

Pitching and Presenting.

The skills every entrepreneur must have.

Bret Waters

Bret Waters

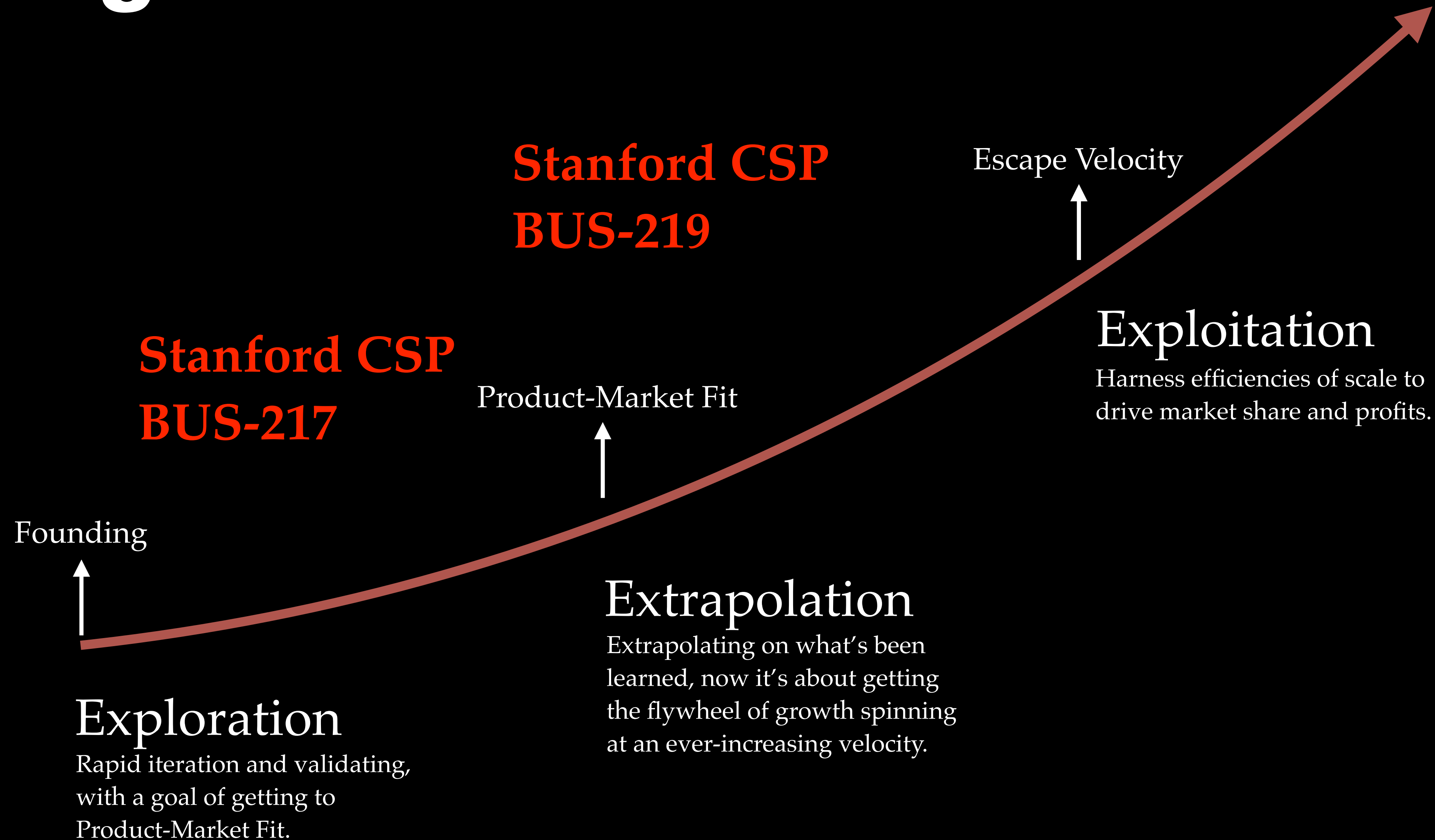
Founder and CEO of three Silicon Valley software companies:

- **Metagraphics – developed the first web-based document generation engine.
Sold to Linotext America.**
- **Artmachine – developed the first pure-SaaS digital media management system.
Sold to OpenText.**
- **Tivix – developed fintech systems for major banks around the world.
Sold to Kellton.**

**Now I teach two entrepreneurship
courses at Stanford.**



Stages of a venture.



Bret Waters

I also ran two nonprofit organizations:

- **President of Woodside School Foundation**

A 501(c)3 non-profit focused on local K-12 education, managing a \$10 million endowment.

- **Interim CEO of Stanford New Schools**

A 501(c)3 non-profit charter school management organization operated by Stanford University.

**For 15 years I've coached startup CEOs at
Miller Center for Social Entrepreneurship.**



I will put these slides and additional materials for you at:

bretwaters.com/atc

Marla






\$25,000





A photograph of a family of four standing in a room with large abstract paintings. On the left, a woman with long dark hair wears a pink sweater and grey pants. Next to her, a woman with short blonde hair wears a dark brown button-down shirt. To her right, a man in a blue button-down shirt holds a young child. The child is wearing a white long-sleeved shirt, khaki shorts, white socks, and orange shoes. The background features large abstract paintings on a wall with blue and purple lighting.

WITH HER PARENTS MARK AND
LAURA OLMSTEAD.
GOOD MORNING.

57° 25%
9:16 HRC



60 MINUTES

EPISODES OVERTIME TOPICS THE TEAM

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NEW QUESTIONS ABOUT CHILD PRODIGY

Charlie Rose Reports On 4-Year-Old Artist Marla Olmstead

2005

FEB 22

CORRESPONDENT

REBECCA LEUNG

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In most ways, 4-year-old Marla Olmstead is just like any other child her age. She goes to pre-school, plays with dolls, and loves to draw and paint.

But Marla paints unlike any other kid in the world. She's signed her name to dozens of works deemed breathtaking by fans of abstract art. She's garnered international attention, and her paintings are selling as fast as she can finish them -- for as much as \$24,000.

And that's where the mystery comes in: How is it possible that a girl so young and so small can create works of art that many say are so sophisticated and so complex? Correspondent Charlie Rose reports.

60 MINUTES

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~~\$25,000~~



**The most important thing to remember about pitching is
that humans love a great story.**

(But make it a true great story!)

