



# **Demo Day Pitch Tips and Tricks**

**Round 3 Set!**

June 23, 2020



THE UNIVERSITY OF ARIZONA  
**CENTER FOR  
INNOVATION**



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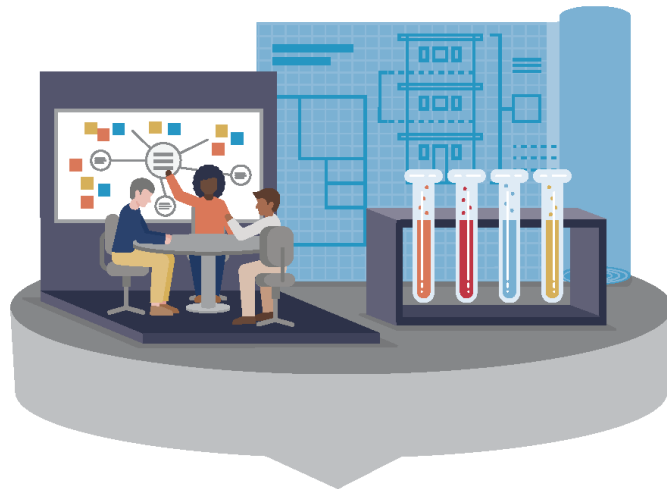
THE UNIVERSITY OF ARIZONA  
**CENTER FOR  
INNOVATION**

**FULL SERVICE FACILITIES  
& PROGRAMS**

**TECHNOLOGY & SCIENCE BASED START UPS**

**RELATIONSHIPS**

**CONNECTIVITY TO**



### **UA TECH PARKS**

- Customized Business Support
- Good Laboratory Practices (GLP-Certified) Wet Labs
- Dry Labs
- Office Space
- Meeting & Event Space
- Prototyping Center
- Workshops-On-The-Go
- SBIR/STTR Training

### **UNIVERSITY OF ARIZONA**

- Technology Transfer
- Faculty & Students

### **GREATER TUCSON & BEYOND**

- Global Connections
- Local, State, Government
- Procurement
- Manufacturing & Expansion to Other Markets

# Why me? 100+

- Incubator
- IdeaFunding
- Community



# Pitch Tips and Tricks

- Present Your ~~Idea~~ Company
- Network
- Resources
- Go on to next level in competition – Go!

# AMC Solar Prize – Round 3 Set!

Pitch Guidelines – from SET! Contest Rules

## Original

Set! Demo Day event live pitch, demonstration of your innovation's proof-of-concept, and judges Q&A

## During current times:

- Set! Demo Day event pitch – VIDEO
- Demonstration of your innovation's proof-of-concept – choice
- Judges Q&A – “live” virtual

# Guidelines – from SET! Contest Rules

## Submission Package

- 120-second video (public)
- Cover page content
- Narrative answers to four questions about the problem, solution, team & plan
- Technical Assistance Request (public)
- Summary power point slide (public)
- Voucher Work Slide
- Letters of commitment or support (optional)

# Guidelines – from SET! Contest Rules

- Proof-of-Concept
  - Demonstration (video, presentation or in person)
- Customer Discovery
- Rigorous customer discovery process / key insights from potential customers and/or end users
- Network Activation
- Cultivate a network of mentors and partners : national labs, members of AMC Network, funders, private partners

# AMC Solar Prize 4-minute Demo Day Pitch Overview

- Continued evolvment of proof-of-concept
- Focus on technological progress (what is the problem and why is your solution so timely in solving this issue?)
- Business development (what's the bottom line? How is this a sustainable business and who are you selling to?)
- Future goals (i.e. What would you do if you win the Set! Contest)

# Typical Demo Day Pitch Content

- Customer categories
- Opportunities
- Competitive advantage
- Business model
- Competitive landscape
- Barriers to entry
- Your industry
- Market size
- Team
- Investability
- Exit strategy
- The Ask

# Typical Demo Day Pitch Content

- Customer categories – Customer Discovery (Narrative)
- Opportunities – what real world problem are you solving (video, narrative)
- Competitive advantage who you are and why you have a competitive edge (video)
- Business model – Describe your innovation's unique value proposition and how it leads to a sustainable business with paying customers (Narrative)
- Competitive landscape – Explain why existing solutions are inadequate (narrative) / Why you have a competitive edge (video)
- Barriers to entry – describe your efforts to create your proof-of-concept over the contest period and highlight key engagements, relationships, and milestones (narrative)
- Your industry – The competitor uses real-world evidence to validate key assumptions about the industry need (narrative)
- Market size – Show how you know this is a significant problem using evidence-based validation (narrative)
- Team – Key project members (e.g. names, contacts, and links to their LinkedIn profiles) (Cover page) / Who you are (video)
- Investability – Letters of Commitment or Support / The package
- Exit strategy – Explain what drives your team to realize this innovation despite difficulties. (Narrative)
- The Ask – Explain why winning the Set! Contest will substantively change the likelihood of your success (Narrative)

# AMC Solar Prize – Round 3 Set

## Demo Day Pitch

4 minutes = 580 words = 25 sentences



# Pitch layout: 580 words – 23 sentences

**Important Note: All of this narrative, including numbers technology and other references are completely fictional. Do NOT use for your presentation or any other reference**

