



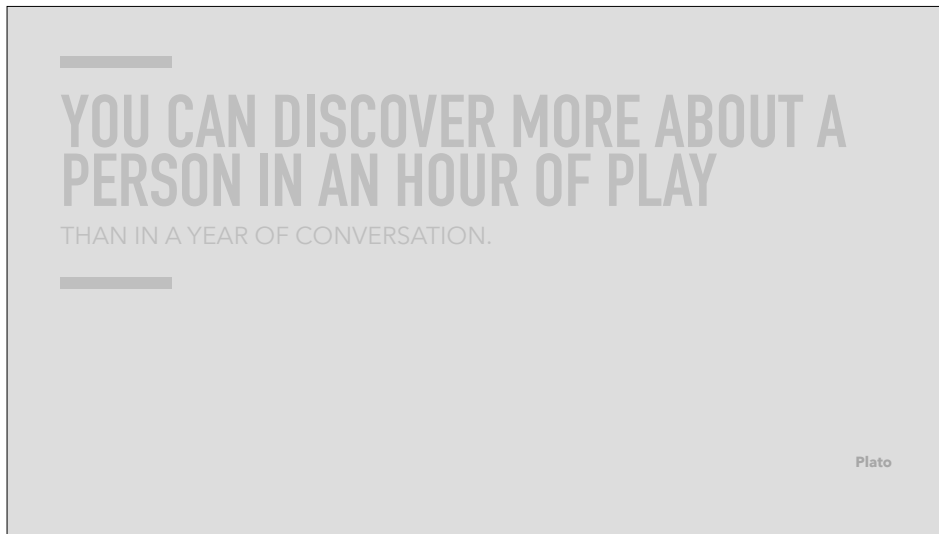
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## WARM UP: QUESTION

**Discuss with someone next to you**

- Would you rather positively impact vast many people lightly, or one person deeply? Why?

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What Is It?



*lets make great!*

**Designed for founders**  
by Let's Make Great!

# FOLLOW EFFECTIVE ACTION WITH QUIET REFLECTION.

FROM THE QUIET REFLECTION WILL COME  
EVEN MORE EFFECTIVE ACTION.

- Peter Drucker

Debrief

*lets make great!*

## TALK TO YOUR TABLE:

- 1) How did your PROTO-startup do? Why?
- 2) What made the biggest impact at the table?
- 3) What did you discover about pitching?
- 4) What about listening to pitches?

Brian Tam Strategic Thinking Partner

[www.letsmakegreat.com](http://www.letsmakegreat.com)

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PROTO for Creatives

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# 1 EVERYONE IS CREATIVE

- The ideas are inside of you  
(if you look for it)
- Combine different cards/ideas together  
to make a bigger idea
- Trust yourself!  
Speed of innovation

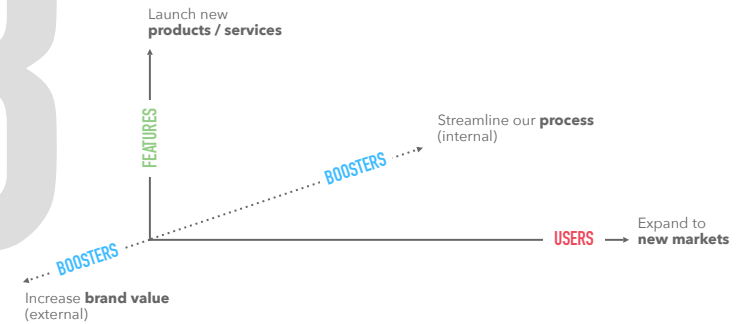


# 2 CO-CREATE TO INNOVATE

- Trust yourself, but listen to user feedback (gets lots of data!!)
- Questions and challenges actually make your idea *more valuable*
- Friendly competition - collaboration is essential to push new ideas out



# 3 HOW TO GROW?



IDEAS ARE NOTHING.  
EXECUTION IS THE GAME.

Gary Vaynerchuk  
Entrepreneur

# TEAM

Pitch Practice + Prep

<b>COVER SLIDE</b>	<b>MEET THE USER</b>	<b>THEIR PAIN</b>	<b>THE DATA</b>
<b>YOUR SOLUTION</b>	<b>KEY FEATURES</b>	<b>USER GAIN</b>	<b>YOUR BUSINESS MODEL</b>
<b>THE OPPORTUNITY</b>	<b>THE OBSTACLES</b>	<b>YOUR ROADMAP</b>	<b>YOUR REQUEST</b>
<b>YOUR COMPETITION</b>	<b>YOUR DIFFERENTIATOR</b>	<b>YOUR BUSINESS MODEL</b>	<b>YOUR PARTNERS (YOUR PROOF)</b>

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## PITCH: INITIAL PRACTICE

**Find a partner**

- Practice your raw pitch to them
- Do not offer any feedback (Goal: just get it out)
- Switch (10 minutes total)

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## PITCH: PRACTICE WITH INTENTION

**Find a new partner**

- Reflect on what you want to change
- Offer feedback
  - How did it sound overall? What did you like?
  - What was unclear? (Be specific)
  - What might you want to hear? (Suggest alternatives)
- Switch and repeat (15 minutes total)

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## PITCH: PRACTICE & ITERATE

**Find another new partner**

- Integrate any feedback and try again
- Listen to feedback
  - How did it sound overall? What did you like?
  - What was unclear? (Be specific)
  - What might you want to hear? (Suggest alternatives)
- Switch and repeat (15 minutes total)
- Find a new partner to practice