Warren Buffett

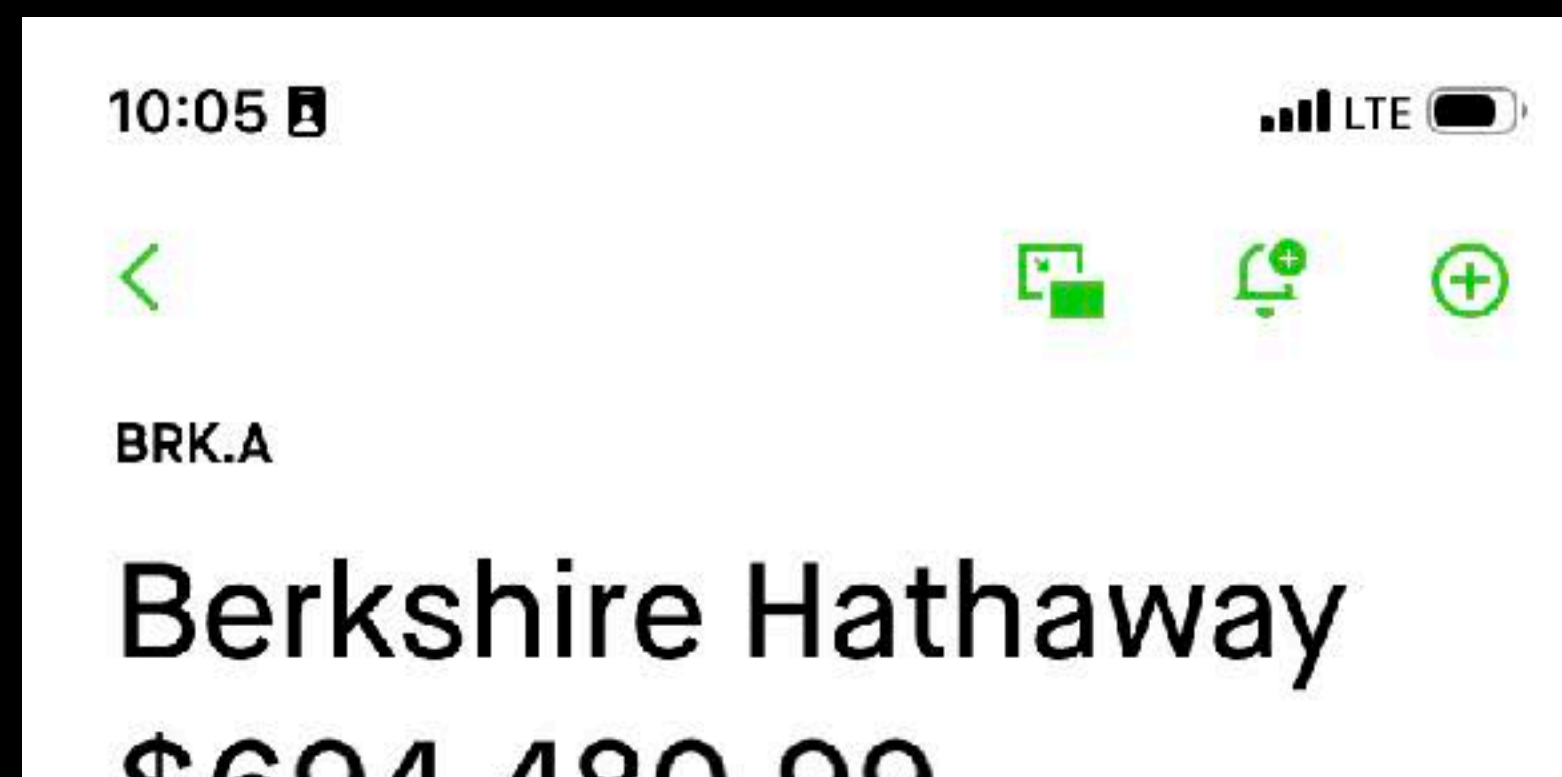


Warren Buffett

Net worth: \$81.5 billion

CEO and Chairman of Berkshire Hathaway

**“Learning effective
speaking skills
changed my
professional life”.**





Many people think of pitching as being a process for raising money from venture capitalists, but entrepreneurs are pitching all the time.

They are pitching for customers, pitching for partners, recruiting employees, communicating the vision, and so much more.

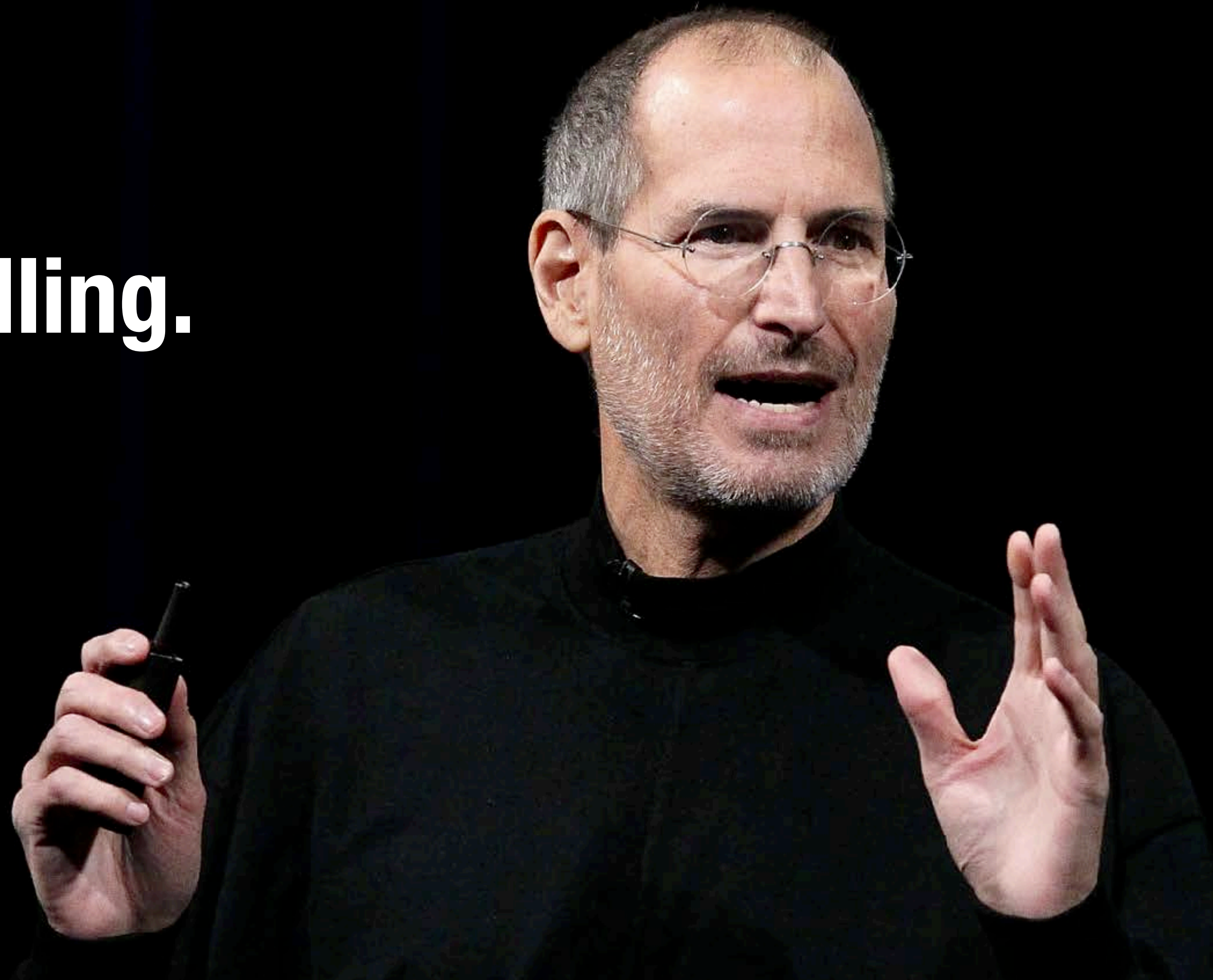
“In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.”

