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U.S. Chamber of Commerce
Standing Up for American Enterprise



VALUES
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Being an entrepreneur means always being ready, whether it's seizing new market opportunities, hiring the best employees, or adapting as customers' needs change. But above all, savvy entrepreneurs must become masters of the pitch – short but powerful presentations that win support for your business from potential stakeholders like investors or clients.

To help entrepreneurs master the essential but often elusive art of pitching, the **Nasdaq Entrepreneurial Center** teamed up with the **U.S. Chamber of Commerce** and **Value Partnerships** to create an Entrepreneur Pitch Toolkit. We partnered with experts across industries to put together a guide that sets entrepreneurs up for success through the various stages of a pitch:

DELIVER A LEAN, PERSUASIVE PITCH (Video & Tip Sheet) Page 2

Michael Margolis from Get Storied shows founders how to tell their startup's story simply and convincingly to stand out from the crowd.

CREATE AN EFFECTIVE PRESENTATION (Tip Sheet) Page 4

Public speaking experts from Own The Room offer tips on how to structure and deliver a dynamic presentation that engages even the toughest crowd.

OVERCOME YOUR FEAR OF PUBLIC SPEAKING (Tip Sheet) Page 6

When the stakes run high, your nerves will too. Author David Nihill shares tips from stand-up comedy to help you exude confidence under pressure.

NEGOTIATE DEAL TERMS (Video & Tip Sheet) Page 8

If your pitch wows, you could be talking deal terms that very day. Experts from WSGR and the Center help you enter the room with a strategy in place.

MAKE YOUR BUSINESS MEDIA-READY (Video & Tip Sheet) Page 10

Landing a major investor or winning a pitch-fest could land your business in the public eye. Eastwick offers tips on becoming media-ready in advance.

SMALL BUSINESS, BIG CHALLENGE (Tip Sheet) Page 12

Tools & Resources from the U.S. Chamber of Commerce

The **Nasdaq Entrepreneurial Center** is a San Francisco-based non-profit that educates, innovates, and connects current and aspiring entrepreneurs. We provide access to quality resources, including mentors, training, and networking with the help of our sponsors:



Deliver a Lean, Persuasive Pitch

Get Storied



MICHAEL MARGOLIS
FOUNDER AND CEO, GET STORIED

When it comes to selling your company, you might only have minutes to do it. Michael Margolis is the founder and CEO of **Get Storied**, and an expert at helping businesses tell their story simply and convincingly. Here, he offers some key tips for your pitches: Context is king, capture attention and imagination, and establish empathy and authenticity. Margolis emphasizes the importance of honesty -- you never have all the answers -- and conveying that you understand the dilemma which you're working to solve.

Play Video

youtu.be/Ng80fkkOSjg

 [@getstoried](https://twitter.com/getstoried)



3-steps for the Pitch Presentation

Get Storied

For Michael Margolis, **Get Storied**, every startup story is about innovation. Which means you're going to face disbelief and resistance every step the way. Instead of presenting false certainty (you're still figuring it all out, right?), present a story that gets the audience on your side. To achieve this, you'll want to capture the imagination, create emotional connection, and answer why you're the right one for the job.

STEP 1 – CONTEXT: FIND YOUR FRAME.

Remember your audience doesn't know what you're talking about. So give them context. Set the scene. Describe "the change." How things were once versus how they are now. Make us curious. Your job is to capture the imagination. Start by framing the bigger change. The key is to describe not just the problem and pain, but rather the opportunity and possibility that comes with this.

- You're rethinking education
- You're reimagining the dating process
- You're responding to the future of advertising

STEP 2 – EMOTION: VALIDATE AUDIENCE.

Focus on the emotional experience of your customer/end-user/beneficiary. You've got lot of audiences (i.e. customers, investors, press, and other stakeholders). Always make your customer the hero of the story. Your startup is ultimately for them. What do they want (desire) -- and what gets in their way (complication)? This is the core dilemma that your startup is solving for. Once you can tell the story to them, you can adjust for any other audience as well.

- More people want to eat healthy yet they won't if it tastes like crap
- More business is done on the road yet most conference calls sound like crap

STEP 3 – EVIDENCE: MAKE IT REAL.

