

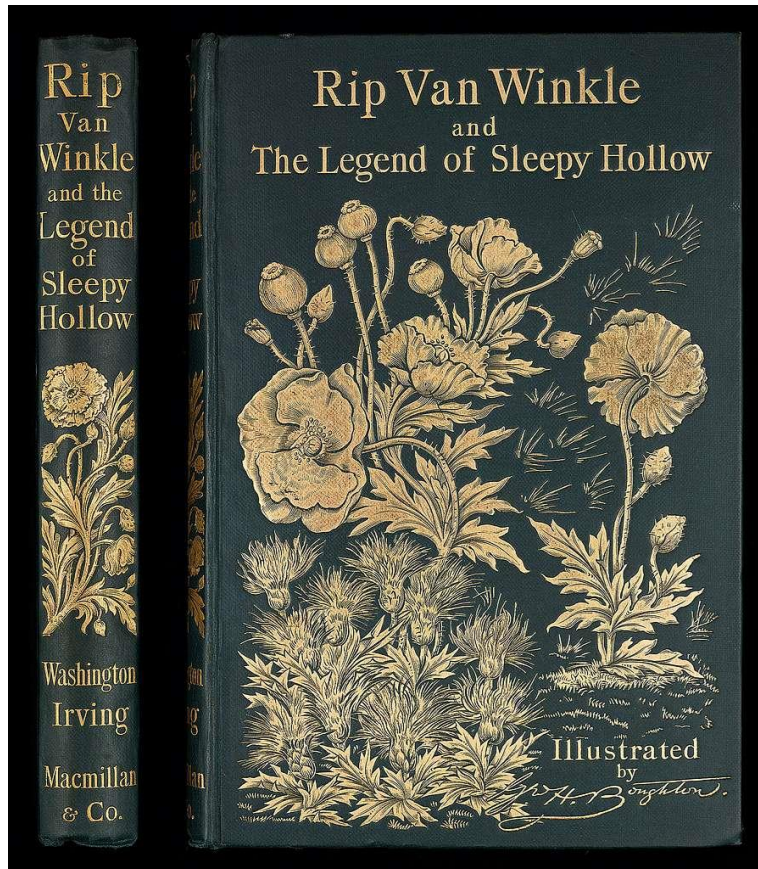
# Many Thanks to our Generous Sponsors



# And to Our Sharing Partners



# A short story of about 12,000 words



- Three film adaptations
- A 2023 historical fiction novel
- Five TV adaptations
  - Including a 2013 version where Ichabod wakes up in the 21st century to solve crimes and find the horseman.
- Seven songs, from orchestral to hip-hop
- Six musicals
- Eight audio productions
- One graphic novel in 2022
- And an amusement park ride.