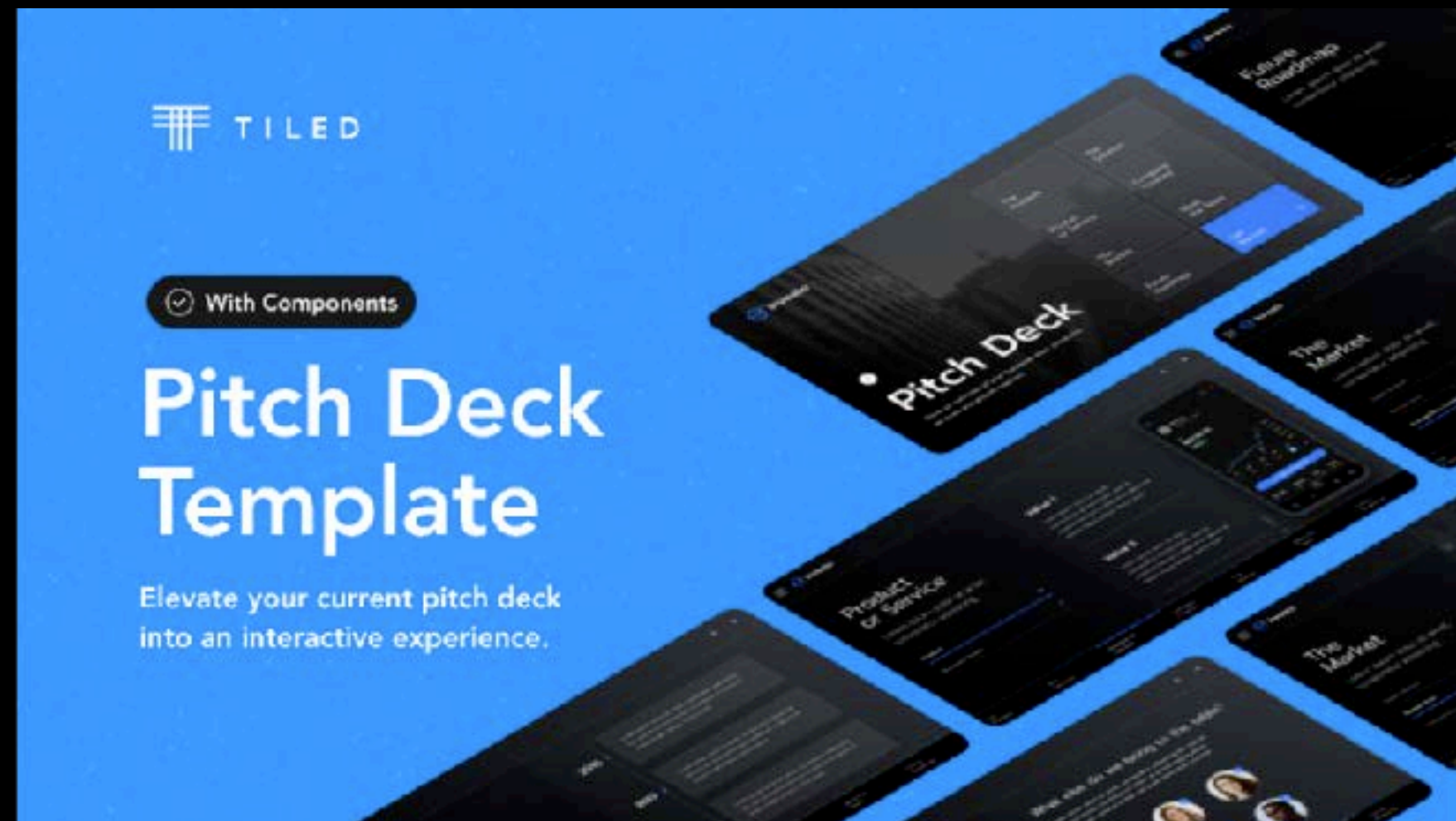
-David Ogilvy

Every great entrepreneur has the ability to tell a crisp, clear, and compelling story about what they're working on, and why it matters.

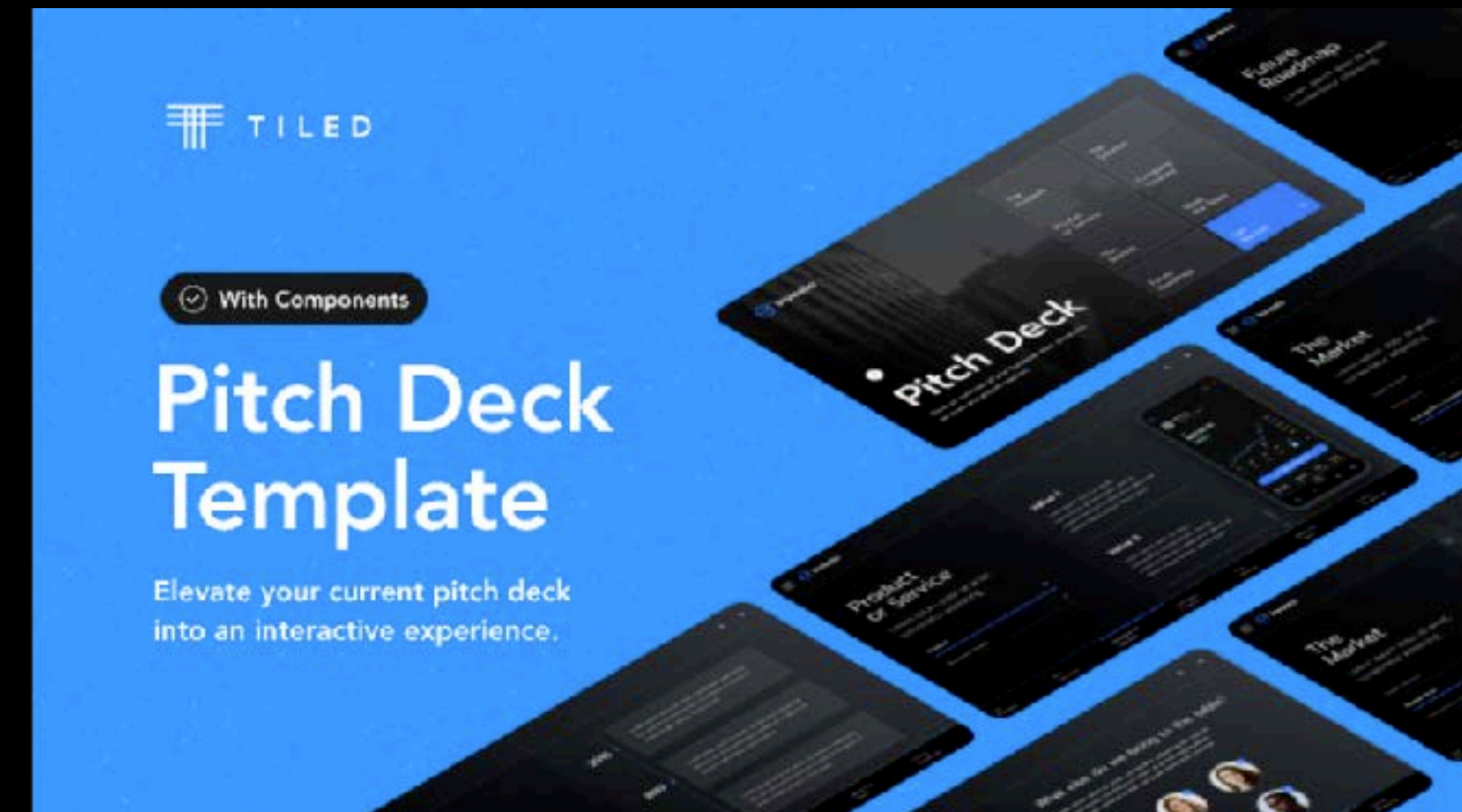
-Me

It's all about storytelling.



