

# 10 – Pitching and Presentation.

Speck Product Academy 2024

# Overview

- Introduction
- Tailoring your presentation to different stakeholders
- Pitch structure
- Handling questions
- Common mistakes to avoid
- Tools, tips & tricks

# Introduction



# Why does pitching and presentation matter?

→ Pitching is essential for securing investments, projects, sales, and/or stakeholder buy-in

- ◆ It is critical for effective communication and business success

→ Pitching is a key skill for all product managers that most tend to ignore

→ Pitching vs. presentation

- ◆ Pitching = trying to persuade someone
- ◆ Presentation = trying to inform someone and/or transfer the knowledge
- ◆ Pitching = presentation – often, but not always 😊

# Tailoring your presentation

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# Presenting to different stakeholders

## → Investors

- ◆ Focus on ROI, market opportunity, business model, numbers and forecasts, arguments

## → Public

- ◆ Emphasize product benefits, user experience, emotional appeal

## → Clients

- ◆ Highlight solutions to their problems, provide case studies and testimonials, outline practical solutions
- ◆ Showcase your competitive advantage

## → Other experts

- ◆ Share the knowledge, establish connections

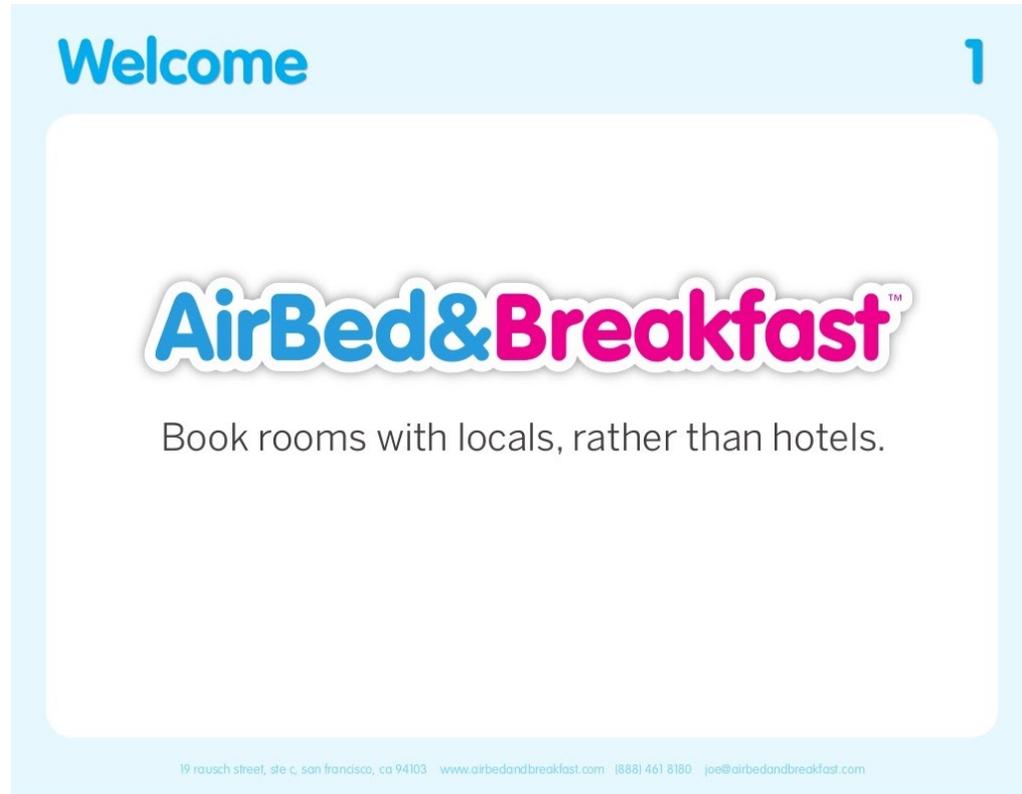
# Presenting to investors

## → Key elements

- ◆ **Market opportunity** – highlight market size, growth potential, target demographics
- ◆ **Business model** – explain how the product makes money and its scalability
- ◆ **Financial projections** – provide realistic financial forecasts and key metrics
- ◆ **Team credentials** – showcase the expertise and track record of the team