# Elevate Your Pitch with SCORE Tips and Tools

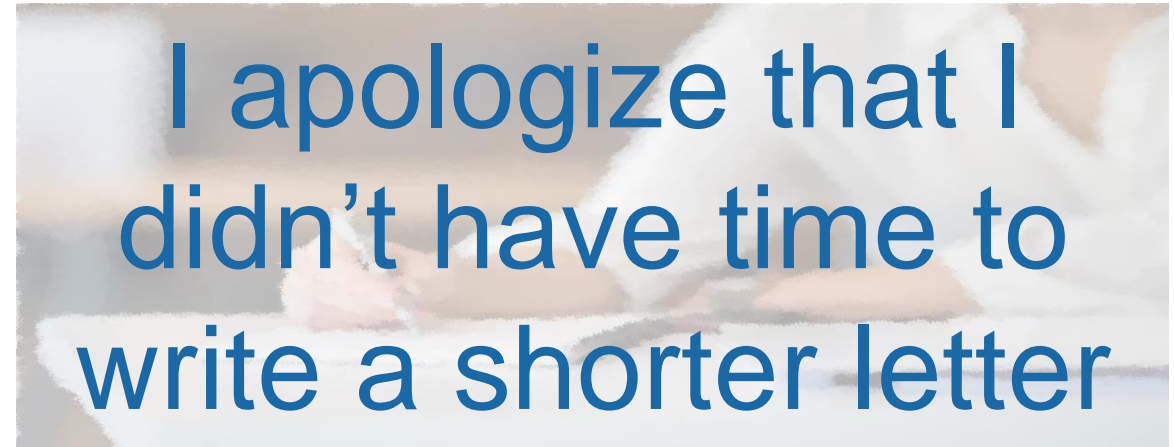


A panel presentation and discussion

- Lisa Bage – Moderator
- Ben Simmons – Elevator Pitch
- Ken Goldman – Business Canvas
- Pat Loftus – Value Proposition
- Lisa Bage – Example Pitch and Table Exercise
- Q&A

# A Pitch Is A Version Of Your Plot

- To anyone and everyone?
  - Employees
  - Investors
  - Customers
  - Partners
  - Influencers
- In 90 seconds? 30 seconds? 15?
- In any media form – Digital, Written, or Verbal
  - Email, Instagram, Verbal, or TikTok



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Ben Simmons

# THE SHORT STORY VERSION: ELEVATOR PITCHES

# What is a Pitch?

- Concise
- Compelling
- Summary of business or idea
- Pique interest

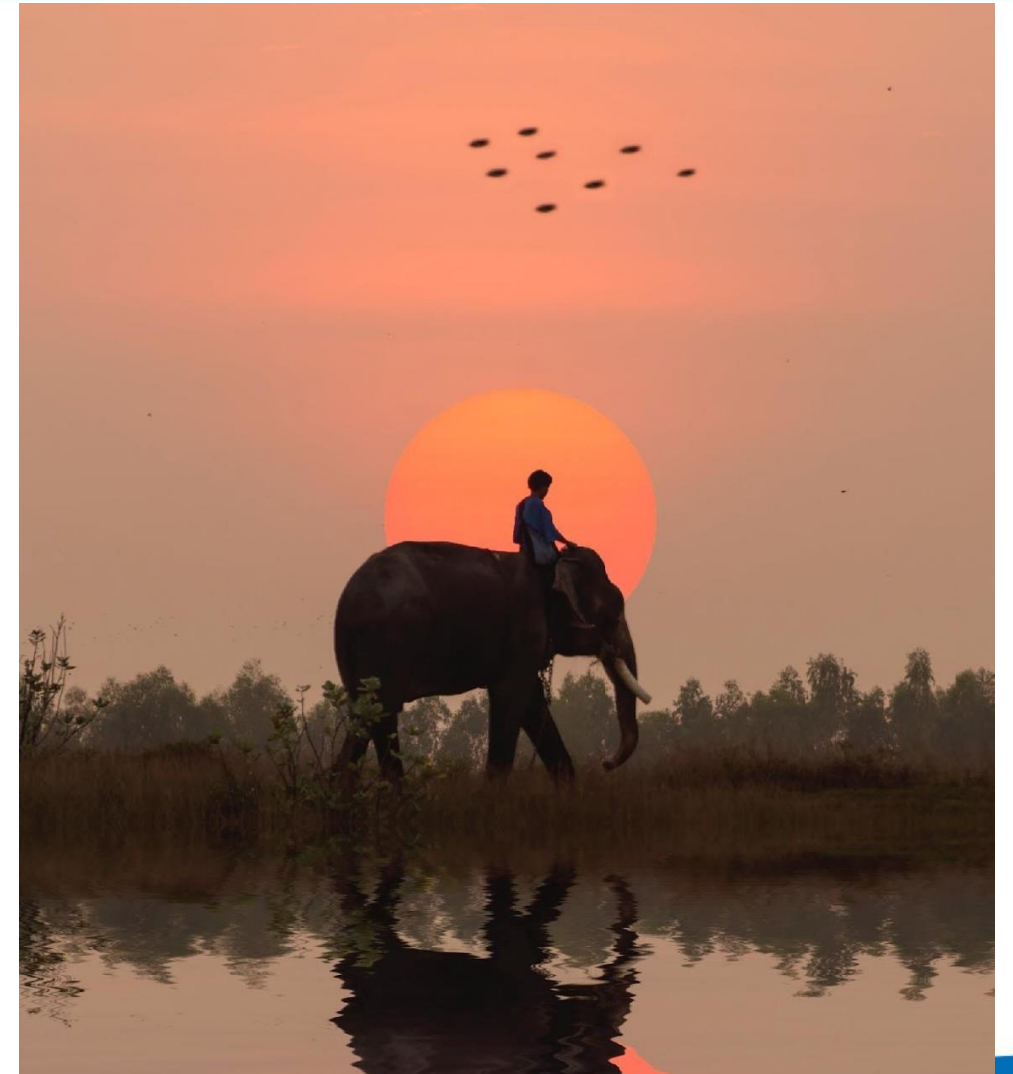
# What's In It For Me (WIIFM)

