

# Pitch Masterclass

## Foundations

In Partnership with:



Volition<sup>™</sup>



Programs 

Events 

Coaching 

Guiding entrepreneur's  
through their “**Now What?**”  
moments.

An international advisory firm guiding  
founders through their knowledge gaps, and  
pain points by providing **tailored advising  
and content** for entrepreneurs and the  
organizations that support them.

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

## Charlyne Fothergill

- 20 years HR | 15+ years supporting Canadian Entrepreneurs
- Former Program Director GrowLabs
- Founder + Principal of Sova Operations offering fractional HR Services and Business Operations Services
- Approach: *your pitch is your story*





## Focus: The Investor Pitch

- Pitch Mindset
- Building Your Pitch
- Talking to Investors





# Pitch Mindset



## Why are we pitching?

## What is the purpose of the pitch?





“ I am pitching to  
raise funds.



- Culture of pitching = money
- Pitches are often focus of investor events
- Transactional nature of pitch reflected in shows like Dragons Den & Shark Tank





**Generate intrigue  
and trust**



**Build  
Connections**



**Increase Brand  
Awareness**

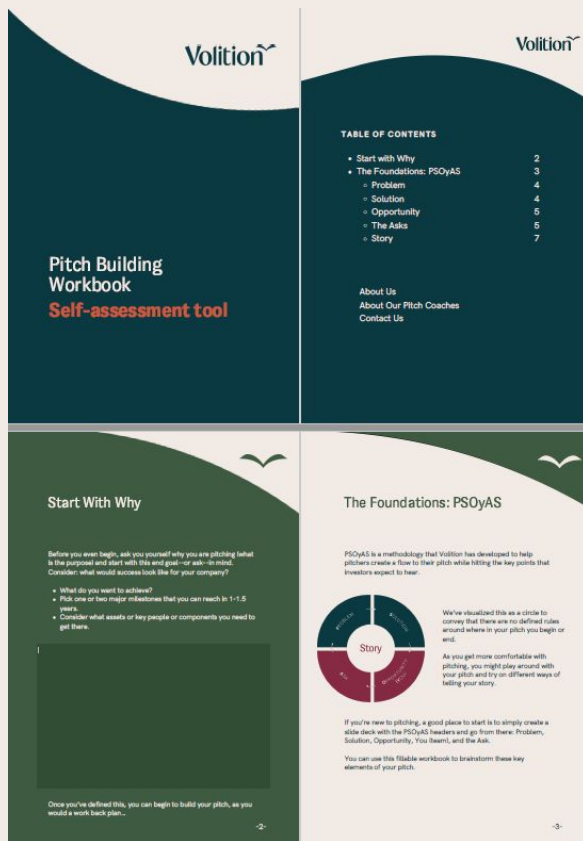


The jury will be directed to rank the entries in the order they deem to be most likely to succeed as a business venture in the current market.



# Building Your Pitch

PSOyAS Methodology



# Volition Pitch Building Workbook





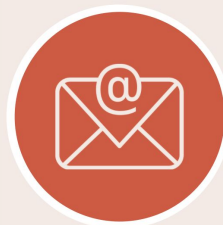
## Short form pitch & deck

90 seconds - 3 minutes



## Long form pitch & deck

5 - 10 minutes (or longer)