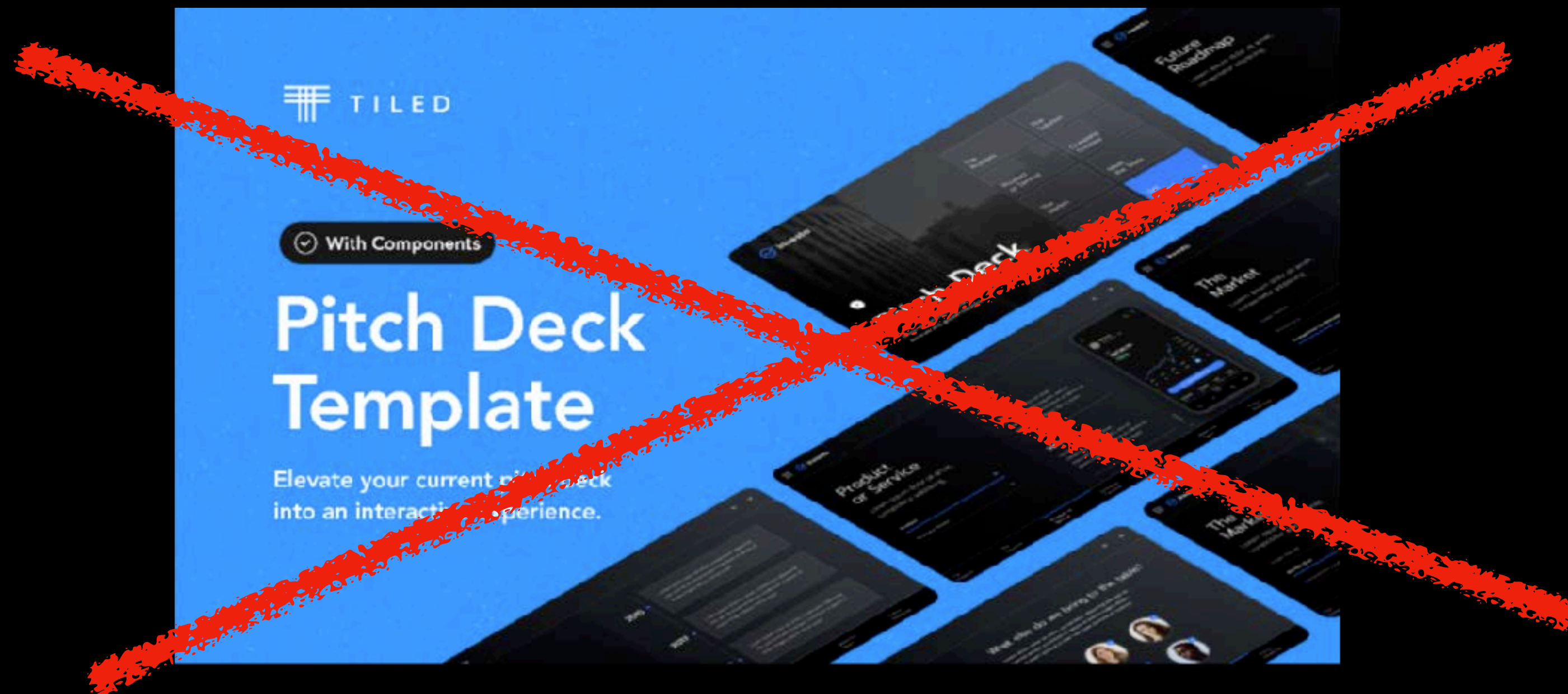


This pitch deck was used to raise \$10M at a \$50M valuation.



This pitch deck completely failed to raise any investor money.

**VCs don't invest in slide decks.
They invest in entrepreneurs.**



**VCs don't invest in slide decks.
They invest in entrepreneurs.**

**So one of the most important things
to include in the story is you.**

**VCs don't invest in slide decks.
They invest in entrepreneurs who
can tell a great story.**

**A great story that starts small, and
gets more compelling as it
expands.**



← 1-hour meeting to close deal.

← 20-minute.

← 3-minute.

← 1-minute.

← 1-sentence.

A crisp and clear story.



Paul Graham ✓

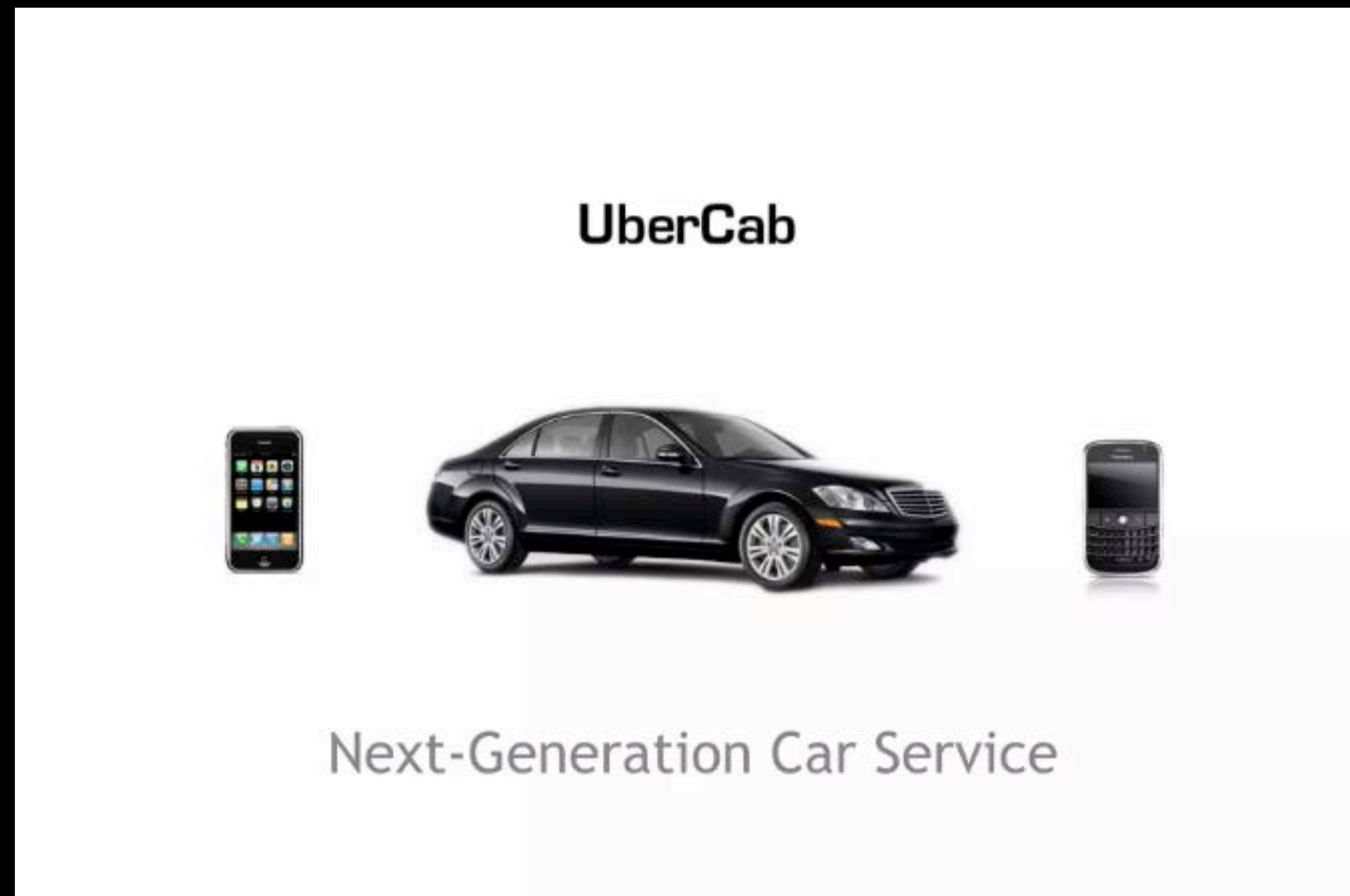
@paulg



When you describe what your startup does, describe it in the most matter of fact way possible. Professional investors hate having to decode marketing-speak. Describing your startup in grandiose terms is the mark of a noob.

9:01 PM · Jul 29, 2022 · Twitter Web App

Did the Uber pitch deck call it “Disruptive mobile-optimized GPS-enabled cloud platform that changes the entire personal mobility paradigm”?



Did the Airbnb pitch deck call it “Peer-to-Peer accommodations marketplace platform using a proprietary engine and a revolutionary new trust mechanism”?

