

Marrow

Adam Brown
Creative Director + Founder

UK Entrepreneurs Bootcamp
October 10, 2019

**Pitch
Perfect(ly)**

**Greetings, Fellow
Entrepreneurs.**

Hello.

Hello.

Hello.

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October 10, 2019

**Pitch
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That's a Big Business Card.

ADAM

**ADAM
BROWN**

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That's a Big Business Card.

CREATIVE DIRECTOR

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&

FOUNDER

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HOME



HOMME SWEET





HOME
SWEET
HOME

Brand design firm for challengers and startups.

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**Background and
Bonafides.**

A little about me.

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**Background and
Bonafides.**

Centre College

Dramatic Arts & Anthropology

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Background and
Bonafides.

JEOPARDY

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Background and
Bonafides.

JEOI X RRDY

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**Anna
Kendrick**

Pitch Perfect

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**Pitch
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**Nope.
It's an Adverb.**

Pitch Perfect(ly)

5

**Tips to
Help You
Pitch**

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**Pitch
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**Nope.
It's an Adverb.**

**LET'S
BEGIN.**

**Nobody gives a
shit about you or
your idea.**

1

2

3

4

5

People care about themselves.

1

2

3

4

5

People care about themselves.

And what you or your idea can
help them become.

1

2

3

4

5

People care about themselves.

1

And what you or your idea can
help them become.

2

3

How does it help me achieve a goal, solve a
problem, **improve my life?**

4

5

Tell a story.

1

2

3

4

5

People can learn facts and numbers.

1

2

3

4

5

People can learn facts and numbers.

But they **understand** narrative.

1

2

3

4

5

People can learn facts and numbers.

1

But they understand narrative.

2

Here's one about how the Soviets discovered
the **critical role of brands** in rivet manufacturing.

3

4

5

Big fonts. Small sentences.

1

2

3

4

5

Nobody wants to read your pitch deck. No matter how critical you think the information you're presenting is, you need to keep it short on screen. Let the words that come out of your mouth be the presentation. Because that's the interesting thing about presenting. When you're presenting blocks of text (like I'm doing right now) you're not actually present.

1

2

3

4

5

Nobody wants to read your pitch deck. No matter how critical you think the information you're presenting is, you need to keep it short on screen. Let the words that come out of your mouth be the presentation. Because that's the interesting thing about presenting. When you're presenting blocks of text (like I'm doing right now) you're not actually present.

1

"Wait!" You may say. "I need this presentation to work even if I'm not presenting." No. You don't. Whenever possible, you need to have two different versions of your pitch deck. One needs to guide *your* presentation. The other needs to provide context when you aren't there to provide it yourself. Let your presentation be your presentation. Don't be redundant.

2

3

4

5

Nobody wants to read your pitch deck. No matter how critical you think the information you're presenting is, you need to keep it short on screen. Let the words that come out of your mouth be the presentation. Because that's the interesting thing about presenting. When you're presenting blocks of text (like I'm doing right now) you're not actually present.

1

"Wait!" You may say. "I need this presentation to work even if I'm not presenting." No. You don't. Whenever possible, you need to have two different versions of your pitch deck. One needs to guide *your* presentation. The other needs to provide context when you aren't there to provide it yourself. Let your presentation be your presentation. Don't be redundant.

2

3

Oh, and don't do the following:

- Don't use stupid fonts.
- Don't use animations to spice up a boring deck.
- Don't use stock photos of staged joy, collaboration, professionalism, etc.
- Don't use too many colors.
- Don't use bullet points on every slide.

4

5

**Rehearse.
Don't memorize.**

1
2
3
4
5

This isn't a TED Talk.

- 1
- 2
- 3
- 4**
- 5

This isn't a TED Talk.

Knowing your shit makes you **look confident.**
Memorizing it does not.

1

2

3

4

5

This isn't a TED Talk.

1

Knowing your shit makes you look confident.
Memorizing it does not.

2

3

**Use your pitch deck to cue your thoughts and
guide your presentation.**

4

5

1. Lists

2. Are

3. Helpful

The human brain loves a list.

1
2
3
4
5

The human brain loves a list.

Lists tap into our preferred way of receiving and organizing information: **spatially.**

1

2

3

4

5

The human brain loves a list.

1

Lists tap into our preferred way of receiving and organizing information: spatially.

2

3

Make lists with no fewer than **3** items and no more than **7**.

4

5

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Lightning Round!

LET'S REVIEW

**Nobody gives a
shit about you or
your idea.**

**1
2
3
4
5**

Tell a story.

1

2

3

4

5

Big fonts. Small sentences.

1

2

3

4

5

**Rehearse.
Don't memorize.**

**1
2
3
4
5**

1. Lists
2. Are
3. Helpful

1
2
3
4
5

Marrow

One more thing...

- 1
- 2
- 3
- 4
- 5
- 6**

Steve Jobs was the best presenter to ever face an audience.

1
2
3
4
5
6

Steve Jobs was the best presenter to ever face an audience.

You exceed the expectations... that you set.

- 1
- 2
- 3
- 4
- 5
- 6**

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**Pitch
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Fin.

**THANK
YOU.**