We think we are *rational* thinkers.

We are not.

We are Emotional animals.

Driven by 200,000 years of biology.



# Key Elements of a Great Pitch

- Introduction with *Hook*
- Problem statement
  - Pain or gain
- Solution
  - Audience and market
- Value Proposition



# Key Elements of a Great Pitch

- Competitive Advantage and Achievements
- Team
- Call to Action
- Closing

*Practice, practice, practice...*

# Elements of a Pitch

Audience	Potential Customers
Hook	Get stronger and healthier while you build relationships with other strong, healthy women.
Value Prop (Problem & Solution)	Forget generic routines and cookie-cutter fitness plans. We offer customized programs tailored to your goals, body type, and lifestyle, plus nutrition coaching, on-site childcare, and a vibrant social community.
Competitive Advantage/ Proof	95% of our members report increased confidence and improved fitness levels within just three months. Our certified female trainers are experts in women's health and wellness, ensuring safe and effective workouts.
Differentiator	We're more than just a gym; we're a community. Join our exclusive events, workshops, and social gatherings to connect with like-minded women and build lasting friendships.
Call to Action	Experience the difference of a women's-only gym that celebrates your unique journey. Let's sweat, laugh, and rise together. I can't wait to see you tomorrow when you start your free trial! Should I book you in our Power-Lifting or Spin Class?

# Elements of a Pitch

Audience	Potential investor(s)
Hook	[Your Gym Name] is the women-only gym poised to disrupt the fitness industry by improving women's health while achieving above-market returns on our investment. We're seeking partners who are interested in helping us grow faster while achieving their target ROIs, while positively impacting women's health.
Value Prop (Problem & Solution)	Beyond memberships, we offer a holistic health and wellness ecosystem. From personalized fitness programs to nutrition coaching, on-site childcare, and a vibrant social community, we cater to the unique needs of women, fostering engagement and exceeding expectations.
Competitive Advantage/ Proof	In just 3 years, we've achieved 50% customer growth and a 75% revenue increase. Our 97% customer satisfaction rate and 95% retention rate demonstrate the power of our unique model.
Differentiator	We're not just a gym; we're a brand. Our focus on empowerment, community, and inclusivity resonates deeply with female customers, creating a loyal and engaged base. This unrivaled brand loyalty translates into recurring revenue and viral word-of-mouth marketing.
Call to Action	Invest in the future of fitness. Join us in building a thriving network of women's gyms, empowering women and generating consistent returns. Let's tap into the "She-economy" and unlock the full potential of this untapped market. Do you have time now or should we book time next week to review the full Business Canvas and Financial projections.