→ **Be concise, data-driven and prepare answers to their questions**

# Airbnb's pitch deck that raised \$600k in 2008



# Airbnb's pitch deck that raised \$600k in 2008

## Problem

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**Price** is a important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

# Airbnb's pitch deck that raised \$600k in 2008

**Solution** 3

**A web platform** where users can rent out their space to host travelers to:

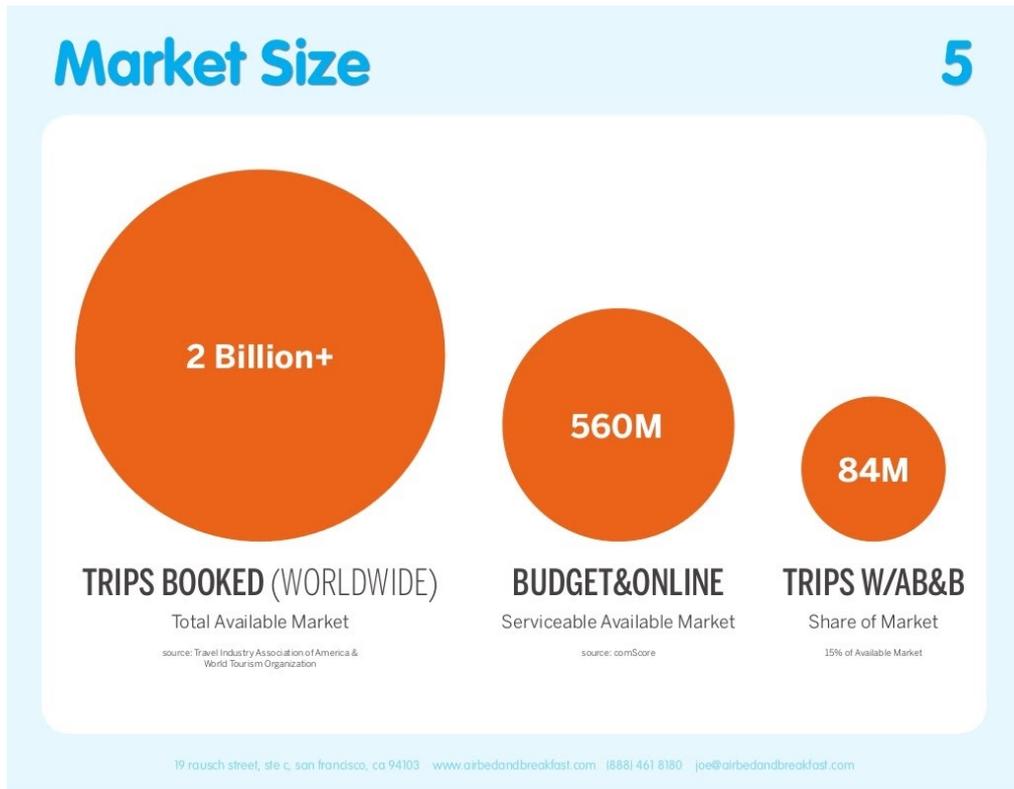
- SAVE MONEY**  
when traveling
- MAKE MONEY**  
when hosting
- SHARE CULTURE**  
local connection to the city

