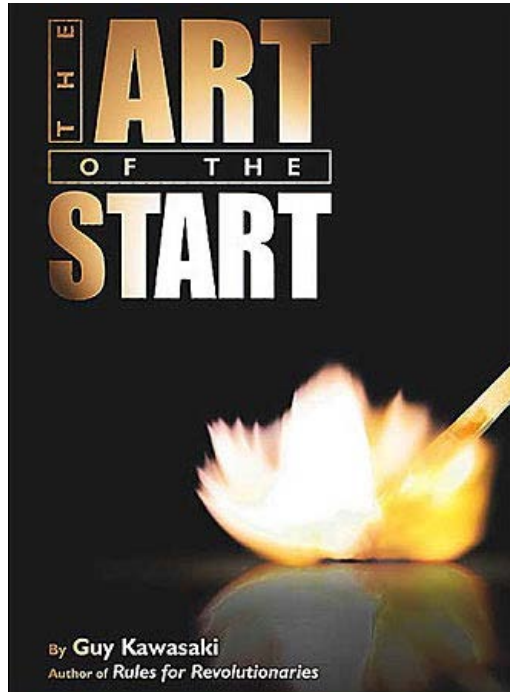


Start-Up

The Art of Start
By Guy Kawasaki

Compiled by Hervé Lebret

Guy Kawasaki



“The best reason to start an organization is to make meaning—to create a product or service that makes the world a better place. So your first task is to decide how you can make meaning.”

Observe the 10/20/30 rule

- ten slides
- twenty minutes
- thirty-point-font text

The art of powerpointing

Powerpoint is a Swiss Army knife for entrepreneurs. It started off as a tool and has become an end in itself—cluttering the effectiveness of most pitches.

- use a dark background,
- add your logo to the master page,
- use common, sans serif fonts,
- animate your body, not your slides,
- “build” bullets,
- use only one level of bullets,
- add diagrams and graphs,
- make printable slides

The ten slides

(for an investor pitch)

- Title
- Problem
- Solution
- Business Model
- Underlying Magic
- Marketing and Sales
- Competition
- Management Team
- Financial Projections And Key Metrics
- Current Status, Accomplishments to Date, Timeline, and Use of Funds

The ten slides: 1-Title

Organization Name;
your name and title;
and contact information

*Comment: The audience can read the slide—this is where you **explain what your organization does**. (“We sell software”, “We sell Hardware”) Cut to the Chase!*

The ten slides: 2-Problem

Describe the pain that you're alleviating. The goal is to get everyone nodding and "buying in".

Comment: Avoid looking like a solution looking for a problem. Minimize or eliminate citations of consulting studies about the future size of the market.

The ten slides: 3-Solution

Explain how you alleviate the pain. And the meaning that you make. Ensure that the audience clearly understands what you sell and your value proposition.

*Comment: This is **not the place for an in-depth technical explanation**. Provide just the gist of how you fix the pain.*

The ten slides: 4-Business Model

Explain how you make money: who pays you, your channels of distribution, and your gross margins.

*Comment: Generally a **unique, untested business model is a scary proposition**. If you truly have a revolutionary business model, explain it in terms of familiar ones. This is your opportunity to drop the names of the organizations that are already using your product or service.*

The ten slides: 5-Underlying Magic

Describe the technology, secret sauce, or magic behind your product or service.

*Comment: **The less text and the more diagrams**, schematics, and flowcharts on this slide, the better. White papers and objective proofs of concept are helpful here.*

The ten slides: 6-Marketing and Sales

Explain how you are going to reach your customer and your marketing leverage points.

*Comment: Convince the audience that you have an **effective go-to-market strategy** that won't break the bank.*

The ten slides: 7-Competition

Provide a complete view of the competitive landscape.
Too much is better than too little

*Comment: **Never dismiss your competition.** Everyone – customers, investors, employees—wants to hear why you're good, not why the competition is bad.*

The ten slides: 8-(Management) Team

Describe who you are and/or the key players of your management team, board of directors, and board of advisors, as well as your major investors.

Comment: Don't be afraid to show up with less than a perfect team. All startups have holes in their team – what's really important is whether you understand that there are holes and are willing to fix them.

The ten slides: 9-Financial Projections And Key Metrics

Provide a 5-year forecast containing not only dollars but also key metrics such as number of customers and conversion rate.

*Comment: **Do a bottom-up forecast.** Take into account long sales cycles and seasonality. Making people understand the underlying assumptions of you forecast is as important as the numbers you've fabricated.*

The ten slides: 10-Current Status, Accomplishments to Date, Timeline, and Use of Funds

Explain the current status of your product or service, what the near future looks like, and how you'll use the money you're trying to raise.

*Comment: Share the details of your positive **momentum and traction**. Then use this slide to close with a bias toward action.*