

How to Pitch Your Creative Idea...And Get A Yes!



This mini-workshop is free and is suitable for individual or group study.

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The 10/20/30 Business "Pitch" WORKSHEET

Please Fill In the Blanks With Your Creative Project or Business:

The meaning of the 10/20/30 Business "Pitch" rule is to stimulate interest in your creative concept by consolidating your presentation using:

- 10 Power Point slides:** Consolidating your plan into key areas.
- 20 minutes:** Gets to the point while allowing time for discussion.
- 30 point font:** Reduces the amount of detail on the slide and, again, gets to the point.

The following is what should be included on those slides. It allows you to ask yourself the hard questions and it provides a great working outline for a Business Plan:

Slide 1-Title: Who are you and what do you do? _____

Slide 2-Problem: Describe the pain that you're alleviating. The goal is to get everyone nodding and "buying in."

Slide 3-Solution: Explain how you alleviate this pain and the value that you provide. Ensure that the audience clearly understands what you sell and its value to those that need it.

Slide 4-Business Model: Explain how you make money: who pays you, your distribution channels, and your gross margins.

Slide 5-The “Shock and Awe”: Describe what gives your product or approach the impact that it has. Whether it is the technology, the “secret sauce” or whatever the dazzle is behind your product or service.

Slide 6-Marketing and Sales: Explain how you’re going to reach your customer and the marketing leverage points.

Slide 7-Competition: Provide a complete view of the competitive landscape. Too much is better than too little.

Slide 8-Management Team: Describe the key players of your management team, board of directors, or advisors. The key players that provide the expertise needed for your business.
Volunteer Instructor Team:

Slide 9-Financial Projections and Key Metrics (Investor or Partner pitch only): Provide a 5 year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate.

[\(Excel spreadsheet with specifics\)](#)

Slide 10 (SALES VERSION)-Next Steps: Describe the sales fulfillment process, the projected expectations, and then ask for the business.

-OR-

Slide 10 (INVESTOR-PARTNER VERSION)-Current Status, Accomplishments to Date, Timeline, and Use of Funds: Explain the current status of your product or service, what the near future looks like, how you plan to use the money you're trying to raise.

The 10/20/30 Business “Pitch” Example 1 ACME Home Design Services:

The meaning of the 10/20/30 Business “Pitch” rule is to stimulate interest in your creative concept by consolidating your presentation using:

- ❑ **10 Power Point slides:** Consolidating your plan into key areas.
- ❑ **20 minutes:** Gets to the point while allowing time for discussion.
- ❑ **30 point font:** Reduces the amount of detail on the slide and, again, gets to the point.

The following is what should be included on those slides. It allows you to ask yourself the hard questions and it provides a great working outline for a Business Plan:

Slide 1-Title: Who are you and what do you do? [We are ACME Home Design Services and we are an interior design service. We help homeowners who are on a tight budget and have limited schedules design the interior of their homes just like the ones they see on TV.](#)

Slide 2-Problem: Describe the pain that you’re alleviating. The goal is to get everyone nodding and “buying in.” [Many homeowners are inspired by the multiple interior design shows of today, but they lack the time, the money, or the know-how to really design a room that they could be proud of enough to “show off” to their friends and guests. The current economic impact has many of those homeowners choosing to hold off of buying a new home and beautifying the one they’re in.](#)

[The catch is that they struggle with the lack of knowledge in how to professionally do this within their budget.](#)

Slide 3-Solution: Explain how you alleviate this pain and the value that you provide. Ensure that the audience clearly understands what you sell and its value to those that need it. [We remedy this issue by working primarily with homeowners with an average HHI of \\$75,000 or less. We introduce these homeowners to design service packages that are geared toward making an affordable interior without slacking on quality.](#)

Slide 4-Business (or Partnership) Model: Explain how you make money: who pays you, your distribution channels, and your gross margins.

[We offer the homeowner a multi-tier program. Packaged services that are flat fee based and detailed to include limited service per package. The more services a client wants for the design, the more they pay for the appropriate service package.](#)

Slide 5-Your Unique Selling Position or “Shock and Awe”: Describe what gives your product or approach the impact that it has. Whether it is the technology, the “secret sauce” or whatever the dazzle is behind your product or service. [What makes our program unique is that our interior designers have a unique certification in Economical Interior Design which allows us to provide our clients a room that looks as if they’ve invested a large amount of money when they really haven’t.](#)

Slide 6-Marketing (“Here’s How We Reach Customers”) or Sales Demo (“Here’s How It Works”): Explain how you’re going to reach your customer and the marketing leverage points. [We have created a web-based “Design on A Dime” blog that has over 200 local subscribers and more than 2,000 members on our Facebook page. We use this online community to connect with](#)

our customer. We also use Facebook's Behavioral Targeting ad banners to reach those most likely to do business with us.

