

# Pitch Masterclass

## Foundations

In Partnership with:

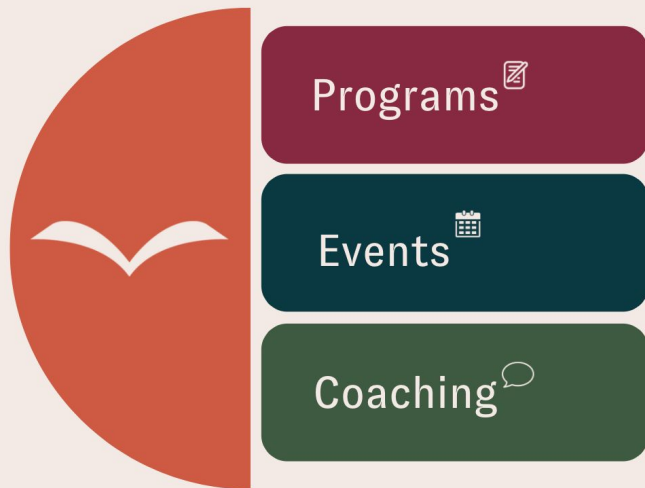


DISCOVERY FOUNDATION



New  
Ventures BC

Volition



We help entrepreneurs navigate their  
“Now What?” moments.

Volitions helps you build **clarity and confidence** on your entrepreneurial journey.

[VolitionAdvisors.com](https://VolitionAdvisors.com)

## Paul Brassard

- 20+ year entrepreneur with ~15 years pitching & fundraising experience
- Master Pitch & Presentation Coach
- Co-Founder, Managing Partner and Lead Advisor at Volition





# Pitch Mindset

“ I am pitching to  
raise funds.





A pitch is an  
opportunity





**Generate intrigue  
and trust**



**Secure a second  
conversation**



**Increase visibility**



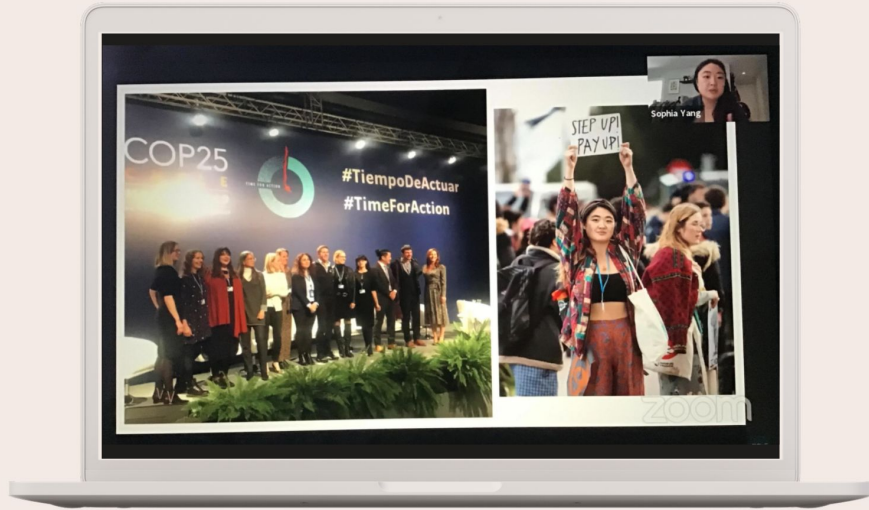
The jury will be directed to rank the entries in the order they deem to be most likely to succeed as a business venture in the current market.





# Memorability

Story + Structure



- The story within a pitch

Infusing a story within the pitch can be a compelling and strategic hook

- The narrative pitch

When the entire pitch feels like a narrative story, the audience is more likely to literally lean in, pay attention, and remember the pitch



# Structure



- Less scripted
- Maintain attention (flow)
- Tick the boxes



# Building Your Pitch

PSOyAS Methodology

# But what about the deck?



The pitcher is the **STAR** of the show.

The deck is the supporting actor.



# Structure





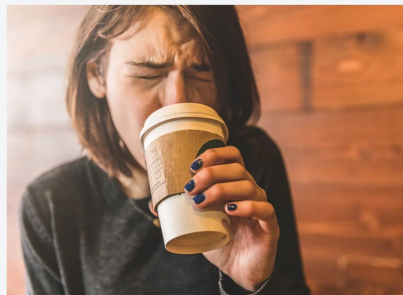
Has this  
ever  
happened  
to you?

Solving a real  
problem.

Described in a  
way that people  
understand.

85%

Of coffee drinkers  
report burning their  
mouths/tongues at  
least three or four  
times a month.



I KNOW I HAVE!

I





## SMARTMUG

Is here to  
save the day,  
your mouth,  
and your wallet!



WWW.SMARTMUG.COM

The solution  
meets the need.

Clear value prop.

From the  
customer's  
perspective.

- Preferred temperature control
- Easy to use app
- Notifies when at preferred temp and keeps it there
- High quality, long battery life, and fast charging
- Also keeps cold drinks cold







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**PRO TIP:** Show, don't tell!