What gives you the right to be telling this story? How do you know the promise of your story is true? Give us evidence. The facts of your progress and the data of your achievements to date. Your own personal story fits in here as well. What is your commitment or expertise that validates this endeavor?

- We launched a beta site, and got 2,000 customers in 6 months
- I was once (our end user), and was frustrated this need wasn't being met
- Been researching this topic for 15 years, my passion for a lifetime

LEARN MORE

Get Storied is one of the world's leading schools for business storytelling. We teach innovators at Google, Greenpeace, and thousands of startups around the globe how to get their story straight. Sign-up for our free storytelling mini-course at getstoried.com/redpill or visit getstoried.com to learn more.

Create an effective presentation



Own The Room helps individuals and organizations globally unleash their human potential through advanced communications skills training with results seen in minutes not months. They develop world-class communicators at the leadership level and equip next-gen performers to lead. Their team of coaches is comprised of seasoned professionals with backgrounds in a variety of fields, giving them the ability to relate quickly to participants and deliver a highly impactful experience. Below, experts from **Own The Room** outline the four key tenets of persuasive, dynamic presentations.

BE A 4-DIMENSIONAL SPEAKER

1 - CONTENT

- Weak language is any word or phrase that does not add value to your message. “Um,” “Ah,” “So,” “Like,” “Basically” is not the only weak language that should be eliminated, but also when you take 5 sentences to say something you could have said in 2 sentences.
- Strong language is when you can paint a picture or evoke an emotion with your content. Use examples that pull your audience into a scene; make it personal for them.
- The first words out of your mouth should be a question, statement, statistic, joke, quote, scene, or story. Eliminate the ramp up of “Hi, my name is _____, and I’m here to tell you about _____” that doesn’t offer the audience anything new and exciting. Grab their attention immediately with something they don’t expect.

Audience Involvement

The audience is interested in their own agenda. When you get them thinking, sharing, talking, then they are open to your agenda.

- Take a poll or conduct an “Around The Room” for each person to share a one-word or half-sentence answer on a question you pose to the group. Remember to give crystal clear instructions and repeat 2-3 times before execution: “We’ll start with Sally and work this way down the line. Each person share a half-sentence, top of mind, on _____.”
- You get great data on where their minds are at and they get emotionally connected to the topic!

Close with Action

You’ve just motivated your audience with your message and now it’s time for the Closing Ask. Give them a simple action step that they can take to solidify the “A-Ha!”

- Make it immediate: An action they can do on-site or that day is much more powerful than an action you ask them to do the next time or later that week.
- Make it simple: A simple baby-step that everyone does is far more powerful than a huge commitment that no one does.
- Example: “You’ve just heard all the benefits for keeping active and staying healthy. As you walk out today, let’s all make a promise to each other that no one takes the elevator to leave. We all take the stairs and on the way down.”

Create an effective presentation

2. TONE

- Where are you on this chart?
- This is your Tonal Starting Point and where it is for you is perfect for you. But if you stay in that one spot, one spot means one tone, which means monotone, which means BORING.
- Use more of your entire range throughout your content to place emphasis on keywords.
- Loud, soft, fast, slow, but don't forget the most important effect of all... PAUSE.
- Be comfortable with silence. It's your most powerful tool as a speaker. A lot of great things happen in the silence: The audience is understanding what you said, they're absorbing it, they're setting up the next thought. You can't talk faster than the brain can hear, but you can talk too long for the brain to understand.



3. BODY LANGUAGE

- When you just have great content, it comes into the brain in mono. But when your hands tell the same story as your words, it comes into the brain in stereo; twice as powerful in terms of how memorable it is.
- Waving hands in repeated motion is "Body Noise." Take that energy to the next level by placing specific hand gestures to match the word.
- You don't have to gesture every word; matching 30-40% of your spoken content is world class. Identify your keywords and think of specific gestures to match those words.

4. USE OF SPACE

- Monospot is the boring cousin of monotone. Change up your position on stage, but be strategic with your movements. For example: Pacing back and forth can be distracting. Section your content into chapters and step to the side when you enter a new chapter. While in that chapter, take a small step toward your audience to place emphasis on specific content within that chapter.
- Movements should be clean, crisp, and with purpose. Commit to the delivery.