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Ken Goldman

# **YOUR FULL-LENGTH FEATURE FILM: YOUR BUSINESS PLAN OR BUSINESS MODEL CANVAS**

# Why is Story-Telling important in business

- The most successful businesses start with a great story



**YOU**



**who**



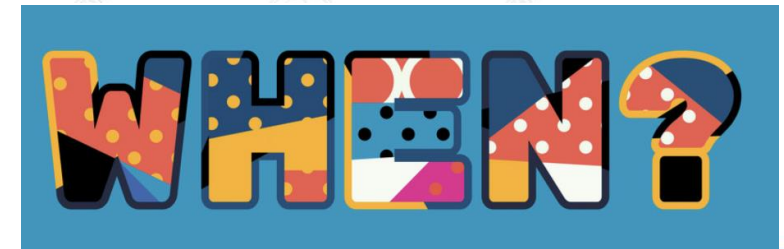
**WHAT**



**WHY?**



**WHERE?**



**WHEN?**

# Why is Story-Telling important in business

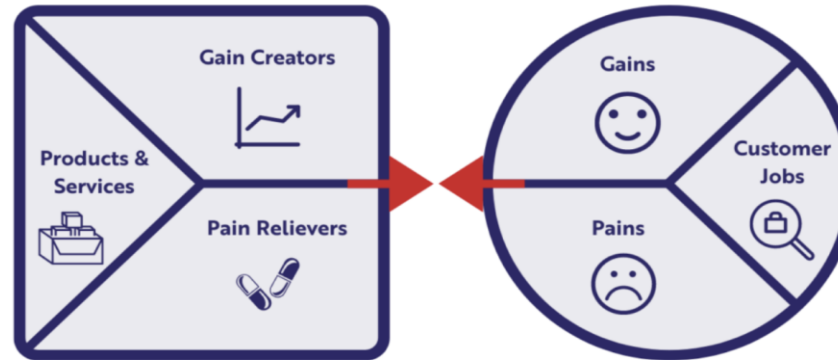
(1) Ben led things off discussing your story via your Elevator Pitch



(2) I'll now cover how important it is to convey your story through your Business Plan and your Business Model Canvas



(3) Pat will wrap things up talking about your story via Value Proposition



# Business Plan

- If you don't know where you're going, how will you know when you get there?



# I've written & reviewed innumerable Business Plans

(1) Raise Capital



(2) Obtain Debt Financing



(3) Hire Employees



(4) Develop Partnerships



(5) Lease Property, Plant and Equipment



(6) As a roadmap to success



# SWOT

- If you don't understand your strengths and weaknesses, I can guarantee you that your competitors will
- Addressing your weaknesses up front when making your pitch lets your audience know that you will work to overcome them

<b>S</b> STRENGTHS	<b>W</b> WEAKNESSES	<b>O</b> OPPORTUNITIES	<b>T</b> THREATS
<ul style="list-style-type: none"><li>• Things your company does well</li><li>• Qualities that separate you from your competitors</li><li>• Internal resources such as skilled, knowledgeable staff</li><li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li></ul>	<ul style="list-style-type: none"><li>• Things your company lacks</li><li>• Things your competitors do better than you</li><li>• Resource limitations</li><li>• Unclear unique selling proposition</li></ul>	<ul style="list-style-type: none"><li>• Underserved markets for specific products</li><li>• Few competitors in your area</li><li>• Emerging need for your products or services</li><li>• Press/media coverage of your company</li></ul>	<ul style="list-style-type: none"><li>• Emerging competitors</li><li>• Changing regulatory environment</li><li>• Negative press/media coverage</li><li>• Changing customer attitudes toward your company</li></ul>