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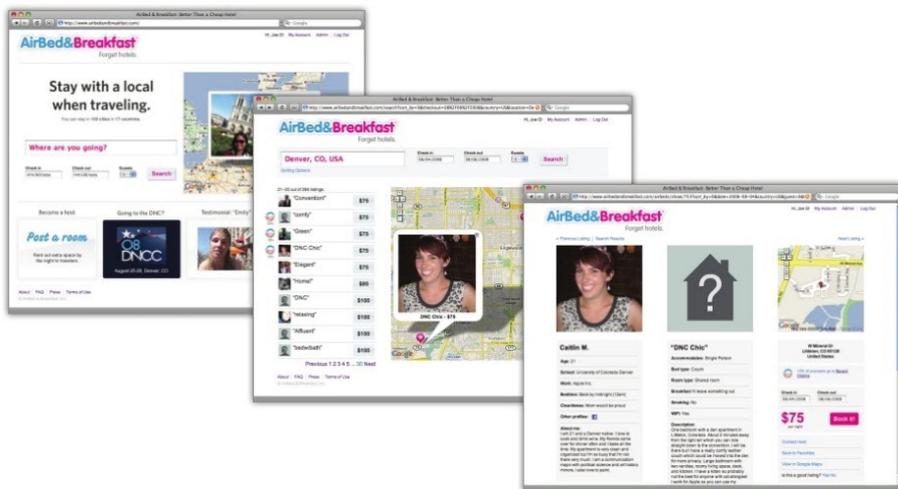


# Airbnb's pitch deck that raised \$600k in 2008

## Product

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SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



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# Airbnb's pitch deck that raised \$600k in 2008

## Business Model

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We take a 10% commission on each transaction.



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## Adoption Strategy

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### EVENTS

target events monthly

- Octoberfest (6M)
- CeBIT (700,000)
- Summerfest (1M)
- Eurocup (3M+)
- Mardi Gras (800,000)

with listing widget



### PARTNERSHIPS

cheap / alternative travel



### CRAIGSLIST

dual posting feature



# Airbnb's pitch deck that raised \$600k in 2008



# Airbnb's pitch deck that raised \$600k in 2008

## Competitive Advantages 10

<b>1<sup>st</sup> TO MARKET</b> for transaction-based temporary housing site	<b>HOST INCENTIVE</b> they can make money over couchsurfing.com	<b>LIST ONCE</b> hosts post one time with us vs. daily on craigslist
<b>EASE OF USE</b> search by price, location & check-in/check-out dates	<b>PROFILES</b> browse host profiles, and book in 3 clicks	<b>DESIGN &amp; BRAND</b> memorable name will launch at historic DNC to gain share of mind

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# Airbnb's pitch deck that raised \$600k in 2008

## Team

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### **Joe Gebbia**, User Interface & PR

Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



### **Brian Chesky**, Business Development & Brand

Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



### **Nathan Blecharcyk**, Developer

Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard, Nate has worked at Microsoft, OPNET Technologies, and Batiq.

### **Michael Seibel**, Advisor

Michael is the CEO and co-founder of [www.justin.tv](http://www.justin.tv), a San Francisco based venture funded start up that delivers live video to the internet.

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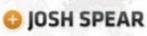
**Press** **12**

"AirBed & Breakfast is a fun approach to couch surfing."



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

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."



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

"A cool alternative to a boring evening in a hotel room."



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

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."



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

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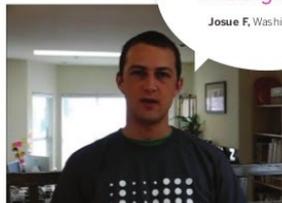
# Airbnb's pitch deck that raised \$600k in 2008

## User Testimonials

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"AirBed&Breakfast  
freaking rocks!"

Josue F, Washington, DC



"I found something in  
my price-range, and that's  
what really enabled me  
to come to the conference."

Jason R, Atlanta, GA



"A complete success.  
It is easy to use and it  
made me money."

Emily M, Austin, TX



"It's about the ideas,  
the interactions, the  
people. You don't get  
that in a hotel room."