GET MORE

Use **Own The Room's** free presentation template as a quick guide for creating a talk that's designed to engage even the toughest audience. Visit us at owntheroom.com or call us directly at 877-92-OWNIT (69648) to learn more and explore the options and benefits of having us work with your organization.

Overcome your fear of public speaking

FunnyBizz

*David Nihill, founder of FunnyBizz and author of **Do You Talk Funny? 7 Comedy Habits to Become a Better (And Funnier) Public Speaker**, dedicated a year of his life to getting over his terrible fear of public speaking by doing stand-up comedy. Below, he shares lessons learned and honed during his quest to stop being “a nervous, sweaty mess” on stage.*

UNDERSTANDING STAGE FRIGHT

Stage fright is your body's way of telling you that it's ready. The thought of negative consequences triggers glands to secrete the hormone ACTH. This hormone results in the release of adrenaline into your blood, and that's what causes these uncomfortable feelings. It's essentially your body's most alert and heightened state – and ideally, you want to embrace this feeling. When you feel it, be happy. It means your body is in its peak condition to face a challenging or worrying situation.

How do you make sure this powerful feeling doesn't overtake your body just as you're taking the stage?

START STRONG – FOCUS ON THE FIRST 30 SECONDS

When creating your presentation, you'll want to spend a disproportionate amount of time on the first 30 seconds. As any 100-meter sprinter knows, it's much harder to win if you get off to a weak start. Likewise, the first thirty seconds of your presentation can determine the rest of your talk. You want to start off well or it will affect your performance as much as a sprinter's slow time off the block.

The first thirty seconds is your time to build your confidence and grab the audience's attention. Tell them who you are, why they must listen to you, and do it in a manner that makes them like you. That means you must rehearse these first thirty seconds the most.

DON'T BRING VISIBLE NOTES ONSTAGE WITH YOU

Not reading from notes when you're nervous may seem counterintuitive. But spiked adrenaline in high-pressure situations can make it very hard to hold a sheet of paper steady. Notes also force you to break flow and eye contact, and you might find yourself fumbling to find your place in the presentation.

Podiums are becoming a thing of the past as most organizers realize they create a barrier between the speaker and audience. So sooner or later, you'll have nowhere to put notes. It's best not to rely on them at all, but if you must have something, be sneaky about it. Write a few notes on a water bottle label or a napkin – or just to know that they're there, keep them in your back pocket throughout. If you don't have a back pocket, get creative.



Overcome your fear of public speaking

AVOID GOING BLANK ONSTAGE

No visible notes means knowing your presentation by heart. For this, I recommend using the “memory palace” memorization technique. Start your talk or pitch as a series of bullet points. Then create a story for each point and place that story within the layout of a building that’s familiar to you, like the home or apartment you live in or the house you grew up in. Your talk then becomes a sequential walk through this house or space meeting story items (bullet points) you need to include along the way. Now if you go blank, you’re searching your mind not for a word, but a location, which is much easier to recall.

RUN THROUGH YOUR PRESENTATION IN FAST FORWARD

Once you have the presentation memorized, your goal is to sound natural – like you’re simply telling a story. Saying the words out loud as quickly as possible is a great technique to identify words and parts of your talk that may trip you up the day of your talk when your nerves can get the best of you.

WEAR SWEAT-PROOF CLOTHING

Presenting in front of an audience takes energy and focus, which means you will perspire – especially if you’re nervous. Instead of feeling uncomfortable with visible sweat stains, dress for success. Make sure your presentation wardrobe includes fabrics like 100 percent cotton, linen, lightweight, merino wool, jersey, chambray, rayon, silk or moisture wick fabric in colors that hide perspiration.

ACKNOWLEDGE THE OBVIOUS

If you’re visibly nervous, have a fresh stain on your shirt, or if there’s anything unusual about you physically—anything that the audience might fixate on at the start—now is the time to address it, get a laugh, and move on so the audience can focus.

Acknowledging the obvious is known in comedy as “calling the room.” It means vocalizing exactly what’s going on in the room or what people are likely thinking. If there are tech problems, the same wisdom applies. Call attention to it to show your audience you know it’s an issue and move on.

