



**PITCH & STORYTELLING**

**DO YOU HAVE A  
STORY TO TELL?**

**Matija Srbić,  
Program director at SPOCK,  
Founder of Noomly**

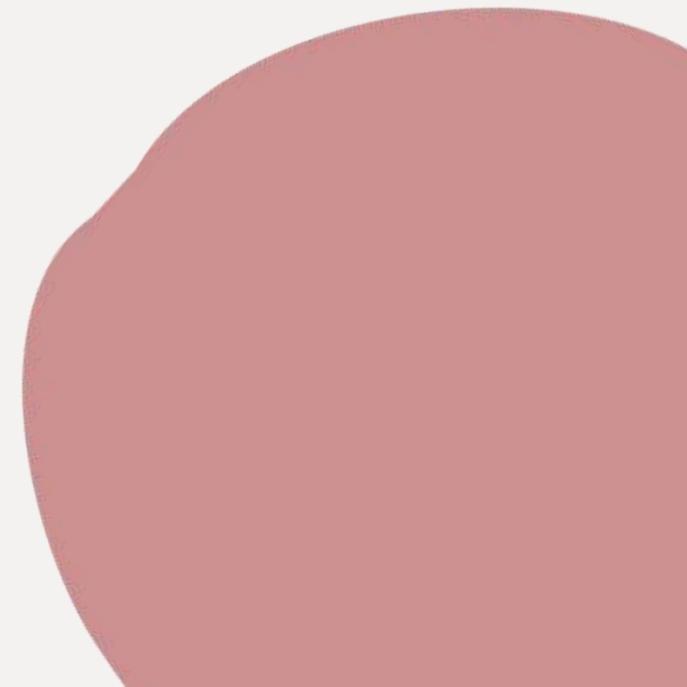
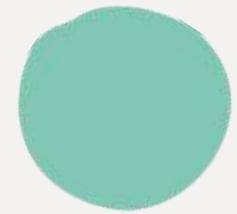
# Content

Pitch types

Storytelling

Pitch deck elements and examples

Pitching tips & tricks



# Pitch types

One-liner (vs tagline)

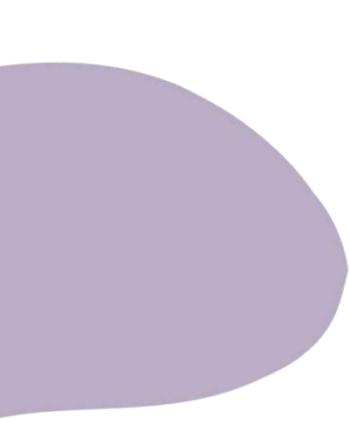
Elevator pitch (30 sec)

3 min

Pitch deck without pitching

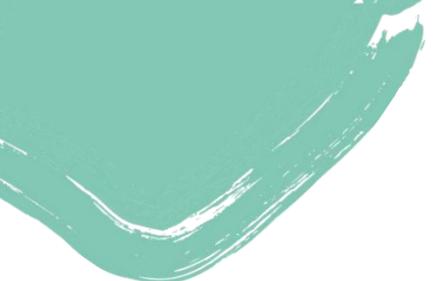


*what's your  
story?*

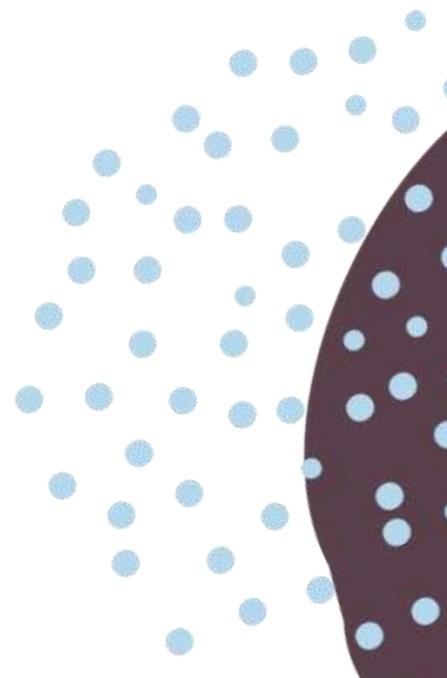


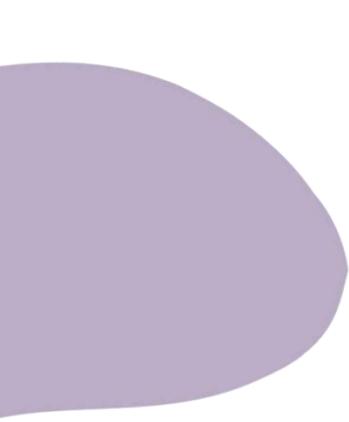
ONE-LINER





One sentence  
Problem  
Customers  
Benefits, not features  
Understandable to everyone  
No buzz words





„Use it once per day and you will lose 5 kg of a body fat in 2 weeks.”