Dan A, Ontario, Canada



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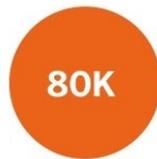
## Financial

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We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



**ANGEL ROUND**  
initial investment opportunity



**TRIPS W/AB&B**  
avg \$25 fee



**\$2M**

**REVENUE**  
over 12 months

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# Presenting to the public

## → Key elements

- ◆ **Storytelling** – engage the public and empathize with them
- ◆ **Visual appeal** – make it sexy
- ◆ **Clear messaging** – make it easy to understand, yet impactful

# Steve Jobs introduces iPhone in 2007



# Presenting to clients

## → Key elements

- ◆ **Problem-solving focus** – show understanding of your client's specific needs and pain points
- ◆ **Case studies and testimonials** – show how it worked for others to build credibility
- ◆ **Clear ROI** – demonstrate clearly how will this benefit your client

→ **Focus on understanding your customer, empathizing with them and providing them with easy-to-understand, yet expert solutions and advice**

# Pitch structure

# Structure of a 3-minute pitch

## → Hook (15 seconds)

- ◆ Grab attention with a compelling story or fact
- ◆ Use a powerful statistic, anecdote or a quote as a segway into the problem you're trying to solve

## → Problem (30 seconds)

- ◆ Define the problem you are solving
- ◆ Clearly state the problem and its impact

# Structure of a 3-minute pitch

## → Solution (30 seconds)

- ◆ Explain your product and how it solves the problem
- ◆ Visualize the main features
- ◆ Demonstrate how your product uniquely addresses the problem

## → Market opportunity (30 seconds)

- ◆ Highlight the market size and potential
- ◆ Provide data to show the size of the opportunity

# Structure of a 3-minute pitch

## → Business model (30 seconds)

- ◆ Explain how your idea is going to earn money
- ◆ Focus on very clear explanation and the main revenue stream

## → Financial and timeline projection (15 seconds)

- ◆ Outline your projection of initial investment and timeline
- ◆ Outline your projected earnings in the first period (quarter, 6 months, a year?)

# Structure of a 3-minute pitch

## → Team (15 seconds)

- ◆ Who is your team and what are your credentials/what is your expertise?

## → Wrap-up and call to action (15 seconds)

- ◆ What do you want from your audience?

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## Handling questions

# Handling questions

## → Listen carefully and actively

- ◆ Understand the question fully before answering

## → Be honest

- ◆ Admit you don't know something, but offer to follow-up
- ◆ It's better to admit you don't know something than to provide incorrect information

## → Stay calm

- ◆ Never get defensive, whatever the feedback may be – don't start arguing
- ◆ Clarify your statements if needed, show credibility through friendly and professional behavior

## → Stay within your time limits – both for the pitch and for answering the questions

**Tools, tips & tricks**

# Tools, tips & tricks

## → Tools to help you with your presentation

- ◆ Google Slides, Canva, Keynote, ChatGPT (structure, content)

## → Practice

- ◆ Rehearse your pitch multiple times, record yourself

## → Seek feedback from others

## → Use visuals and data

## → Maintain eye contact, use gestures – not too much!

## → Don't rush, control your pace

## → Don't overload slides with text

## → Listen to the pulse of your audience

## → Try out the technology before the pitch – demos, devices, connection etc.

Don't do this 😊



You will be split into 6 groups to create your own project – your own digital product 😊. It can be a mobile app, a web app or a desktop app – whatever you prefer.

### **PHASE 1 – DEADLINE MAY 17 2024**

- Conduct at least 3-5 customer development interviews
- Find direct and indirect competition
- Define how an MVP looks like (features, revenue, target group...)
- Fill out a Business Model Canvas for an MVP

### **PHASE 2 – DEADLINE JUNE 7 2024**

- Create low-fidelity wireframes for an entire MVP
- Define a North Star metric and 3 follow-up OKRs
- Create an item-by-item detailed estimate for development of an MVP
- Define 3-5 main risks and how to mitigate them

### **PHASE 3 – DEADLINE JUNE 14 2024**

- Create a product marketing launch plan
- Create a final pitch lasting 3 minutes to present it all – your projects will be presented on the final closing ceremony (June 17-19 – exact date TBC)

**SEND YOUR FINAL PRESENTATIONS BY JUNE 13, 2024**

**Thank you! <3**