



SCRIPT GOALS

Below is a standard script outline for pitch decks & demo days. This outline serves as general rule of thumb. Every pitch and company is unique, so deviate as necessary without disrupting your story's flow.

Your script should tell a story about your company, the industry, and show your inspirational ideas & world-changing solutions.

A pitch deck will support your script and should be heavy on imagery. Do not put more than a few words per slide – the focus should be on the presenter not the presentation.

An investor deck, on the other hand, will contain more financial content. Investor decks are often sent via email prior to meetings, and thus should contain more content & company details.

TED Talks are a great source of inspiration.

STANDARD TIME: 8-10 MINUTES

SCRIPT OUTLINE

INTRODUCTION (up to 2 min)

1. Catchy Opener. Can be:
 - a. Startling fact
 - b. Personal story
 - c. Contradiction of conventional wisdom
2. Company one-liner. Examples:
 - a. We are Aleberry, and we are revolutionizing _____
 - b. I'm Gira and I'm the CEO of Aleberry, and we are changing the way _____ is done
 - c. We are Aleberry, and we are helping _____ save money / be better at / etc
 - d. We are Aleberry and we are doing _____ better / more efficiently / etc

BODY (5 min)

3. Pain Point (in story form). Can include:
 - a. Industry pains
 - b. Holes in industry / processes
 - c. Personal pain



4. Imagine if / This is where we come in / What if _____ (problem) could be solved
 - a. Relate this to your mentioned pain point
 - b. Describe product & company and how you are solving the problems / filling industry holes
5. Let me show you how this works...
 - a. Demo
 - b. Product information & details
6. Market Size
 - a. Industry numbers
 - b. Statistics
 - c. You can show overall large market, then show first segment you are targeting, followed by second, third etc.
7. Business Model
 - a. How you are making money
 - b. Your process & why it's different
8. Competitive Analysis
 - a. This can be integrated in other sections, or as its own slide.
9. Progress at current Accelerator / Incubator (if applicable)
10. Traction (only discuss this section if it will make you look good)
 - a. Current clients
 - b. Current revenue
 - c. Announcements (new partners, pilot projects, customers, etc)
 - d. Can include people in discussion with - as long as you are general (ie. Currently in talks with a large energy company to implement our software in Q4 of 2015)
11. Team
 - a. Founder's story if applicable & interesting
 - b. Bios, headshots, positions
 - c. Advisors & Mentors can be specific or general
12. Future
 - a. Where are you headed?
 - b. New markets, expansion
 - c. Can show timeline if you'd like to show your growth strategy in detail

CLOSE (5 min)

13. Any non-financial asks
 - a. Team members (To help us grow, we are seeking _____ with experience in _____)

ALEBERRY RECOMMENDED SCRIPT OUTLINE



- b. Advisors & Mentors
- c. Pilot Projects
- d. Customers
- e. Investors (stay general, do not include financial amount)

14. Repeat key takeaways

15. Tie story from opening

16. One Liner + Call to Action. Examples:

- a. We are Aleberry Creative and we are revolutionizing ____ come see us after.
- b. If you are looking to change the way your company does ____, we'd love to talk to you.