Welcome

1

AirBed&Breakfast

Book rooms with locals, rather than hotels.

**Don't start by building slides.
Start by developing the story.**

**Most people start building slides and then figure out what the story is.
I like to start by writing out the story. Then build slides.**

Each time you pitch, make sure you are clear on what your desired outcome is.

Usually your desired outcome is to have another meeting.



← 1-hour meeting to close deal.

← 20-minute.

← 3-minute.

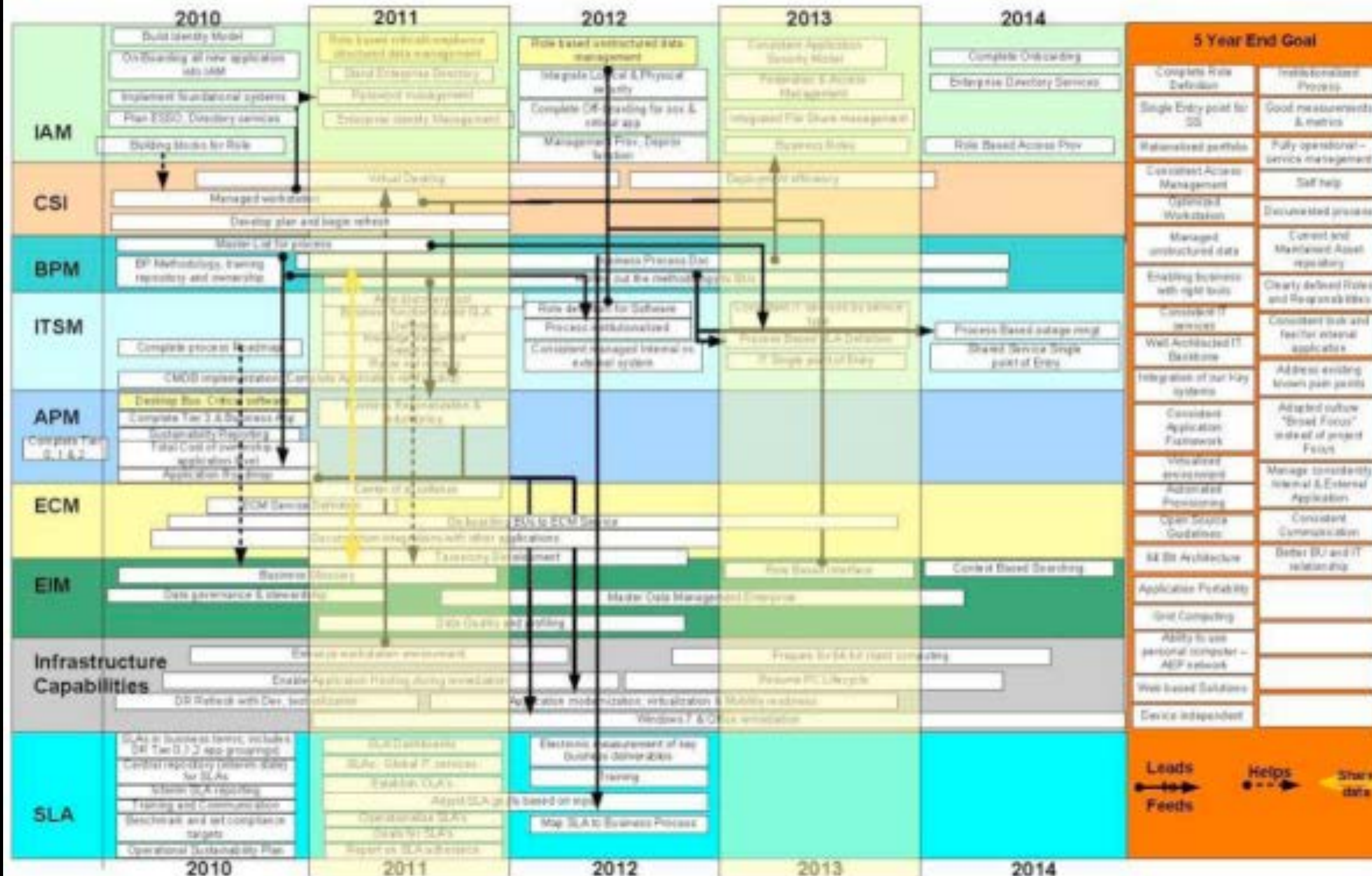
← 1-minute.

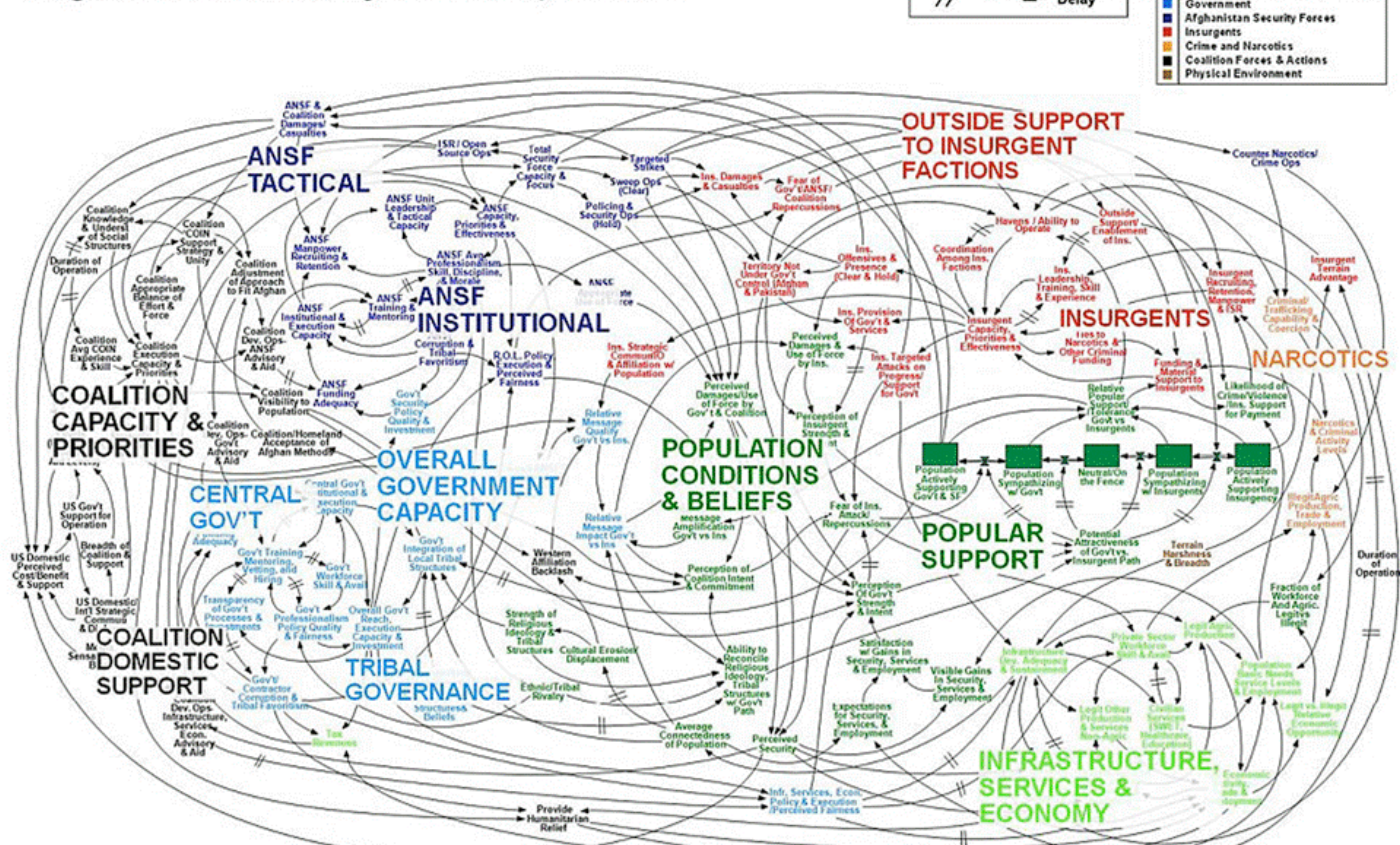
← 1-sentence.