 WordStream

# How does your Business Plan tie into your Branding



# The Business Model Canvas

## BUSINESS PLAN

- More detailed
- Typically, more text-based
- Many pages



## BUSINESS MODEL CANVAS

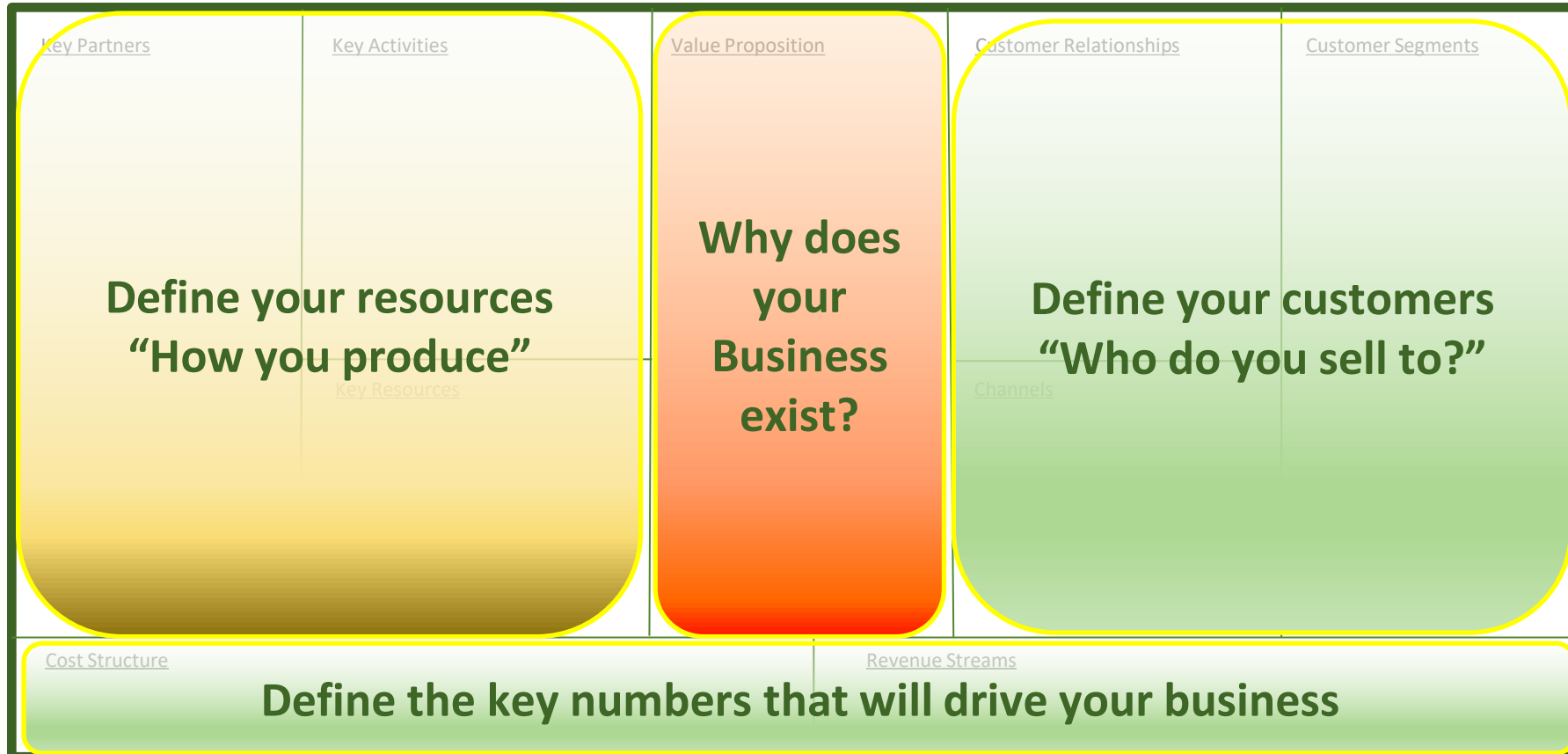
- More visual
- Less detailed
- One page

Business Model Canvas



1. Why does your company exist?
2. Who **do you/will you** sell to?
3. Define your resources – this is your supporting infrastructure,
4. Identify and Define the key numbers that will drive your business. – your costs and revenue

# Overview: The Business Model Canvas



# 9 Elements of The Business Model Canvas



# How do I create a Business Plan / Business Model Canvas?

- The SCORE website provides a number of templates and recorded webinars on drafting a Business Plan
- Working with a SCORE Mentor, we can help you to refine and edit your Business Plan to make it workable for you and your business.

