

# Vidar Andersen Master Pitch Workshop

– 22 November 2018, Budapest



**Date:** 22 November 2018, 9.00 – 18.00

**Venue:** Budapest Enterprise Agency, 1072 Budapest, Rákóczi út 18.

## PROGRAM SUMMARY - WHAT'S IN THE BOX

### THEORETICAL CONTENT

- What is pitching and why is it so important?
- What are VCs looking for?
- What are the different investor classes?
- What are the three different types of pitches and how are they connected?
- What are the key metrics / KPIs I need to know and track?
- What is the Pitch Deck and what do I need to show?
- Pitching tips & tricks



*Note: The project is implemented with the support of the European Regional Development Fund. The information included in this publication does not necessarily reflect the official position of the EU. [www.skhu.eu](http://www.skhu.eu)*

## HANDS-ON EXERCISES

- Make us remember - What is your high-concept pitch?
- Make us understand - What problem are you solving and how are you solving it?
- Make us invest - Know your investors, Perfect your Give + Ask
- Create or improve your existing pitch deck
- Get expert feedback on the content of your deck
- Pitch your Deck and get expert and peer feedback

## GOALS

- Experience and learn how and when to use the different types of pitches
- Develop fundamental pitching skills to create and perform your pitches with confidence
- Understand what corporate stakeholders are looking for
- Create a credible pitch deck together with experienced expert(s)
- Master how to successfully pitch your startup

## PITCHING MASTERCLASS FOR STARTUPS PITCHING INVESTORS

### 09:00 - MINGLE & INTRODUCTION

An introduction of who we are and why we are here and what what we will be doing today, optionally over light breakfast. Optionally, a motivational keynote sets the tone for the day.

### 09:30 - OVERVIEW

A comprehensive overview of what we will be covering, explaining why and how a corporate innovation venture pitch differs from a startup pitch and what the situation for startups looking to secure investment looks like today and what the expectations are. What are the metrics I need to measure, how and what are good metrics?

## THEORY

### 10:00 - THE THREE PITCH TYPES

What is the difference between the high concept pitch, the elevator pitch and the pitch deck? Why are they all important, how are they all causally related and what are the contents and intention of each type of pitch? What are investors looking for?



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## 11:00 - THE PITCH DECK

What is a pitch deck and what are the contents required for a successful pitch? A comprehensive explanation of the 13 slides presentation for stakeholder buy-in.

Optionally: a 30 second Elevator Pitch per participating startup will select and limit the amount of startups that will receive the workshop training if more than 10 participating in the theory part.

## THE WORKSHOP

### 12:00 - THE PITCH DECK - DRY RUN

Each team pitches for 3 minutes with what they have prepared so far. Peer discussion & review with improvement suggestions.

### 13:00 - 14:00 - LUNCH

### 14:00 - PITCH DECK - TIME TO WORK

Time to get hands-on and improve the pitch decks. Each team works to improve their pitch deck based on the feedback they received before lunch. The Masterclass Educator spends time with each team to individually consult them.

### 16:00 - TEAM DECK PRESENTATIONS

Each team presents their current version of their pitch for 5 minutes followed by peer and expert feedback.

### 17:30 - BEST PITCH & WRAP UP

A summary of what we learned today and optionally selecting a winner of best pitch by means of crowd voting.



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## ABOUT THE PITCH TRAINER

### VIDAR ANDERSEN - FOUNDING PRINCIPAL +ANDERSEN & ASSOCIATES

On his entrepreneurial startup journeys so far, he has had the fortune to pitch some of the most famous and well-respected startup investors and tech journalists out there and he has been invited to pitch publicly on stage around the world. It's been a roller coaster ride that has taken him from the front page of The New York Times, CNN and TechCrunch to helping other innovators succeed.

Because one of the things he learned from his Silicon Valley mentors is the importance of helping other innovators. So he's sharing his pitching secrets and experience to help you understand what investors are looking for, master your pitch and successfully secure the support of stakeholders so you can move on to the more important things of building a great product and growing your venture.

His presentations on startup entrepreneurship and pitching have been featured multiple times internationally by e.g. LinkedIn SlideShare, and recently Germany's largest business publication "Wirtschafts Woche" named him one of the most important people in the German startup scene.

As an authority on pitching, he's taught over 650 startups as a co-founder of the Rheinland Pitch, Germany's largest startup pitching event, and several hundreds of corporate innovators just like yours with +ANDERSEN how to pitch successfully.

Some of the people he's pitched in person include Gary Vaynerchuk (Gary Vee, Investor), Don Dodge (Microsoft, Google Ventures), Steve Blank (father of the Lean Startup, Angel Investor), Robert Scoble (Tech Blogger Legend), Lori Greiner (Investor, Shark Tank), Yossi Vardi (Mensch, Legendary Israeli Investor), Mike Butcher (Mr. TechCrunch Europe), Zach Klein (Founder Vimeo, Investor), Ben Parr (Ex Mashable), Robin Wouters (TNW, Tech.eu), John Bradford (TechStars London), Daisuke Minamide (Investor, NTT DoCoMo, CyberAgent Ventures), Lars Hinrichs (Founder XING, Investor), Christian Thaler Wolsky (Investor, Wellington Partners, Paua Ventures), Christoph Janz (Mr. SaaS Metrics, Managing Partner Point Nine Capital), Daniel Waterhouse (Partner, Balderton), Kurt Müller (Partner, Target Partners), Philipp Möhring (SeedCamp, Angel List), Gilad Novik (Investor, Horizon Ventures) and many more.

Places he has pitched on stage include SxSW in Austin, London Web Summit, Le Web Paris, Tech Cocktail Texas, C'n'B Cologne, Pirate Summit, Campus Party Berlin and Indie GoGo.



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His 15 years of previous corporate experience (1996-2010) include successfully preparing and delivering pitches to win multimillion contracts from global corporations, GOs and NGOs like The Royal Norwegian Government, Statoil, Deutsche Telekom and Lufthansa to name a few.

For more, see <http://vidarandersen.com> and <http://plusandersen.com>



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