Finally, right before you go on stage, tell yourself that you aren’t nervous, but excited. This small change in mindset makes a big difference in delivery. Put your hands above your head in a full stretch to calm your nerves and remind yourself: You’re ready.

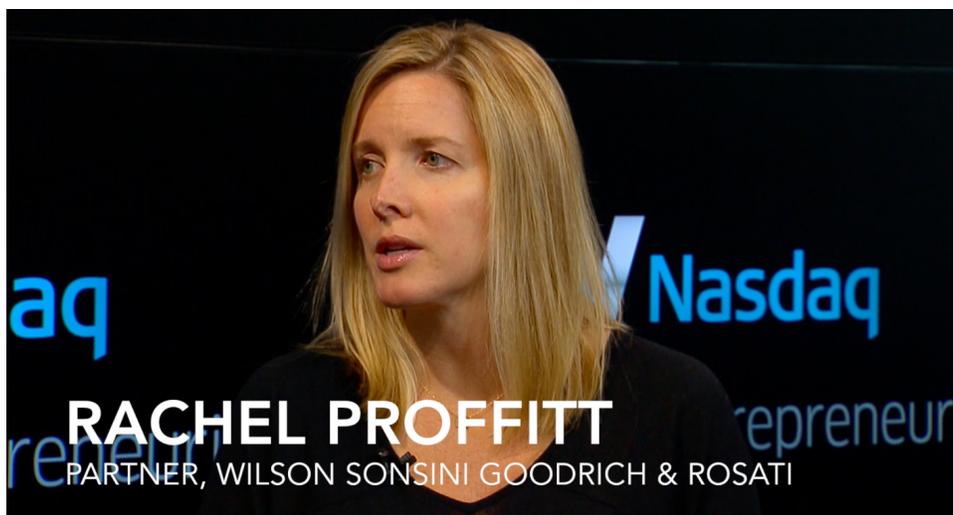
LEARN MORE

For more of David Nihill’s public speaking tips from stand-up comedy, visit **FunnyBizz** at funnybiz.co, get **80 Free Tips**, or check out his book **Do You Talk Funny? 7 Comedy Habits to Become a Better (And Funnier) Public Speaker**.

Negotiating Deal Terms



Wilson Sonsini Goodrich & Rosati



You have a meeting, and you're heading toward a deal - now what? **Nasdaq Entrepreneurial Center** Executive Director Nicola Corzine interviews **Wilson Sonsini Goodrich & Rosati** partner Rachel Proffitt about a major moment for all those in the entrepreneurship world. Learn why simplifying your mission is so important, and why you should listen to input rather than keeping your ideas to yourself. You've probably heard why you shouldn't oversell - but Proffitt explains why underselling can lead to problems also. Proffitt touches on why you should do your homework before a meeting (and more importantly, HOW to do it) and why valuation, while important, isn't worth getting hung up on.

Play Video

youtu.be/MEvQ7BKPo7k

 [@wilsonsonsini](https://twitter.com/wilsonsonsini)
[@theCenter](https://twitter.com/theCenter)

A blurred background image of a meeting or conference with people sitting at tables. The text 'Startup Resources' is overlaid in white on a blue gradient background.

Startup Resources



Wilson Sonsini Goodrich & Rosati

WSGR STARTUP RESOURCES

wsgr.com/startups/materials.htm

RESEARCH, REPORTS & HELPFUL GUIDES

Entrepreneurs Report FY 2015

wsgr.com/publications/PDFSearch/entreport/Q42015/private-company-financing-trends.htm

Entrepreneurs Report Q3 2015

wsgr.com/publications/PDFSearch/entreport/Q32015/private-company-financing-trends.htm

Top 10 Things Startups Need to Do Prior to Raising \$\$\$!

wsgr.com/PDFs/ten-things-checklist.pdf

DOCUMENT GENERATION

Term Sheet Generator (Convertible Notes)

wsgr.com/WSGR/Display.aspx?SectionName=practice/termsheet-convertible.htm

Term Sheet Generator

wsgr.com/WSGR/Display.aspx?SectionName=practice/termsheet.htm

WSGR/#ASKJASON START-UP VIDEO SERIES (2015-2016)