Keep your slides simple.

You are driving the story.

IT Modernization Roadmap





3

The diagram illustrates the COASTS (Coalition Operating Area Surveillance Targeting System) architecture. It shows a workflow starting from an 'Authorized' user (represented by a building icon) who interacts with a system using 'Efficient XML' and 'Qualcomm BREW'. This system is connected to 'AGILE Delta' and 'TOWER' components. The data then flows into 'FAST C2AP' (which includes an 'EOC' - Executive Order Center) and 'DHS TRIPWIRE'. The system is designed to be 'Weapons Free' and 'Track Received'. The final output is shown in the 'SABRE' interface, which displays a map and various data points. The system is also associated with 'SoS' (State of the System) and 'FAST C2AP'.

**Actually, you should be able to tell
your great story without slides.**

Know who you're pitching to.

Relax and Slow Down.

3 minutes.

Things that might go into a 3-minute pitch deck:

- Why are you exactly the right entrepreneur for this venture?
- What problem are you solving?
- Why does it matter?
- What's your “secret sauce”?
- What does the current competitive landscape look like?
- How big is the opportunity?
- How will you efficiently acquire customers?
- What is your capital strategy?

This is not a definitive list - every venture is different, every founder is different.



A healthy startup opportunity.

Bret Waters



Bret Waters

3x Founder

Kellogg MBA

Lover of Tacos

Eating junk food is killing people more than smoking, finds a study

TNN | Last updated on -May 6, 2019, 17:30 IST

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01 /10 | Are you living a healthy life?



When it comes to following a healthy diet, smoking is considered to be one of the biggest evils risking our health. From the risk of developing cancer, cardiac complications, breathing difficulties and the danger of catching second-hand smoke, there is a very valid reason to say no to smoking.

SIXT
RENT THE CAR

DON'T RENT A CAR.
RENT THE CAR.

UP TO
30%
OFF*

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Find out about the latest Lifestyle,
Fashion & Beauty trends, Relationship
tips & the buzz on Health & Food.

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JORDAN YEOH'S FITNESS

COMPOUND CIRCUIT
JORDAN & JACQUEE ONLY

10 MINUTE
ABS HIIT

Eating junk food is killing people more than smoking, finds a study

TNN | Last updated on -May 6, 2019, 17:30 IST

Share



Comments (6)

01 /10 | Are you living a healthy life?




RENT THE CAR

**DON'T RENT A CAR.
RENT THE CAR.**

UP TO
**30%
OFF***



Book now

Fast food kills - and we buy a lot of it.

Americans spend \$300 billion/year on unhealthy fast food.

“A fast food diet increase your chances of developing depression, cancer, type 2 diabetes, heart disease and other chronic conditions.” -Cleveland Clinic.

“Over the past 50 years, the health of Americans has gotten worse, Today, eating processed foods and fast foods may kill more people prematurely than cigarette smoking”.

- National Institutes for Health

“The health benefits of a natural, plant-based diet have been established by numerous research studies”

- Stanford School of Medicine

There are so many ways to make tacos healthy:

- **Veggie fillings.**
- **Gluten-free tortillas.**
- **Grilled tofu.**
- **Low-fat cheese.**
- **Fresh salsa.**
- **Heart-healthy fillings.**



“Tacos are the most popular and versatile food in the world.”

- Anthony Bourdain.



Introducing **Fitaco**, tacos that keep you fit.

*For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.*

2:22



FITACO

Healthy. Delicious. Delivered.



Vegan Delight



Power Taco

Today's Special Tacos



Heart Healthy


 dhwani



1



Veggie Delight

 miriamy



1



Pure Goodess

 miriamy



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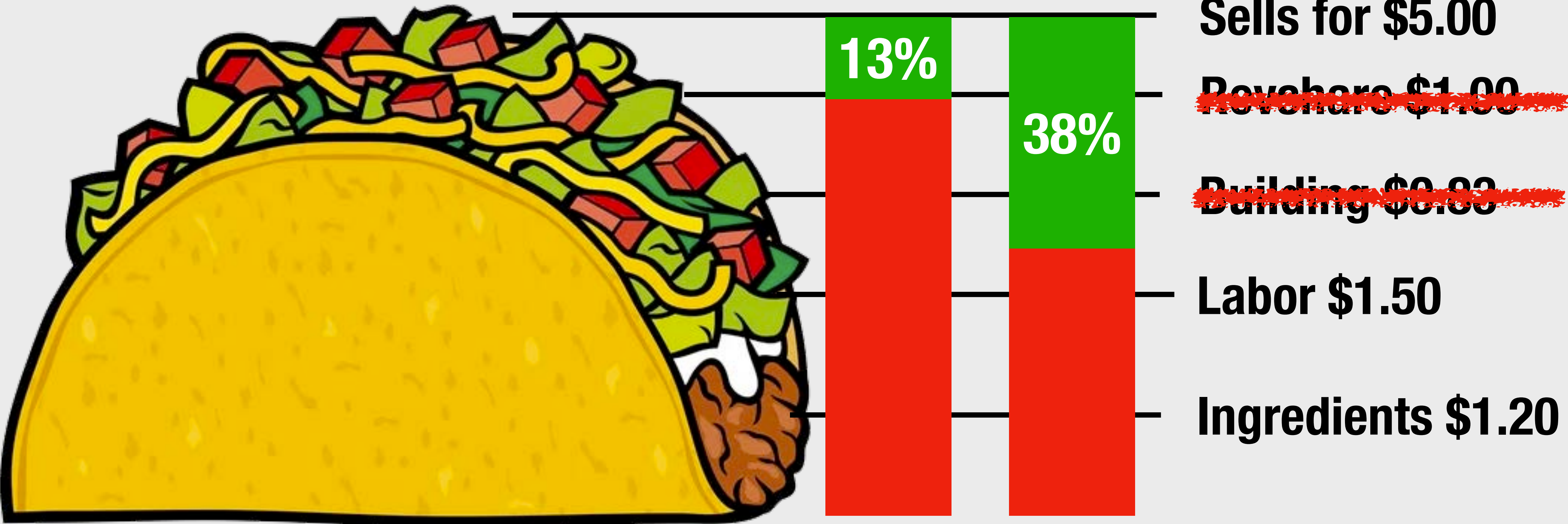


Inside each van is our proprietary Fitaco machine.

Your food arrives freshly-made and delicious.