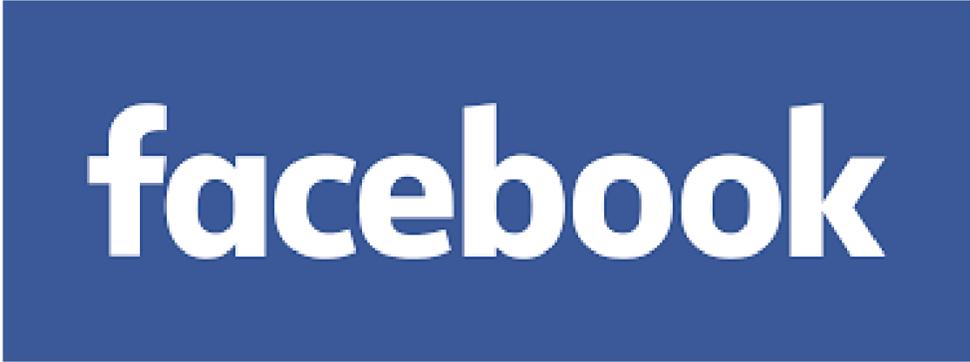
*Every magic weight loss product that doesn't work*



„You push a button and in five minutes a Mercedes picks you up and takes you where you want to go.“

**Uber**

„Something where you can type someone's name and find out a bunch of information about them.”

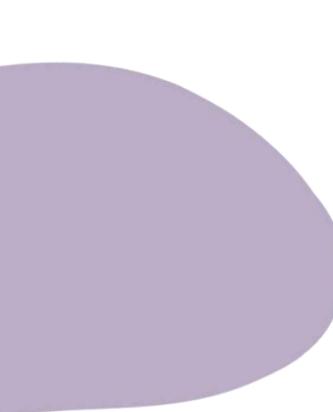
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

**facebook**

„Teachers are alerted if a child tries to leave the kindergarten without parent's supervision.“

The logo for 'noomly' is displayed in white lowercase letters on a solid purple rectangular background. The font is a clean, modern sans-serif style.

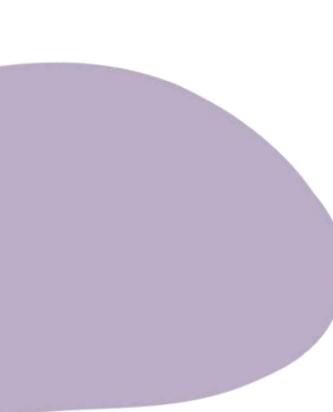
noomly



“... is innovative cloud solution with an AI-based optimization algorithm for progress-tracking in the real time.”

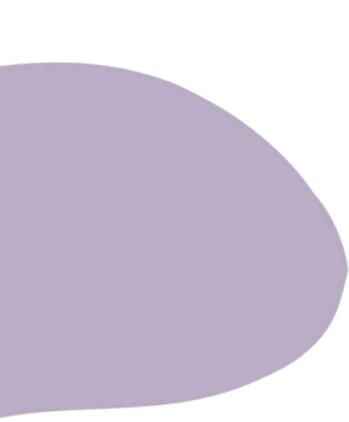
*Bad one-liner*





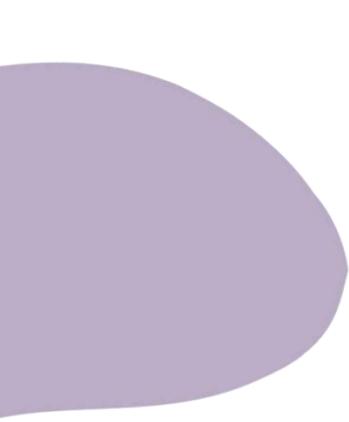
*“Company name* is developing *a defined offering* to help *a defined audience* to solve *a problem* with *secret sauce*.”