When bootstrapping a start-up, what are legal must-haves?

wsgr.com/startups/bootstrapping.htm

Should I sell a convertible note or series seed stock?

wsgr.com/startups/convertible-note.htm

How do I determine the valuation of my company?

wsgr.com/startups/valuation.htm

How should I fire my co-founder?

wsgr.com/startups/co-founder.htm

WSGR START-UP BASICS VIDEO SERIES (2014)

How to negotiate a term sheet

wsgr.com/startups/negotiate-term-sheet.htm

Should I incorporate as an LLC, S-, or C-corp?

wsgr.com/startups/incorporate.htm

How to protect your intellectual property

wsgr.com/startups/protect.htm

Make Your Business Media-Ready



No matter the size of your company, knowing how to handle the media -- and using press to your advantage -- is a valuable skill. PR pro Barbara Bates is the founder and CEO of the communications firm **Eastwick**. She walks us through a variety of key tips, including using timing as an asset, formulating concise yet compelling stories, managing crises, creating a digital press kit, and building an active online presence. Bates shows businesses how to cultivate an ongoing relationship with the press over time.

Play Video

youtu.be/zr7ryRGHO_4



@barbbq

@eastwickcom

Media Relations Resources



EASTWICK MEDIA RELATIONS MEDIUM BLOG

medium.com/eastwick-enterprise-consumer-tech

A series of posts with tips & tricks for interacting with the media, as well as Q&As with Eastwick's favorite tech reporters.

PR DAILY

prdaily.com

A daily news site that delivers news, advice, and opinions on the public relations, marketing, social media, and media worlds.

THE BEST PITCH I EVER GOT

bestpitchievergot.com

Pitching lessons straight from the media who write the stories.

PR NEWSER BY ADWEEK

adweek.com/prnewser

From the most successful campaigns to the most memorable PR fails, our reporters track the pulse of the publicity world so PR professionals know what works, what doesn't, and why.

EASTWICK

medium.com/@Eastwick

Medium blog where we share news and information.

Small Business, Big Challenge

Tools & Resources from the U.S. Chamber of Commerce



U.S. CHAMBER OF COMMERCE
Center for Advanced Technology & Innovation

You are an entrepreneur. You saw a market opportunity, and you went for it. You've stayed up nights building your dream, and along the way you've seen just how challenging starting a business can be. Funding, taxes, legal services, HR—there's a lot of hurdles to clear when you go out on your own.

That's why the **U.S. Chamber of Commerce** created **Small Business Nation** (bit.ly/1YBS5p3). We are the world's largest business organization representing the interests of more than 3 million businesses of all sizes, sectors and regions. Just like you, we saw an opportunity—to help small business owners by giving them the support they need to succeed.

Join for free today to get tools to boost your small business, as well as a subscription to our weekly email newsletter, The Startup Rundown, featuring the news and numbers you need.

MEMBERS GET ACCESS TO OUR RESOURCES

Take the guesswork out of filing taxes for your business:

Download our Tax Calendar bit.ly/1SfswWX

Supplies, snacks, Sam's. Stock up on office essentials for your small business:

Download a Sam's Club gift card with free membership bit.ly/1NhjLie

Unite with small business owners, managers, and entrepreneurs to learn and network:

Check out the Chamber's Small Business Summit uscham.com/1x9wsQt

And Much more!

JOIN SMALL BUSINESS NATION TODAY

bit.ly/1p9HDZG

ADDITIONAL RESOURCES:

7 Super Easy Health Tips For Business Owners To Improve Performance

freepri.se/1XDAMn

Office Organization Tips From A Professional

freepri.se/1QguzrG

7 Tips For Pitching Investors

freepri.se/1Vvbqdr

4 Negotiation Tips You Learned As A Kid

freenterprise.com/4-negotiation-tips-you-learned-kid/

What Entrepreneurs Need To Know Before Filing Taxes

freepri.se/23Giyo

4 Tips From Ultra-Successful Women Entrepreneurs

freenterprise.com/4-tips-from-ultra-successful-women-entrepreneurs/