1. Solar Company ABC, an Arizona LLC founded in February 2019, specialized in the development of unique packaging delivery systems.
2. I am Lucinda Miller and am the acting CEO for this team.
3. The company has filed for a patent pending energy-enhancing technology called So-Lar system and plans to operate primarily by partnering with solar panel installers.
4. [the problem] The trend for solar panel installation has gone up since 2010 with many homeowners desiring to have solar panels on their roof. However, according to Solar Now, the typical roof size does not allow enough solar panel surface to power the entire energy consumption.
5. So-Lar addresses this challenge with 48% more efficiency and 32% less cost than what is currently available in the market.
6. Albeit this is a crowded market, the team will focus on customers with smaller roof tops and high desire to utilize solar power, such as townhome owners.
7. Our team has conducted over 100 customer discovery interviews with solar panel installers, manufacturers, homeowners and solar experts and learned that the roof-to-output ratio is a real problem in need of a real solution.
8. [the innovation: product/technology] The So-Lar system is based on technology developed by Dr. Schmitt over his 20-year research career at the University of Arizona and utilizes nanotechnology infused with optical sciences.
9. The technology has been validated by Dr. Schmitt's benchtop experiments as well as the team's proof-of-concept project in the Ready! Phase of this competition and currently yields a 25% increase of efficiency over the closest competitor, Dark-Skies-RT.
10. The team is in process of assessing actual cost by researching manufacturing and supply chains and has so far arrived at a 10% cost saving based on 5000 customers.
11. So-Lar is technically superior and according to our customer interviews, a preferred product.
12. During the Ready! portion of this contest, we solved a technology challenge in scaling the technology from benchtop to proof-of-concept by utilizing a different material that is more stable.
13. [team] Dr. Schmitt's long research experience teamed with Sally Jackson's materials science background have been critical in addressing the scaling challenge.
14. I have utilized my background in electrical engineering and business development to utilize the Ready! funds efficiently to bring us to this phase.
15. The funds from the Set! Contest phase will allow us to engage graduate students in optical sciences, supply chain management and architecture to address the next scaling and manufacturing steps as well expand the customer discovery process.
16. We utilized the AMC network resources to advance our working benchtop model to a working prototype.
17. We did extensive testing over the last 2 months to assess the efficiency of the prototype and compared it to the Dark-Skies-RT and four other competitive solutions.
18. [plan] We have plans and a roadmap to advance the current prototype to its next version.
19. These plans include mounting four prototypes in four different locations that resemble our target customer base.
20. We are planning to conduct another 100 or more customer discovery interviews over the next three months and will attend the virtual solar summit conference in August.
21. We started to reach out to the AMC network of connectors and have worked with CMU and UACI to engage with mentors and advisors.
22. Our goal is to form an initial advisory board with experts that are currently missing on the team, so we can fill these gaps.
23. Thank you for your consideration.

# Will You Succeed in Standing out?



# Why You Will Succeed

- Distinctive and memorable presentation
- Compelling market characteristics
- Well conceived product
- Validation of existence of a market, product need/fit
- How you move forward well articulated
- Realistic/achievable targets
- Key risks identified
- Demonstrated mastery of market
- Team formed (or needs recognized)

# Pitch submission

Due: June 30, 2020

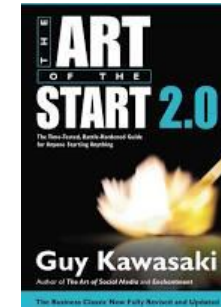
Format:

- 4 minute video
  - Slides with voice over (recommend: 4-8 slides)
  - "other" format
    - In front of green screen (slides or other background)
    - In front of prototype
  - DIFFERENT from 2-minute submission

# Presentation Style - Resources

Find a style that's right for you. Here are three examples:

- Traditional: The Art of the Start 2.0, Guy Kawasaki
- Trend: <http://igniteshow.com/>
- Personalize: <http://www.presentationzen.com/>
- AMC pitches:
  - Round 2: [https://americanmadechallenges.org/solarprize/round2\\_demo\\_day](https://americanmadechallenges.org/solarprize/round2_demo_day)
- Shark Tank – yes, the TV Show on ABC: <https://abc.com/shows/shark-tank>



Find a combination of important facts, story line and images that reflects your speaking style.

# Handling Q&A

- Anticipate questions:
  - Technical details – keep it brief and succinct
  - Progress – application – Ready! – Set! – next steps
  - Customer discovery – details / lessons learned
  - IP and/or product details
  - Future goals and pathways to and beyond Go! Contest
  - Utilization of American-Made network resources; i.e. connectors
  - Anything specific to your venture
- Answering Q&A
  - Listen, and use questions to drive changes to your presentation for next time
  - Listen, and don't appear defensive or challenged; sometimes people will ask challenging questions just to show how much they know
  - Listen, and if you don't know the answer, offer to follow-up
  - Listen, and answer the question briefly – more questions = better
  - Have a team member write down the questions

# Something else to consider...

## My goals for American-Made Challenge: Solar Prize

Priority	What	Who	When	How
1.	Win Set! phase	Team effort		Take advice & practice

# Something else to consider... Take 2

Demo Day Pitch = Investor pitch

Demo Day Pitch  $\neq$  Investor pitch

??

# Next Steps

Sign up for pitch training session before you submit your 4-minute demo day pitch – June 23 – June 26, 2020. June 29? Hopefully not...

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# Questions?

# CONNECT WITH US!



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