SUNY STARTUP
SUMMER SCHOOL

Week 7

July 14, 2021

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Course Schedule

Week	Date	Course Title	Presenters
7	July 14	Selling and Telling Your Story	Sue Hayes, Labsim
8	July 21	Commercialization 101 – Positioning Your Go-To-Market Strategy	Mark Sperry, Sperry Energy
9	July 28	Follow-On Capital Sources – What Early-Stage Investors Want	David Cruikshank, ARCH Venture Partners
10	August 2-6	1:1 Meetings With SUNY Venture Advisors	
11	August 11	Demo Day and Graduation	

Only 2 more instructional webinars after today!

Course Schedule & Announcements

1. August 2-6: 30-minute dry run of your pitch with Venture Advisors. **Pitch guidelines** and **Google Form** to schedule were sent via email July 6th.

<p align="center" style="color:blue">Check your inbox!</p>

2. **10-minute Q&A** session on Demo Day Pitch Guidelines with the S4 Team after today's session. You must sign up for a pitch dry run to be eligible for Demo Day pitch.

3. August 11 **3-5 PM Demo Day**: Mark your calendars if you have not already!

Course Schedule & Announcements

1. We are experiencing some technical difficulties with our **email and calendar systems.** This may cause a delay in responses to emails from the S4 inbox as well as our follow up emails. We are sorry for the inconvenience. For any urgent matters, please reach out Linh at 571-888-9396 or Nick at 518-434-7183. Thank you.

2. Once these systems are fully restored, you will receive the following:

   ➢ Calendar invites for the 1:1s with Venture Advisors August 2-6 for those who filled out the Google Form

   ➢ Calendar invite for Demo Day August 11

   ➢ Weekly email with recording, presentation, and announcements

   Thank you for your understanding!

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Course Schedule & Announcements

1. During today's class, we will have a "poll" question mid-class in addition to the weekly topic feedback "poll" question at the end of class. **For this week, we will post the "poll" questions in the chat. Please answer in the chat today. We will tabulate the results.**

2. Join the SUNY Innovation and Entrepreneurship Network LinkedIn Group

Leaderboard

Due to the technical difficulties, we do not have an updated leaderboard today and hope to have it updated with the last two weeks' results in next week's class.

Downstate remains on top… for now!

Leaderboard Top 20

#	First Name	Last Name	Points
1	David	Liu	11
2	Michael	Coyle	11
3	Christopher	Badurek	10
4	Carol	Beckley	8
5	Christopher	Williams	8
6	Adam	Graczyk	6
7	Alba	García-Rodríguez	6
8	Brennan	Overhoff	6
9	Douglas	Ling	6
10	Hai	Lin	6
11	Janet	Paluh	6
12	Jill	Lee	6
13	Michael	Walters	6
14	Noa	Eshkar	6
15	Tatyana	Tarasevich	6
16	Weilan	Zhang	6
17	Zuby	Onwuta	6

Leaderboard By Campus

#	Campus	Points
1	Downstate	41
2	Albany	40
3	Polytechnic Institute	39
4	Buffalo	34
5	Binghamton	31
6	Stony Brook	31
7	Upstate	12
8	Cortland	10
9	Buffalo State College	9
10	Brockport	8
11	Oswego	6
12	Plattsburgh	6
13	Potsdam	5
14	Morrisville	3
15	Herkimer County Commu	2
16	Empire State College	1
17	ESF	1
18	Farmingdale State Colleg	1
19	Fredonia	1
20	Cobleskill	0
21	New Paltz	0
22	Old Westbury	0

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Questions about S4?

Email us at S4@rfsuny.org

Let's jump into today's topic!

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Telling and Selling Your Story

Susan L. Hayes

Labsim, Inc.