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## CONSOLIDATE FEEDBACK

### Re-join your team

- Share your feedback
  - How did you do?
  - What was worked best?
  - What was unclear?
  - What do you want to change?
- 15 minutes

# PITCH

Be the First

## FINAL PITCH: HOW WILL WE DO THIS?

### Logistics:

- 10 minutes per team
  - 4 minutes pitch/presentation
  - 3-4 minutes Q&A
  - 2 minutes of evaluation
- 18 teams x 10 minutes = 3 hours
- **Submit presentation by Thursday**  
before final pitch (May 15th, 3pm)

## EVALUATION (1): PITCH YOUR STARTUP

### 5 Key Criteria

- 5 points per each criteria (25 points total)

#### Problem

1. Defined?
2. Identified user?
3. Deeper insight?
4. Meaningful?
5. Validated problem?

#### Solution

1. Idea is clear?
2. Innovative?
3. Value prop solid?
4. MVP/Prototype?
5. Integrated user feedback?

#### Business

1. Model makes sense?
2. ID'd early adopter?
3. Clear GTM strategy?
4. Pilots / Traction?
5. Path to profitability?

#### Impact

1. Go beyond \$?
2. Helped users?
3. Identified metric?
4. Impact is scalable?
5. Actually made impact?

#### Team

1. Roles clear?
2. Commitment?
3. Comms are good?
4. Strong chemistry?
5. Persistence/passion?

## EVALUATION (2): PRESENT YOUR JOURNEY

### 5 Key Criteria

- 5 points per each criteria (25 points total)

#### Clarity

1. Story was confusing
2. Able to follow
3. Explained key pivots
4. Clearly structured
5. Compelling story

#### Insightfulness

1. Stayed at surface
2. Shared insights
3. Thoughtful reflection
4. Was honest & open
5. Shared deep analysis

#### Strategic-ness

1. Decisions random
2. Not grounded in data
3. Pivots made sense
4. Forward thinking
5. Used resources intentionally

#### Relevance

1. Insights not linked
2. Vaguely linked
3. Link to experience
4. Clearly connected
5. Identified future application

#### Persistence

1. Avoided difficulty
2. Stayed comfort zone
3. Tried diff approaches
4. Iterated creatively
5. Went above & beyond

## PEER EVALUATION

### How does it work?

- Final pitch = 20 points of total grade
  - 5 pts = Average evaluation from your classmates
  - 13 pts = Brian's evaluation
- 2 pts = Brian's evaluation of your evaluation
  - Give honest/fair assessments - don't give everyone all 5's or all 0's
  - Write comments - critiques, praise, and questions
  - Goal: help your peers grow

## FINAL PITCH: RANDOM ORDER

### TXA

1. ActiveXP
2. ALIGN
3. BrainBites
4. Design Lab for Kids
5. Little 2Pages
6. MIGHTY
7. NEXTstep
8. Ohana
9. PillWeb
10. Plana
11. Shapp - Portugal
12. The Good Gut
13. up2help
14. DLC Tech
15. Kuza Collective
16. \*Charlotte's Project
17. \*Laura's Project
18. \*Vitus & Luca's Project

## FINAL PITCH: RANDOM ORDER

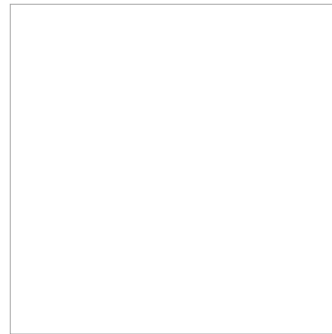
### TXB

1. Agora
2. All Things Koji
3. Bark and Beyond
4. Bottegaria (MPL Synergies)
5. Eezi
6. halc
7. OneSnack
8. Pyjama Party
9. Quit:
10. RoofWander
11. Salus
12. SleepPhase
13. SOMNO
14. Tunnel
15. VattenHälsan
16. \*George's Project
17. Runnin (Monday, May 12th)

## EVALUATION FORM: SCAN THIS QR

### TXA

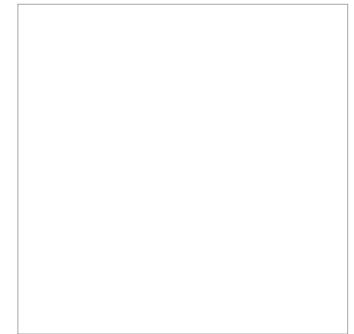
- Write your email
  - Select the team & presentation type
  - Fill in the evaluation
  - Add comments
  - Submit
- **Note:** you may choose to skip up to 3 pitches for whatever reason



## EVALUATION FORM: SCAN THIS QR

### TXB

- Write your email
  - Select the team & presentation type
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- **Note:** you may choose to skip up to 3 pitches for whatever reason



“PEOPLE WHO KNOW WHAT THEY'RE  
TALKING ABOUT  
DON'T  
NEED  
POWERPOINT.”



Steve Jobs

## BONUS ASSIGNMENT: SELF-EVALUATION

### How would you evaluate your performance as a founder this semester?

- Brainstorm 4 key aspects for impact founders
  - Assess your strengths/weaknesses (be critical but kind)
  - Explain why those aspects were important to you
  - Connect to your specific experiences this semester
- Word count: 300-500 (rough estimate)
- Deadline: Submit on Moodle by Tuesday May 20th, 6pm

### Evaluation:

- Up to 3 points
- Based on depth, authenticity, & evidence.
- Only impacts to participation & assignments (so this will not affect final exam & pitch scores)