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Pat Loftus

# THE PLOT OF YOUR BUSINESS: A COMPELLING VALUE PROPOSITION

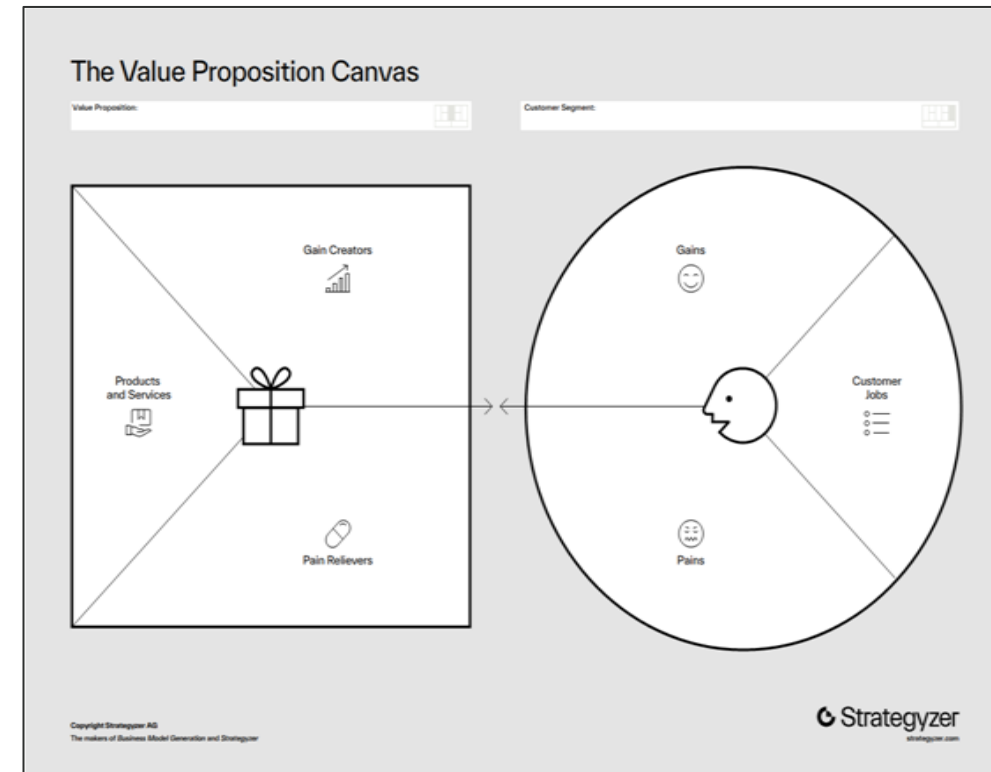
# Value Proposition: Your Business Success Starts Here!

## Create a Client Profile for Each Target Customer Segment and a Corresponding Value Map; List & Prioritize and Create Your Value Proposition Statement

- ❖ Tip: Customers Hire a Product or Service to Get A Job Done – What is the #1 Reason to Hire YOUR Product or Service vs. the Competition?
- ❖ Tip: Use the Strengths and Opportunities from your SWOT

## Test and Refine Your Value Proposition Statement Until You Get Fit

- ✓ Problem-Solution Fit Success (idea validation, value proposition development)
- ✓ Product-Market Fit Success (market test the solution and get traction with your Target Customer)
- ✓ Viable Business Fit Success (business model (revenue) achieves “success” outcomes and goals)



# What Makes A Great Value Position That Helps You Stand Out and Drive Sales?

- **Best Practices to Create a Great Value Proposition**
  - FOCUS on the UNSATISFIED JOBS, PAINS, GAINS that Matter Most to the Target Customer(s)
  - FOCUS on PROBLEMS, BENEFITS, and PAINS that Many Customers Have or Which a Few ARE willing to pay \$\$\$
  - FOCUS on the vital few PAIN RELIEVERS and GAIN CREATORS and do those exceptionally well
  - ALIGN with how your customer measures success
  - SUBSTANTIALLY DIFFERENTIATE FROM and OUTPERFORM your competition on AT LEAST ONE DIMENSION that your Customer cares about
  - Address functional, emotional, and social jobs together – go beyond functional
  - Be difficult to copy or duplicate by competitors in AT LEAST ONE DIMENSION that your Customer cares about
- **To create a memorable and impactful Customer experience, ensure the value proposition (storyline) is consistently portrayed in every communication channel!**

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# A SCORE PITCH EXAMPLE

Pass us your questions!





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# Q&A

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Your Turn

**Are you ready?**



Thank You!

Let us know over lunch how we can help you.

# Many Thanks to our Generous Sponsors



# And to Our Sharing Partners