## Slide deck

To be sent by email and included in your data room



# Structure



# Structure



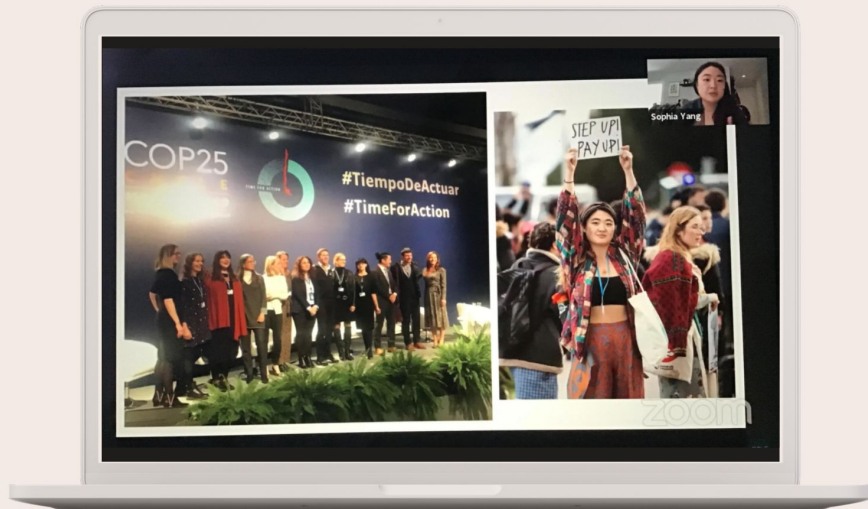
- Follows typical entrepreneurial journey
- Includes all elements expected by investors and pitch judges
- Circle vs. linear
- Focuses on building of intrigue and trust

# Generating intrigue and building trust





# Story is the *heart* of your pitch



- 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 from the viewpoint of a user or use case.





Has this  
ever  
happened  
to you?

85%

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



I KNOW I HAVE!

Eg. SMARTMUG Co.

Described in a  
way that **people**  
understand.

Solving a **real**  
problem.

Validation of  
problem.





## SMARTMUG

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



WWW.SMARTMUG.COM

- 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



The solution meets  
the need

Clear value prop of  
solution

Show, don't tell

What not How



# Structure

Intrigue



Trust



# EXAMPLE ONE

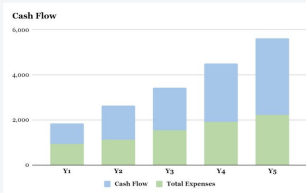
5 YEAR PROJECTION

| 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 | \$ 1,886,900 | \$ 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

## Consider:

- Revenue model
- Proven traction
- Competition
- Cocktail napkin economics

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)

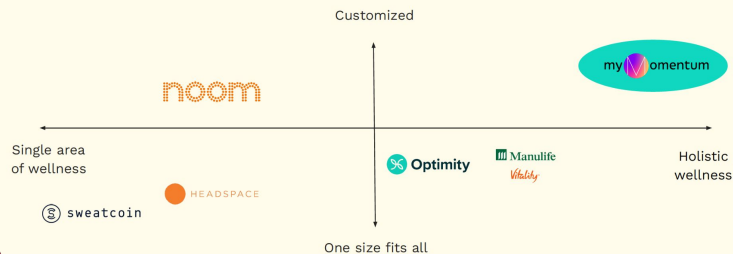


# EXAMPLE TWO



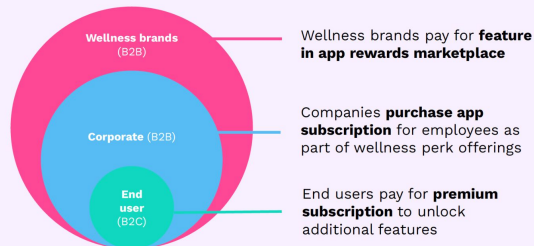
## Competition

Most competitors still have a one size fits all approach or not holistic



## Business model

Majority of monthly recurring revenue from **companies & wellness brands (B2B)**



## Traction

In last 18 months, we've **smashed major milestones** including:



# Understanding your Financials

- Cost of the product + what it sells for
- Lifetime Value (how long customers are customers for)
- When you are revenue positive
- Burn Rate (how much spending per month)
- Churn Rate (how many customers losing per month - %)
- Customer Acquisition Costs (CAC)