July 14, 2021

Agenda

- 10:30 Welcome and introduction
- 10:35 Overview of Framework
- 11:15 Breakout exercise- 6 word stories
- 11:30 Report-back presentations
- 11:45 Wrap-up

Steps to Powerful Pitching

- ▶ 1. Analyze Self/Audience

- ▶ 2. Do R&D

- ▶ 3. Structure/Create

- ▶ 4. Deliver/Defend

Overall objectives: Be CLEAR, CONCISE, COMPELLING

S.L. Hayes

1. Analyze Self/Audience

WIIFM

Objective of Pitch:

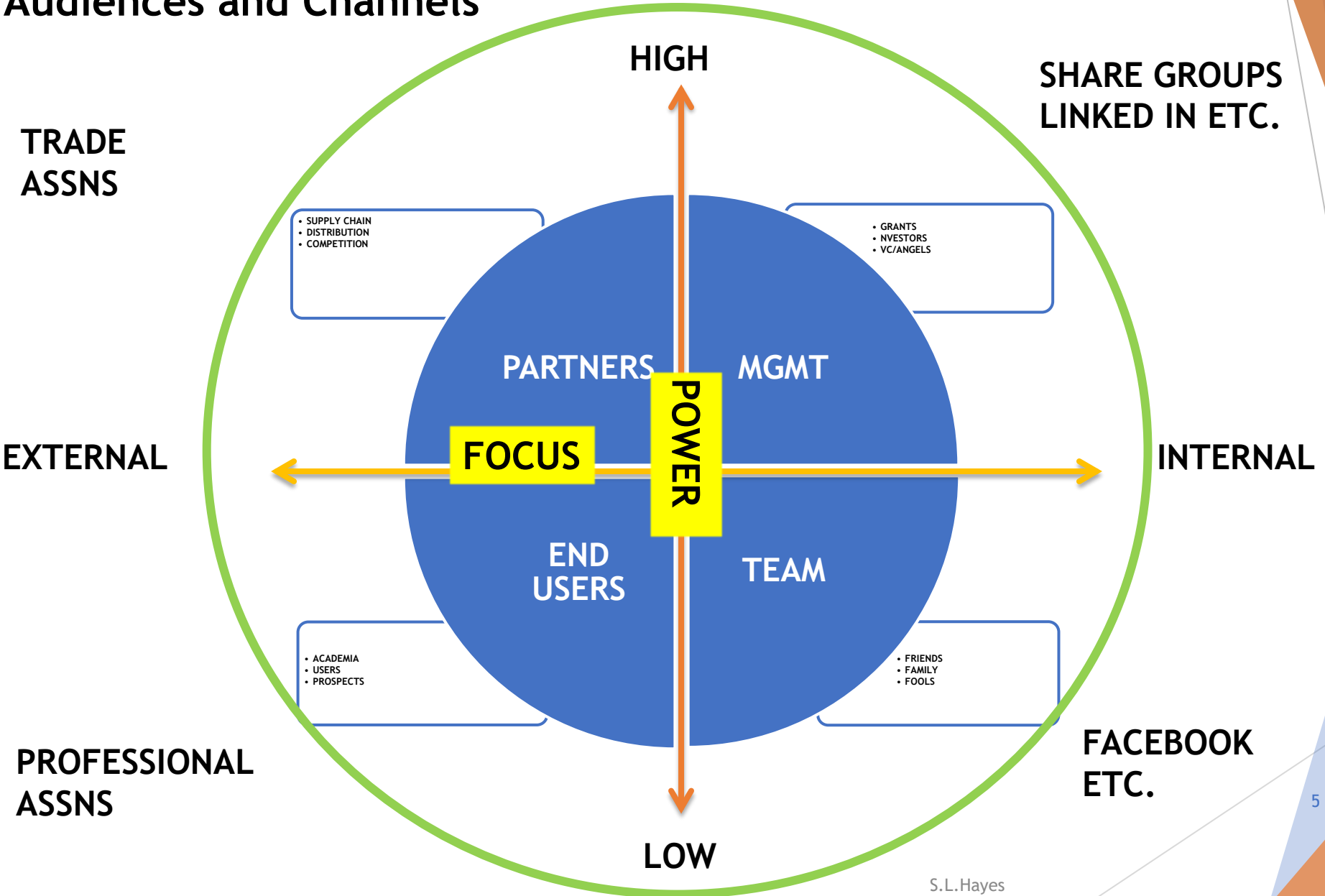- $
- Manpower
- Resources
- Time
- Influence
- Recognition

WIIFT

Objective of Audience:

- Time
- Manpower
- Lives
- Money
- Safety

Types of pitches:
- Elevator
- Contests
- Partner
- Investor
- Strategy
- Customer
- PERSUASIVE not informative!!

