



Pitching

Requirements and guidelines

Pitch



- Can you implement your idea individually?
 - ✓ Need for investment, funding, additional supervision, team members, ...
- How to find it?
 - ✓ Find a platform where you can express your needs
- With the pitch, you should effectively communicate your project's value proposition, innovation, and impact in a clear and compelling manner to attract the target audience

Elevator Pitch



- A business-oriented, purposeful verbal message as fast as a ride in an elevator (30 -120 seconds) in understandable language – also for technology areas
- A concise, carefully planned, and well-practiced “answer” about yourself, your project etc.
- A situation with an opportunity to sell your team’s identity and set yourself apart from other entrepreneurs

Typical pitch content

- **Cover**
- **Problem**
- **Solution**
- **Market Validation**
- **Market Size**
- **Product**
- **Business Model**
- **Adoption Strategy**
- **Competition**
- **Competitive Advantages**
- **Team**
- **Press**
- **Users Testimonials**
- **Financial**

AirB&B example +



➤ Cover

- ✓ Title of your project
- ✓ Slogan, to attract

Welcome

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AirBed&Breakfast™

Book rooms with locals, rather than hotels.

AirB&B example +



➤ Problem

✓ Short

✓ Informative

Problem

2

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.

AirB&B example +



➤ Solution

- ✓ Main idea of the solution
- ✓ No technical details

Solution

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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

AirB&B example *



➤ Market

- ✓ Justify the need, possibility to enter the market

Market Validation

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Couchsurfing.com

660,000

total users²

Craigslist.com

50,000

temporary housing listings per week in the US. 07/09 – 07/16²

(1) www.couchsurfing.com
(2) www.craigslist.org

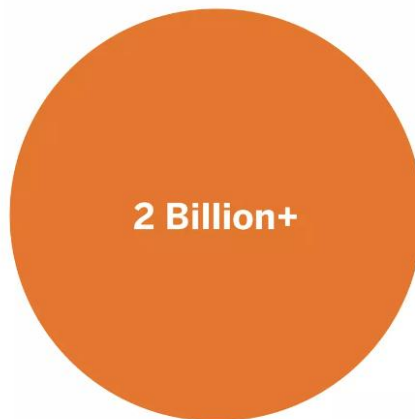
AirB&B example *



- Market size
 - ✓ Identify potential reach scale

Market Size

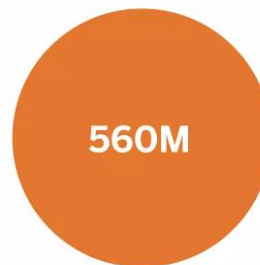
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TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America & World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

source: comScore



TRIPS W/AB&B

Share of Market

15% of Available Market

AirB&B example +++



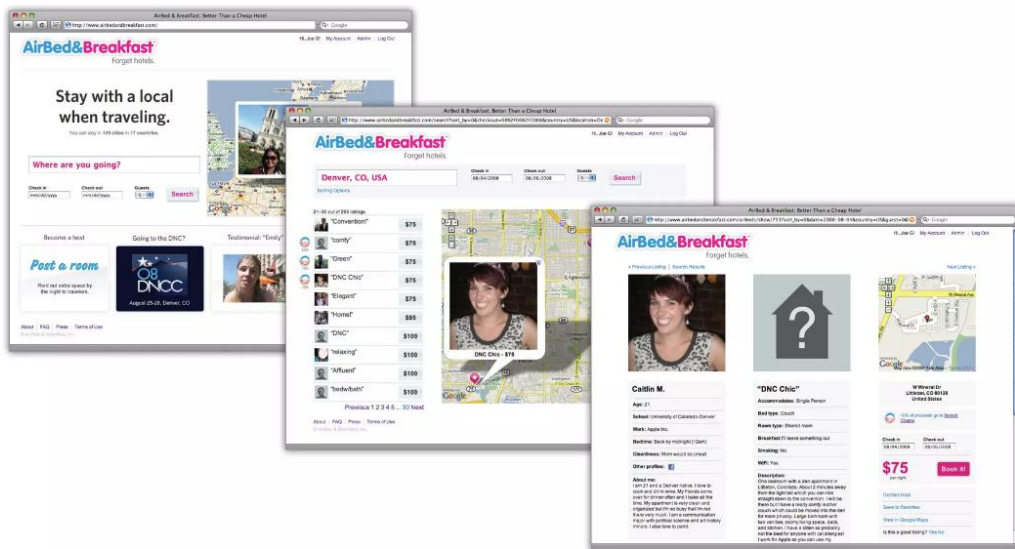
➤ Product

- ✓ Do not go into details
- ✓ Highlight the unique features

Product

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SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



AirB&B example *



➤ Business model

✓ How it will pay off

Business Model

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We take a 10% commission on each transaction.