Talk about your IP here!



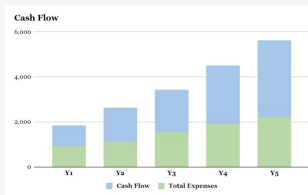


## 5 YEAR PROJECTION

Projected P&L	Y1	Y2	Y3	Y4	Y5
Sales (Units)	6,389	10,745	13,234	18,187	23,995
Sales (\$)	\$ 910,400	\$ 1,531,100	\$ 1,885,900	\$ 2,591,695	\$ 3,419,300
Cash Flow	\$ (18,036)	\$ 411,692	\$ 348,645	\$ 683,162	\$ 1,208,236
Profit Margin	-2.0%	26.9%	18.5%	26.4%	35.3%

**\$142.50**  
AVG Selling Price

- Expansion plan to the US and,
- Release of new hi-technology products (Smartmug + and Smart Tumbler)



STARBUCKS  
80 location in BC



CAFE ARTIGIANO  
50 locations in BC



BEST BUY  
10 locations in BC

- Pre-req but POs inbound!
- 3,200 waitlist registrations (First to get a SmartMug)



**CAN'T WAIT TO RECEIVE MINE!**  
"I've been using my SmartMug for 6 months, and I can't wait to have the new Smartmug - I guess I'm equipping all my family with one of these!"

Lisa, Business Coach



**MY SECOND WORK TOOL**  
"As a photographer, my #1 tool is my camera, and now my SmartMug is my #2 basic tool! Long hours editing, but my coffee is always at the perfect temperature."

Rick, Photographer

The business, the market, the traction, and the return.

## COMPETITION

	SmartMug	Ember	Werseon	Flaskie	Shantan
Price	\$	\$\$\$	\$\$	\$\$	\$
Control by App	Yes	Yes	No	Yes	No
Battery	Up to 12 hrs.	Up to 8 hrs.	Up to 8 hrs.	Replaceable battery	Up to 4 hrs.
Customer Support	Yes	No	Yes	No	No
Recycled Packaging	Yes	No	No	No	No
Heat Isolation	Yes	No	Yes	No	No

Most Smart Bottles are for water only and not hot beverages  
(per Goodhousekeeping magazine)



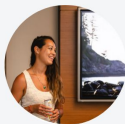


## MEET THE TEAM



**Paul Brassard**  
Co-Founder & CEO

- 20+ yrs Business experience



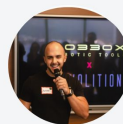
**Debbie Jayanta**  
Co-Founder & CTO

- Two product exits (Dyson, Conair)



**Anza Kaleb**  
CMO

- 15+ yrs Marketing experience in CPG



**Jonas Meino**  
CFO

- Masters in Finance

## Who Are We?

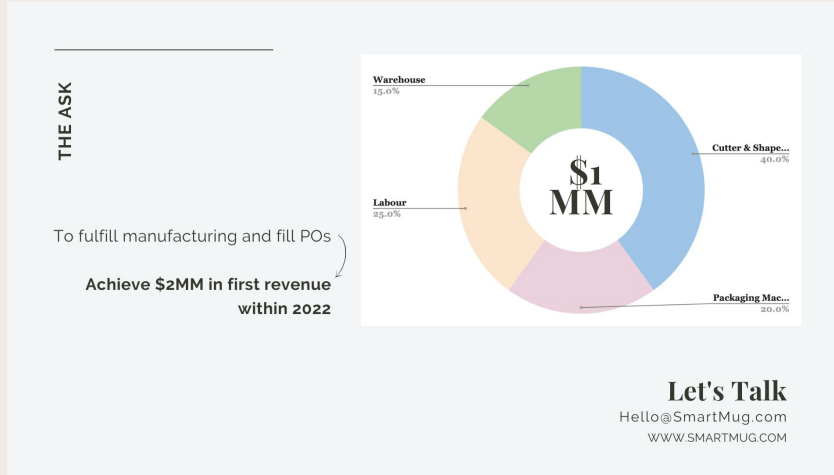
## The plan to execute

JUN 2022 TO MAY 2023



There is no opportunity without you.





Your Investor(s):

“What are we buying with our investment dollars?”







What are your  
next steps?



Volition has been selected to be an agent for Discovery Foundation's Technology Education Program.

Makes it possible to deliver the [2022 Investment Readiness Program](#), which offers **entrepreneurs across British Columbia** an opportunity to accelerate their business and investor readiness skills.



- **Startup Business Advising.**
- **BC Women's Pitch Showcases.**
  - July 2022 (BC Women Under 30) **Applications open.**
  - October 2022 (Black Women Entrepreneurs in BC) **Applications open.**
- **Pitch Masterclasses.**

Apply [here](#) now!



**Please Fill out our  
Survey!**

We'd love to hear  
about your experience  
with today's Pitch  
Masterclass, to help  
us improve!



[Feedback Survey](#)

Would you help us to improve?







[www.volitionadvisors.com](http://www.volitionadvisors.com)

@ThisIsVolition



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Q&A