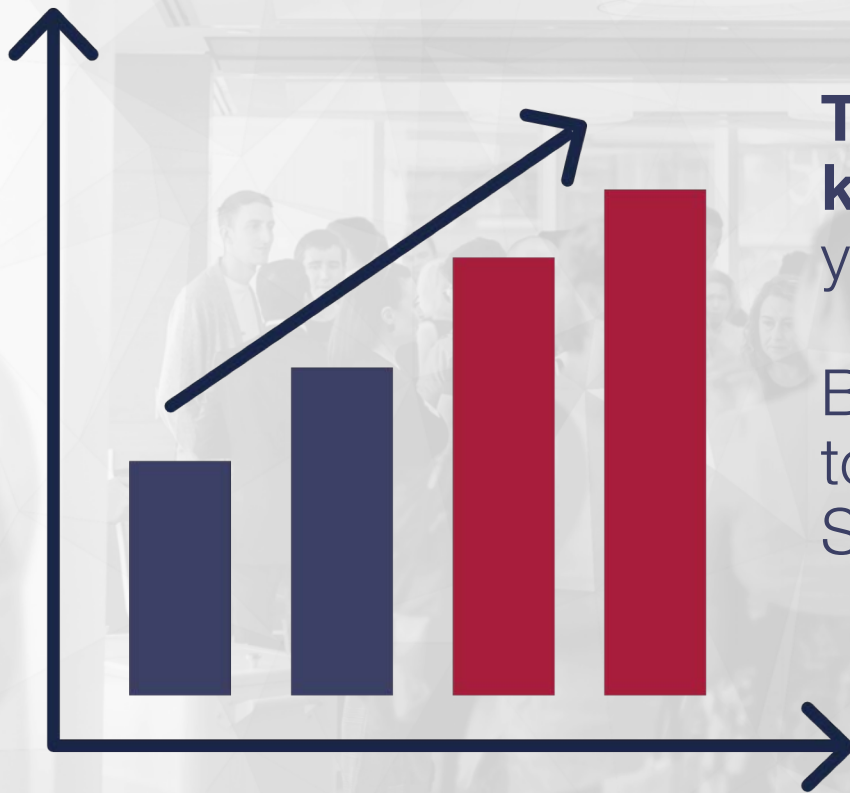
“This is Sally, our customer in \_\_ (and we have 10 more customers just like her)...”

- And this is how our solution changed Sally’s life
- And this is how much we make per customer
- Therefore, these are our projections....
- We need \$\_\_\_ to get 10 x customers like Sally
- With these funds we will \_\_\_ (get pilots, validate, convert)





Investor Mindset  
**Traction**



**Traction is king.** What is your X-Y axis?

But, remember to be S.M.A.R.T.



## Investor Mindset

Consider what you want to achieve and the next 1-2 milestones to get there. What resources are required?

“What do I need in order to achieve...?”

(now)



-----**Time (realistic)**-----

(cost of resources)



The Golden Rule:

**Show, don't tell.**



# Delivery: Top Mistakes

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**1**

## **The deck is your supporting actor**

# Top Mistakes



- 1** The deck is your supporting actor
- 2** **The forgotten barriers**

# Top Mistakes



1

The deck is your supporting actor

2

The forgotten barriers

3

**The uncoachable founder**



1

The deck is your supporting actor

2

The forgotten barriers

3

**The uncoachable founder**

**Bonus:** you do have enough time.



## Pitching during an economic downturn



- Investors want to see demonstrated persistence/perseverance
- Know your economics (in plain language)
- Show how you can weather the storm
- Relationship build

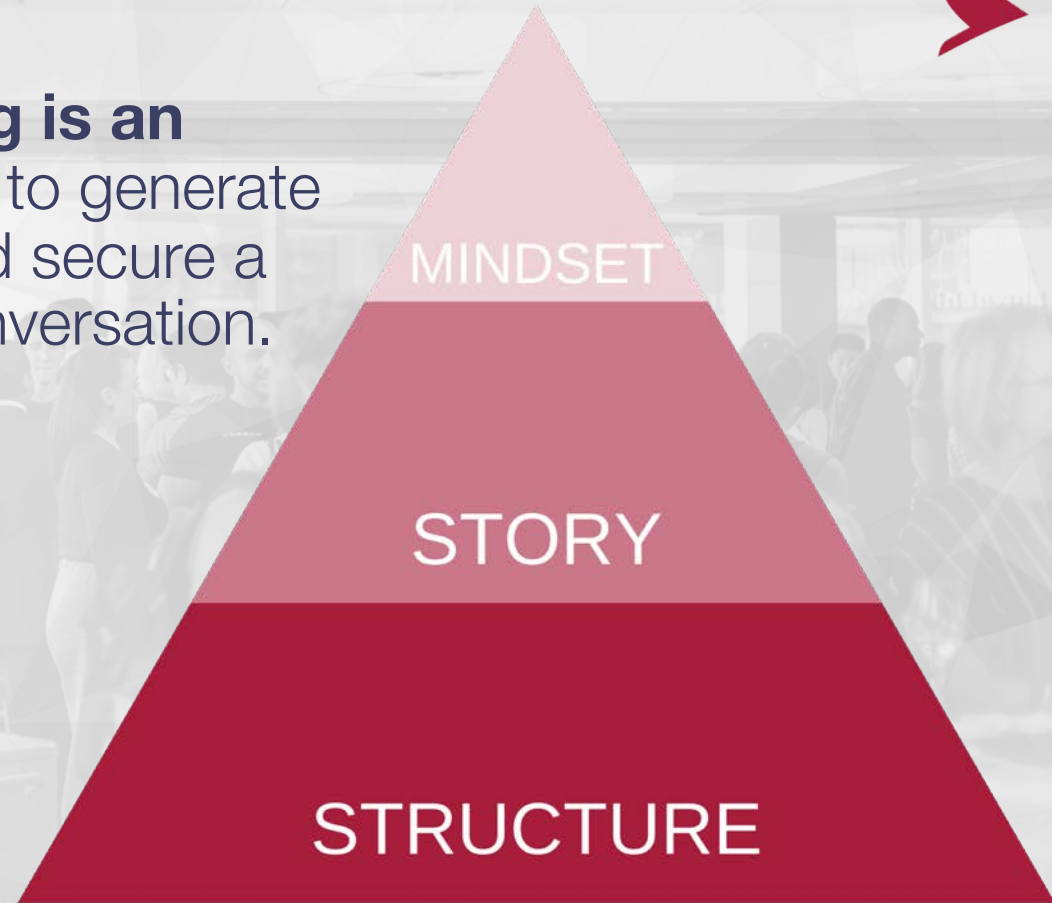
The background of the slide is a blurred photograph of a crowded indoor event, possibly a conference or networking session. The image is overlaid with a semi-transparent geometric pattern of interconnected lines and polygons. In the lower-left corner, the text 'To Recap' is displayed in a dark blue, sans-serif font, with a thin white horizontal line extending from its right side across the width of the slide.

To Recap

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# Beyond the Basics

**Pitching is an opportunity** to generate intrigue and secure a second conversation.





**Paul Brassard**

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**VolitionAdvisors.com/events**

For future Masterclasses and Events

**20% off 30 minute Pitch Feedback  
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<https://pickmybrain.world/profiles/paul-brassard>