TRIPS W/AB&B

Share of Market

15% of Available Market



\$25

AVG FEE

\$80/night @ 3 nights

source: \$70 is avg room price on AB&B



\$2.1B

REVENUE

Projected by 2011

AirB&B example -



➤ Adoption

✓ How you plan to go further

Adoption Strategy

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EVENTS

target events monthly

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

with listing widget



PARTNERSHIPS

cheap / alternative travel



CRAIGSLIST

dual posting feature



AirB&B example +



- Competition
 - ✓ Show you know what already exists

Competition

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AirB&B example *



➤ Competition

✓ Highlight
your
advantage in
comparison
to existing
solutions

Competitive Advantages

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1st TO MARKET

for transaction-based
temporary housing site

HOST INCENTIVE

they can make money
over couchsurfing.com

LIST ONCE

hosts post one time with
us vs. daily on craigslist

EASE OF USE

search by price, location &
check-in/check-out dates

PROFILES

browse host profiles,
and book in 3 clicks

DESIGN & BRAND

memorable name will
launch at historic DNC to
gain share of mind

AirB&B example +



➤ Team

✓ Introduce yourself

✓ Build a trust in your team

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, a San Francisco based venture funded start up that delivers live video to the internet.

AirB&B example -

➤ Press

✓ How you could promote the product

Press

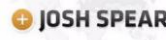
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"AirBed & Breakfast is a fun approach to couch surfing."



www.webware.com

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



www.joshspear.com

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



www.mashable.com

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



www.springwise.com

AirB&B example *

➤ Testimonials

✓ Justification
of the idea
by target
clients

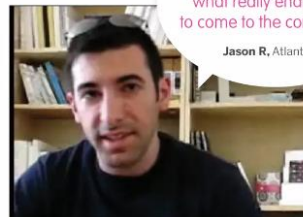
User Testimonials

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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

AirB&B example *



➤ Financial

- ✓ Highlight the financial value of the idea

Financial

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

\$500K

ANGEL ROUND

initial investment opportunity

80K

TRIPS W/AB&B

avg \$25 fee

→
\$2M

REVENUE

over 12 months

Presenting: The Rule of Three



➤ The "Hook"

- ✓ Get **a**ttention and **i**nterest

AIDA!

➤ The Subject

- ✓ Explains and proves your point with passion
(investors expect energy and dedication from entrepreneurs)
- ✓ Should induce **d**esire ("greed inducing")

➤ The Close

- ✓ Call to **a**ction or demand for reaction

Form of pitch



- Traditionally it's a speech, sometimes with slides
- You need to prepare a video to ensure we can promote it later (and control your pitch time – up to 2 minutes)
- You can use different formats:
 - ✓ Slide show, demonstration recorded with your speech
 - ✓ Storytelling, as a short “movie” to explain the idea in a more creative way

Technologies available for implementation



- Snipping Tool
 - ✓ Record the screen (slides, demo)
- Edit the video (if needed)
 - ✓ CapCut
 - ✓ Canva
 - ✓ ...

IDEATHON pitch evaluation criteria



- Each pitch will be evaluated based on multiple criteria:
 - ✓ Problem identification and clarification
 - ✓ An analysis of alternatives
 - ✓ Generation of the idea (AI application, reasoning, complexity and novelty, maturity)
 - ✓ Justification and sustainability
 - ✓ Presentation

HACKTAHON pitch evaluation criteria



- Each pitch will be evaluated based on multiple criteria:
 - ✓ Data processing challenges and solutions
 - ✓ ML model and/or data processing pipeline
 - ✓ Model accuracy and performance metrics
 - ✓ Justification and sustainability of the results
 - ✓ Presentation

Recommendations



- Start the pitch preparation
 - ✓ Have a checklist – what will be evaluated
 - ✓ Try to evaluate it – would you understand it, would it convince you?
 - ✓ Work on text, making it short and informative
 - ✓ Implement it

The pitch process



- We show your video (if it is longer than 2 minutes, we will show only the first 2 minutes)
- Within the next 5 minutes, the jury will ask and your team will answer the questions
 - ✓ Q&A helps to add additional context to understand your idea/solution better
 - ✓ Try to be short and concrete



Questions