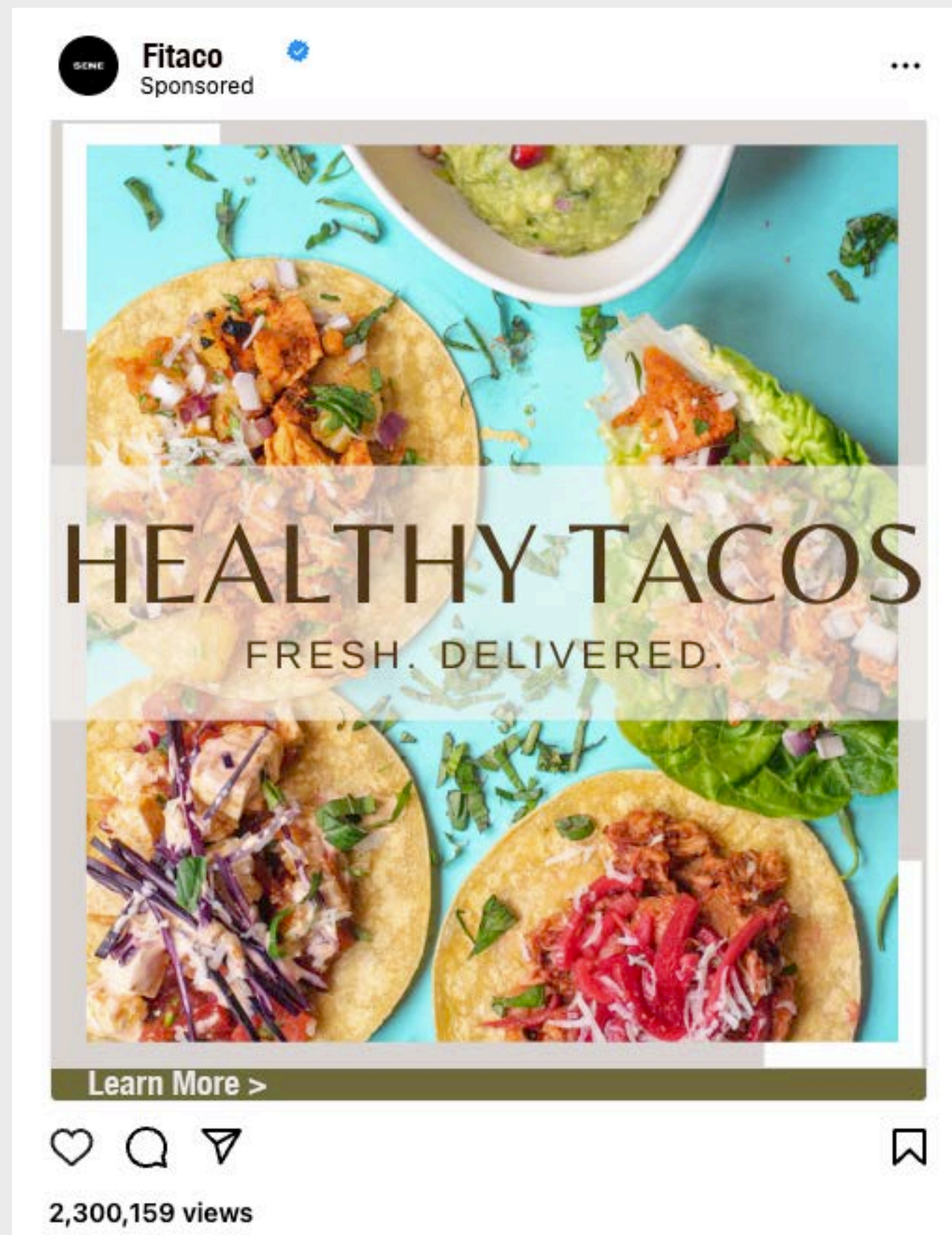


Unit Economics



Compelling Economics.

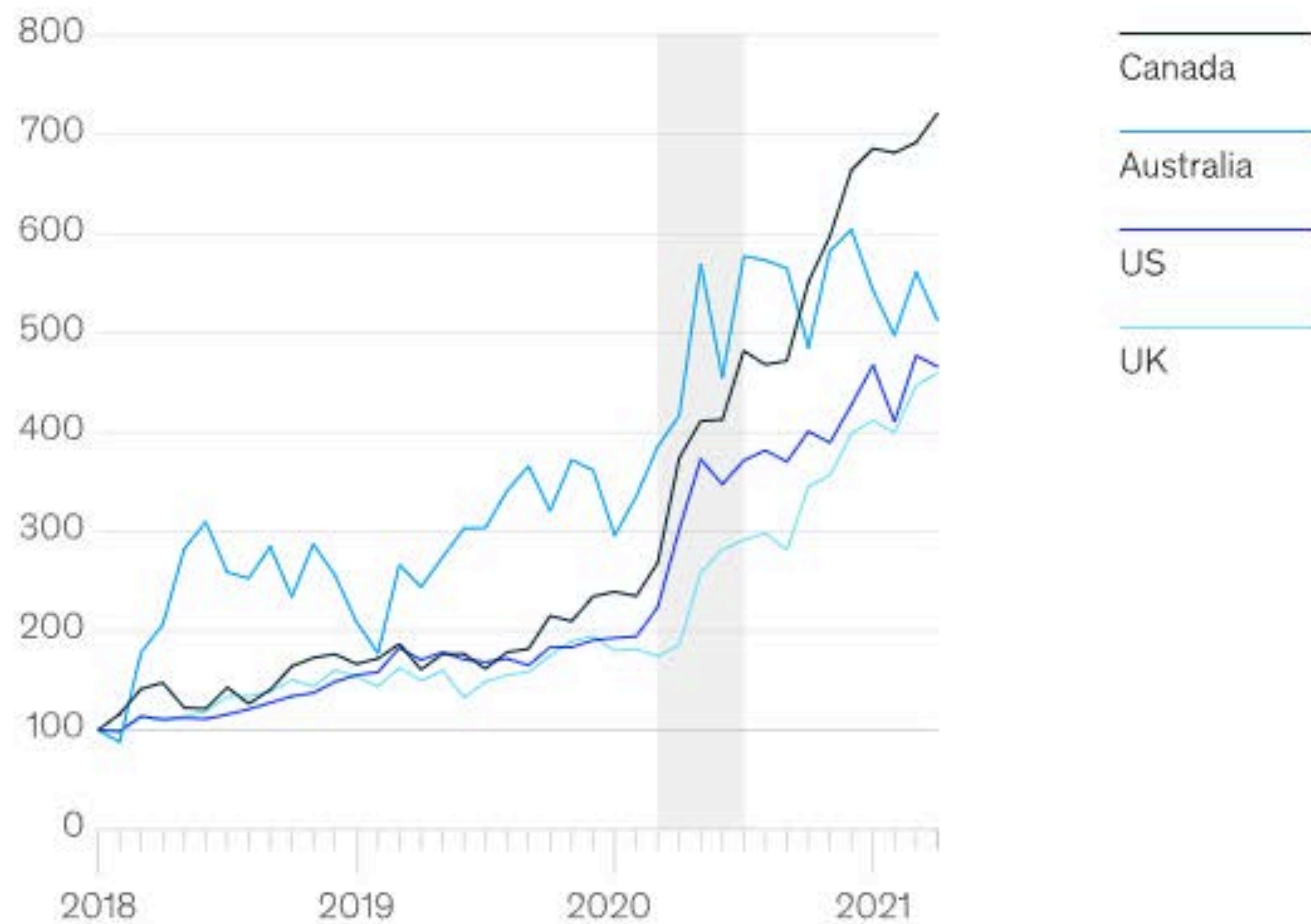
Our CAC to LTV ratio is almost as healthy as our food.



- Our initial testing appear to indicate that we can get CAC to approx \$9.20
- Our unit economics will yield a LTV of 5x that (\$46).

Since pandemic-related lockdowns started in March 2020, the growing food-delivery business has spiked to new heights in the most mature markets.