Slide 7-Competition: Provide a complete view of the competitive landscape. Too much is better than too little. (Legacy Interiors, New Beginnings Design, "do-it-yourselfers")

Slide 8-Management Team: Describe the key players of your management team, board of directors, or advisors. The key players that provide the expertise needed for your business. Volunteer Instructor Team:

- Sarah Houge- Owner, Certified Interior Designer
- Lauren Oglesvey- Certified Interior Designer
- Denise Radcliff- Certified Interior Designer
- Jesse Grant- Administrative Assistant

Slide 9-Financial Projections and Key Metrics (Investor or Partner pitch only): Provide a 5 year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate. (Excel spreadsheet with specifics)

Slide 10 (SALES VERSION)-Next Steps: Describe the sales fulfillment process, the projected expectations, then ask for the business. To get you started, our design team will set an appointment to look at the space and discuss your vision for the room. We then shop for the materials and in approximately 3 business days show you the finished room. Can we start a week from today?

-OR-

Slide 10 (INVESTOR-PARTNER VERSION)-Current Status, Accomplishments to Date, Timeline, and Use of Funds: Explain the current status of your product or service, what the near future looks like, how you plan to use the money you're trying to raise. (Specifics on what Acme has accomplished to date and specifics on how the financial or in kind support requested would be put to use).

The 10/20/30 Business “Pitch” Example 2 Prodigy Gold Arts Organization:

The meaning of the 10/20/30 Business “Pitch” rule is to stimulate interest in your creative concept by consolidating your presentation using:

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- ❑ **30 point font:** Reduces the amount of detail on the slide and, again, gets to the point.

The following is what should be included on those slides. It allows you to ask yourself the hard questions and it provides a great working outline for a Business Plan:

Slide 1-Title: Who are you and what do you do? *We are Prodigy Gold Arts Organization and we are training program for the arts. We teach young and emerging visual and performing artists from the ages of 7 to 17years old.*

Slide 2-Problem: Describe the pain that you’re alleviating. The goal is to get everyone nodding and “buying in.” *Most young people gifted in athletics or academics have been given clear direction in the career paths and opportunities that their skill set provides. That same career path is not as clear for the young person gifted in the arts. Career training and development for the young person talented in visual or the performing arts is almost non-existent in the Upstate.*

Slide 3-Solution: Explain how you alleviate this pain and the value that you provide. Ensure that the audience clearly understands what you sell and its value to those that need it. *We remedy this issue by providing training and development that introduces the artist to career development options within the arts as well as sharpening their creative skills. This provides the young artist with insight on how their talent can*

Slide 4-Business Model: Explain how you make money: who pays you, your distribution channels, and your gross margins. *Since we teach on the premises of our partner schools and programs, we eliminate the expense of leasing training space. The majority of our staff consisting of volunteers also eliminates major staffing/benefits expenses. Revenue for our key expenses is generated in two key methods:*

- *Revenue from weekly workshops and our annual summer course is generated from tuition from participants.*
- *Our non profit status coupled with our focus on career growth for artists positions us to receive financial support from private resources that support job creation in the state as well as those that support continuation of the arts.*

Slide 5-The “Shock and Awe”: Describe what gives your product or approach the impact that it has. Whether it is the technology, the “secret sauce” or whatever the dazzle is behind your product or service. *What makes our program unique is that we have adopted a proven Career Development Curriculum for the arts called “The Career You’d Love to Have: What Jobs in the Arts Are Open to You?” This curriculum is a proven model made available by The Center for Arts Education in New York, NY. http://www.cae-nyc.org/teaching_learning/career/curriculum*

Slide 6-Marketing and Sales: Explain how you're going to reach your customer and the marketing leverage points. [Our relationships with existing organizations are our key means of reach the parents of potential students for our classes and workshops. Our events and programs are communicated through the existing "teacher-parent" communication of our host school or organization.](#)
Additional low cost, yet effective methods such as email databases and social networking sites on the web provide us with the most efficient methods of marketing and communication.

Slide 7-Competition: Provide a complete view of the competitive landscape. Too much is better than too little. [\(The Greenville Fine Arts Center, The South Carolina Governor's School\)](#)

Slide 8-Management Team: Describe the key players of your management team, board of directors, or advisors. The key players that provide the expertise needed for your business.
Volunteer Instructor Team:

- [Shelby Henderson- Founder of "Above the Line Talent Group. Acting and drama coach. \(Production\)](#)
- [Tony Snipes- Kreative Kingdom, Inc. Visual and Graphic Design artist/ Business Coach/Mentor.\(Business Development\)](#)
- [Marlo Hogue-Singer/ Songwriter- Instructor\(Production\)](#)
- [Jeremy Goldsmith- Founder/ President of PGO. Multi-Media Art Instructor. \(Production, marketing, financing, visionary\)](#)
- [J&E Enterprises- James & Erica Goldsmith-Marketing](#)

Slide 9-Financial Projections and Key Metrics: Provide a 5 year forecast containing not only dollars but also key metrics, such as number of customers and conversion rate.
[\(Excel spreadsheet with specifics\)](#)

Slide 10-Current Status, Accomplishments to Date, Timeline, and Use of Funds: Explain the current status of your product or service, what the near future looks like, how you plan to use the money you're trying to raise. [\(Specifics on what PGO has accomplished to date and specifics on how the financial or in kind support requested would be put to use\).](#)