## Products

Margin per item sold  
= unit economics

## Software

Acquisition cost

**MRR** (Monthly Recurring Revenue)

**ARR** (Annual Recurring Revenue)



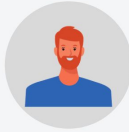


## MEET THE TEAM



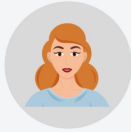
Debbie Jayanta  
**Co-Founder & CEO**

- 20+ yrs Business experience



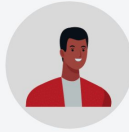
Jon Spencer  
**Co-Founder & CTO**

- 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

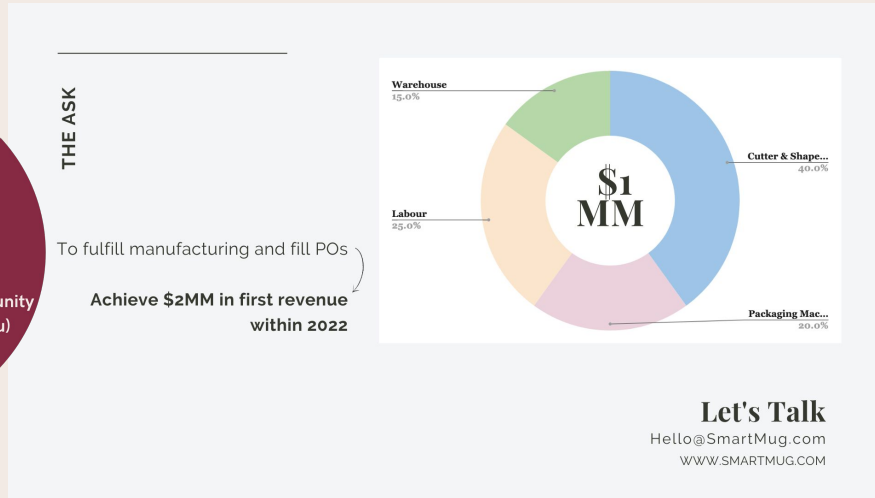


There is no opportunity without you.

**PRO TIP:** Investors want to understand that you have a plan and are able to execute on it?







Your Investor(s):

What are we buying  
with our investment  
dollars?  
Where will it get  
you?



# Talking to Investors

What influences funding decisions?



I still **don't** really  
**understand**  
what the  
product is...

Not sure how this  
would scale.

**Low ask** for a  
big project...

I'm concerned re: IP.  
It sounds easily  
**reproducible**.

It would be nice  
to see more  
**traction and**  
**market**  
**validation**.

I feel like this is a  
**flooded market**.



What they ask...



# Common Areas of Concerns

- Value Prop/ Competition (how will you stand out)
- IP Strategy (if applicable)
- Scalability
  - Market doubt / market education
  - Team capacity/experience
  - Lack of clear plan
  - Business/Revenue model (incl economics)
- Traction: Market and customer validation
- Founder/Market Fit
  - Founder coachability
- Valuation & Use of Funds



I know the **founders** through the local industry. Very Solid.

This is a *real* **pain point** in my world.

This matches my investment thesis

I like the founder's **energy**...

...

...

...

Where will our funds make the **biggest** difference?

I could see us **coaching** them.



How they choose...



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

- Structure helps tick the boxes
- Story builds trust & memorability
- There is no opportunity without you

To review...





Questions?



## Guiding entrepreneurs through their “Now What?” moments.

An international advisory firm guiding founders through their knowledge gaps, and pain points by providing **tailored Advising and content** for entrepreneurs and the organizations that support them.

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As an agent for Discovery Foundation's Technology Education Program, Volition is delivering:

**Discovery Foundation's Rise & Thrive Program**, which offers **entrepreneurs across BC** an opportunity to accelerate their business and investor readiness skills:



- **Tailored 1:1 Startup Business Advising.**
- **Founder Cafés (in person and online)**

[www.ThisIsVolition.com/df-program](http://www.ThisIsVolition.com/df-program)



## **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?