Pitch Audiences and Channels

Third tier: Gov't, mass media, influence

2. Do R&D

Research

- The Problem
  - Magnitude
  - Impact
- The Market
  - Size
  - Dynamics
- The Advantage
  - USP
  - Competition
- The ASK
  - Financials
  - Timeline

Develop

- Evidence
  - Stats
  - Quotes
- Graphics
  - Data Representations
  - Charts
  - Images
- 6-Word Story!!

3. Structure/Create

Outline

- Three Main Points
- Intro
- Conclusion

Create

- Slides
  - Billboard Rule
  - Clean Look and Feel
  - Logo slide -1st and last
- Handouts
- Appendices

TWO-HANDED "RECIPE"

ON THE ONE HAND...

OVERALL STRUCTURE

I. INTRODUCTION
II. BODY
    A. SOLUTION- USP
    B. MARKET
    C. OPPORTUNITY
III. CONCLUSION
    A. CTA
    B. PUNCH LINE

ON THE OTHER HAND...

INTRO STRUCTURE

I. **AGD-** attention getting device- **story**, startling stat, quote, image
II. **TNT-** tie into topic-what is problem
III. **SOS-** statement of significance- why should they care- WIIFT (audience)
IV. **ID**- who are you are your role- WIIFY
V. **RM-** roadmap (3 tags)
▶ **[CTA**- call to action- depends on pitch timing**]**

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▶ CONCLUSION STRUCTURE
I. **CTA**- call to action
II. **PUNCH LINE-** Tie back to AGD

4. Deliver/Defend

Delivery

- Language
  - Words you choose
  - Non-fluencies
- Voice
  - Conversational
  - Compelling
- Physical
  - Body
  - Environment

Q&A

- Types of questions
- Responses
  - Concise
  - Correct
  - Journalistic Style
- Wingperson
  - Field the in-depth dives

Delivery

LANGUAGE	VOICE	VIRTUAL vs IN-PERSON
Descriptive language	Pace	Posture
Story-telling	Pause	Facial expression- eyebrows, smile
Jargon-free	Pitch	Eye contact/tracking- minimal or no notes
Fillers: um, st, like, y'know, really	Projection	Gestures- shoulder shrugs, flitting hands, touching face
Transition words- so, now	Passion	Background: Lighting, noise, roomies, cats, backdrop
Stumbles?	Conversational	Distractions: Clothing, jewelry, hair, glasses
Clear/concise	Uptalk?	Tech issues: Mike/camera location/ time lags/drops

10

S.L.Hayes

15 Minute Exercise-Your 6-Word Stories!

▶   1. Go to assigned breakout room

▶   2. Keep chat open

▶   3. Select a moderator to guide presentation process- ensure all get to present

▶   4. Each person in group states their 6-word story and shares slide- **no critiques,** please

▶   5. **EXPECTED OUTCOME**: Each breakout group will pick their best 6-word story
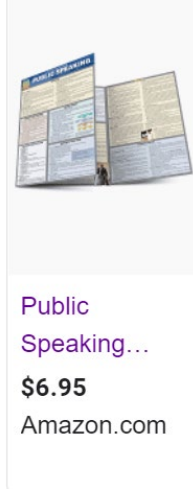
▶   6. Return to Main Session at 11:30.

BACK IN MAIN SESSION

❑   3 teams randomly selected to present their "winner" with their slide

❑   Group will vote in CHAT for 1, 2, or 3.

❑   Short discussion of what worked, what could be improved (critique)

❑   End at 11:45

Summary

▶ Good resource available:

Public
Speaking…
$6.95
Amazon.com

▶ Questions/comments: Sue Hayes, 302-824-2427, suehayes@labsim.com

Thank you!

▶ Please answer the Zoom poll question.

▶ Recording will be sent tomorrow.

▶ Don't forget to connect with us on LinkedIn.

▶ See you next week for

Week 8: July 21

Commercialization 101 – Positioning Your Go-To-Market Strategy

Mark Sperry, Sperry Energy

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