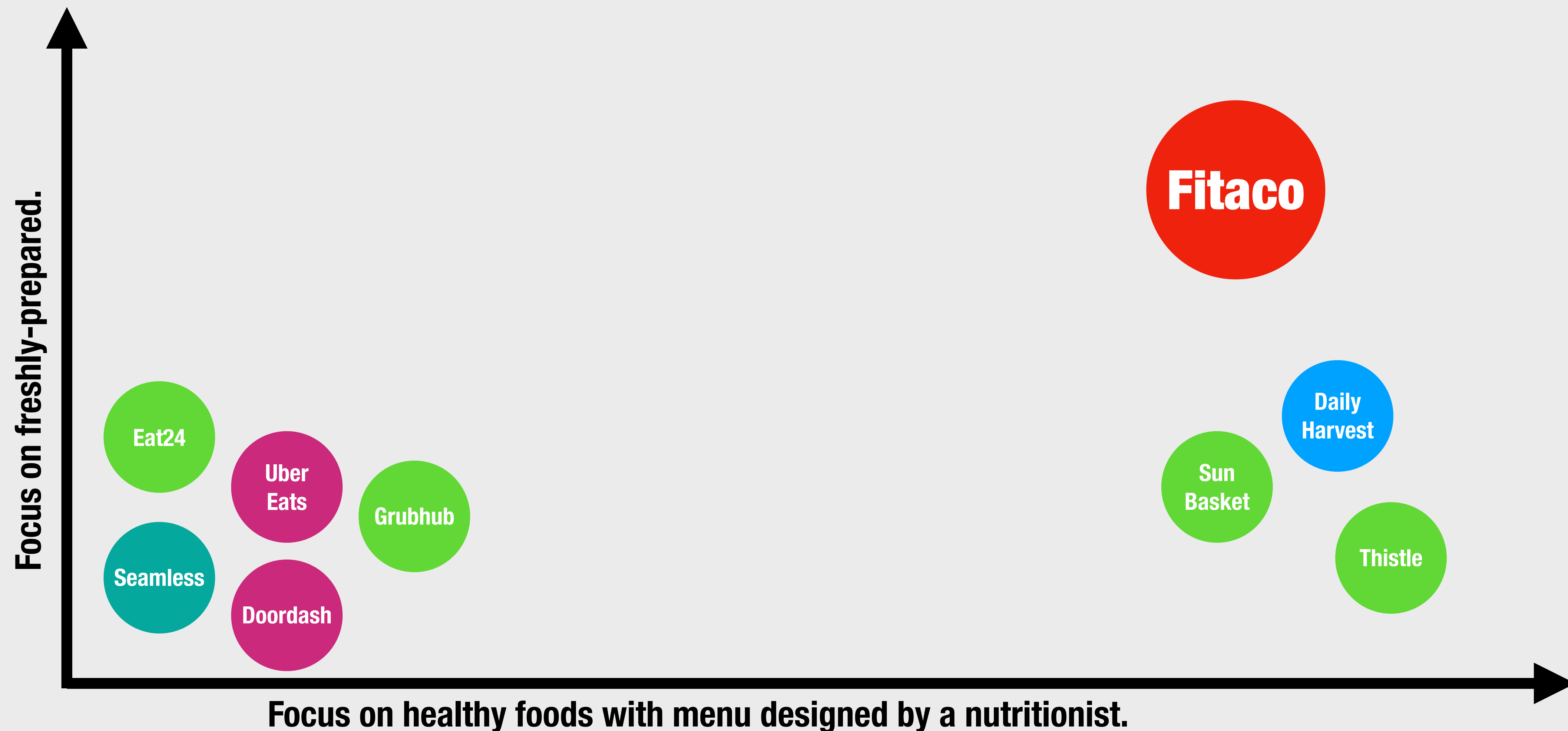
Normalized
delivery-platform
sales growth, index
(Jan 2018 = 100)



Source: Edison Trends

Competitive Landscape

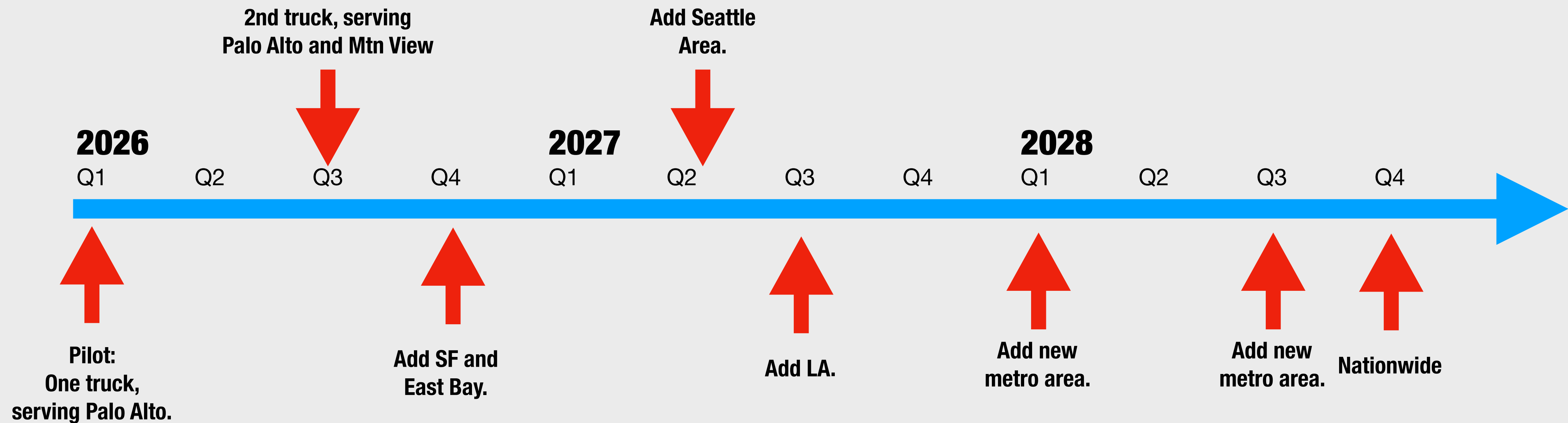
Fitaco is uniquely positioned as freshly-prepared and healthy.





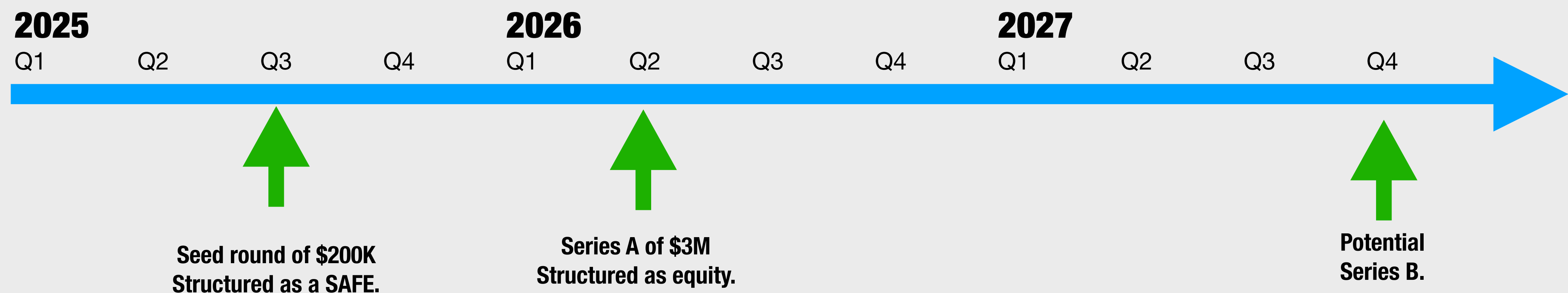
Smart Scaling

The Fitaco go-to-market plan.



Capital Efficiency

Fitaco has a smart capital strategy.





For busy people who want to eat healthy, **Fitaco** delivers delicious healthy tacos directly to your home or office.

Thank you.

We are looking for investors and partners who want to join our journey.

bret@fitaco.com

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- Why does it matter?
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Humans love great stories.









Every great entrepreneur has the ability to tell a crisp, clear, and compelling story about what she's working on, and why it matters.

Thank you.

Find me on all the socials as “bretwaters”.

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bretwaters.com/atc**