



Argumentaire de vente « pitch »
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TANDEMLAUNCH

Mon aventure...



**POLYTECHNIQUE
MONTREAL**
LE GÉNIE
EN PREMIÈRE CLASSE

belair



VADO

NDEMLAUNCH

L'art du "pitch"

Triste réalité: La majorité des pitch deck sont mauvais...

➤ Assurez-vous que le vôtre soit bon!

Un bon deck est **court**, **clair** et bien **structuré** – racontez votre histoire en quelques pages:

- › Clairement faire un argumentaire incroyablement convainquant pour l'investissement/ décision favorable
- › Sans que quiconque ait besoin d'être là, d'expliquer quoi que ce soit
- › Point

L'art du "pitch"

1. **Welcome** – Your big idea – 10 sec to engage your audience
2. **Problem** – The problem you solve and who you solve it for
3. **Solution** – Your solution with compelling benefits
4. **Product** – Your product and how it works in 3 simple steps
5. **Business Model** – How you make money
6. **Traction** – Proof that your costumers/users love your product
7. **Market** – How much money you could make if you dominate the market
8. **Competition** – Your competitors and why your product is better
9. **Growth** – How you will acquire and retain costumers, profitably and at scale
10. **Financials** – How much money you will make in your first 3-5 years
11. **Team** – The team that has the experience/skills to own this opportunity
12. **Funding** – How much money you need and what you will do with it
13. **Summary** – Huge Opportunity + Differentiated tech + Dream team + Strong traction

De bons exemples: Airbnb

Competition

9



De bons exemples: Wealthsimple

The Canadian market opportunity



De bons exemples: Buffer

Traction

- 800 Paying Users
- \$150,000 annual revenue run rate
- 97% margins
- 55,000 users, growing 40% per month
- 1.5 million updates Buffered

COMMENT ÇA SE TRADUIT DANS LA GRANDE ENTREPRISE ?

- › **Comprenez les différences fondamentales**
- › **Alignement avec les objectifs stratégiques**
- › **Politique – “Zero-sum game”, “What’s in it for me” ?**
- › **Gestion du risque**
- › **Vélocité**

Avec l'âge...mes leçons !

- › Adaptez-vous à votre auditoire ! Sachez à qui vous vous adressez, quels sont leurs motivations & incitatifs, ajustez votre langage.
- › Lorsque possible, ayez des rencontres avec les différents membres avant une rencontre décisionnelle. Pas de surprise !
- › Soyez conscients de votre dynamique d'équipe lors de la présentation. L'auditoire percevra une bonne chimie d'équipe. Pas de « One man show »

Avec l'âge...mes leçons !

- › La séquence de vos points, ainsi que le poids associé. Qualité vs Quantité – Toujours !
- › Écoutez!! Les questions posées révèlent les incitatifs, inquiétudes, objectifs, etc. Portez attention au non verbal.
- › Pratiquez ! (oui, devant un miroir, c'est inconfortable mais efficace !)
- › Passion – Enthousiasme

There is no place for ego – Molly Graham



- **Don't worry about what your job title says.** Be the most useful person in the room, and good things will happen. As you gain a reputation for being a problem solver, people will notice and add you to their projects and teams.
- **Ask simple questions.** “You can learn anything if you're willing to sound like a complete moron in a large meeting,” Graham says. And it's likely your teammates had the same questions but were too afraid or shy to ask.
- **Be helpful to everyone at every level.** Meaningful contributions can come from just about anyone, and you never know when you'll need someone's help or need an advocate down the road. So don't be a jerk and try to give as much as you get.



JUMP
TO THE NEXT

CURVE

ICE 1.0

HARVEST



"THE ART OF INNOVATION." GUY KAWASAKI

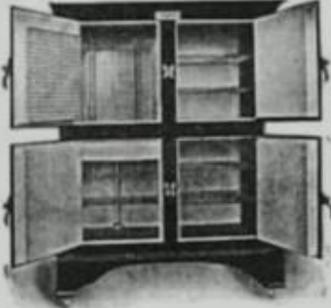
ICE 2.0

FACTORY



"The Art of Innovation." Guy Kawasaki

ICE 3.0
FRIDGE



Herrick Dry Air System Refrigerators
for the Home.
Highest Quality—Economical and Convenient.
HERRICK REFRIGERATOR CO.

"The Art of Innovation." Guy Kawasaki

The **Marshmallow Challenge**



20 sticks of spaghetti + one yard tape + one yard string + one marshmallow

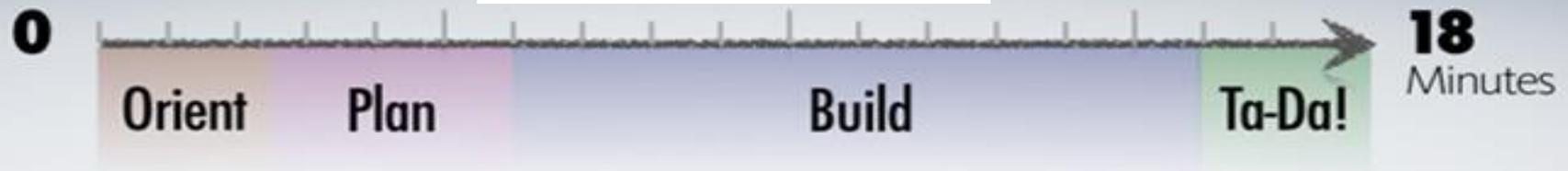
18 Minutes – Teams of 4 – Tallest Freestanding Structure

LE RÉSULTAT ?





I
♥
PROTOTYPING



Courtesy of Tom Wujek's TedTalk "Build a tower, build a team"

Bonne Chance !

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