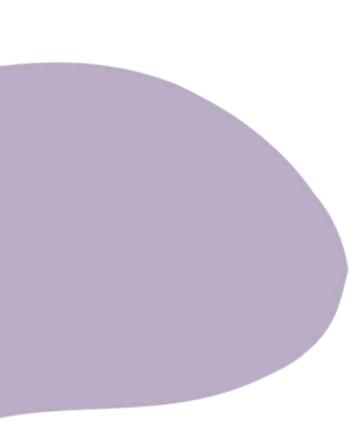
*“Noomly is developing an alarm system to help kindergarten teachers to be notified when a child tries to escape from the kindergarten with movement sensors that can differentiate children from grown-ups.”*





*„LintinZone is developing a social shipping network to help customers buy stuff from all over the world without worrying about the cost and availability of international shipping and travelers earn extra money during their trips.”*





Uber/Airbnb/Facebook/Tinder

...

for

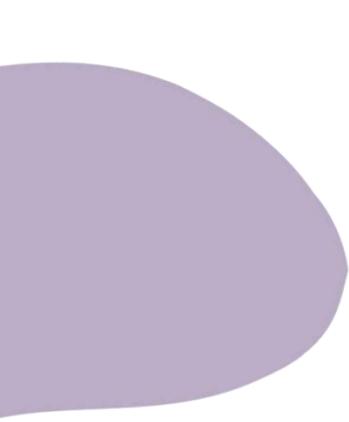
pets/books/laundry/tech companies

...

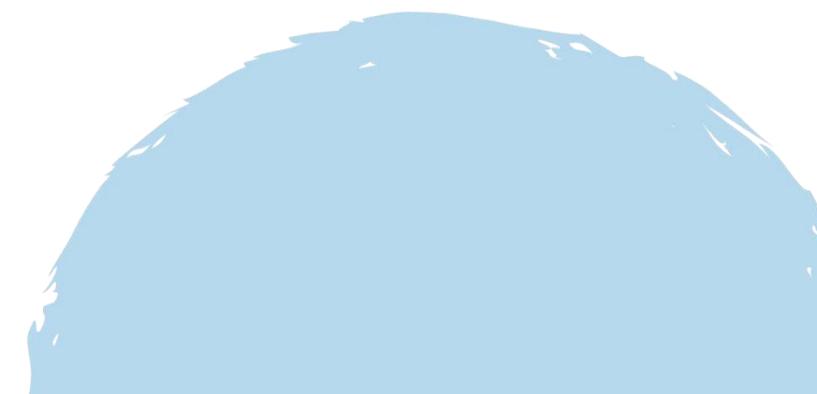


Now is your  
turn!



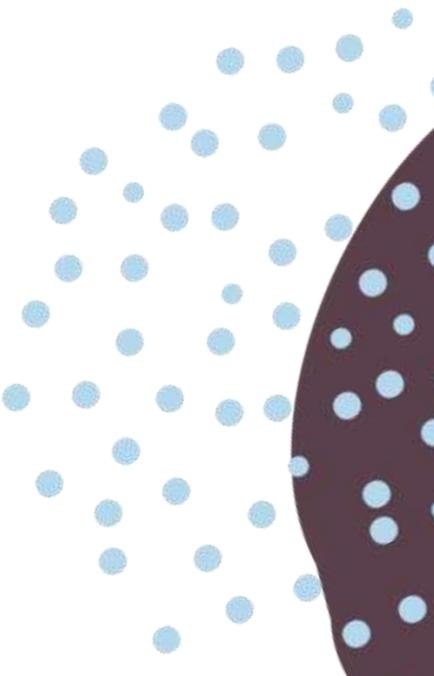


TAGLINE





Values and mission  
Audience  
Memorable/Catchy  
Short & Simple  
Positive Feelings  
Connected with the Brand



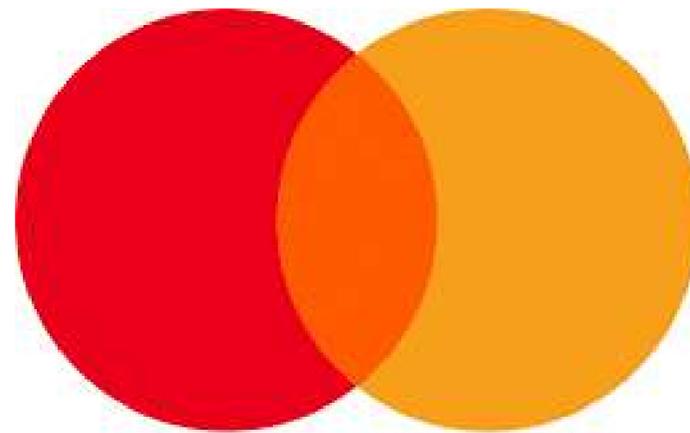
„Just Do It“



„I'm lovin' it”



„There are some things money can't buy. For everything else, there's ...”



**mastercard**

„Gives you wings”



**Red Bull**

„You’re not you when you’re hungry”



„Think Different”



„The Happiest Place on Earth”



Disneyland®

„Betcha can't eat just one”



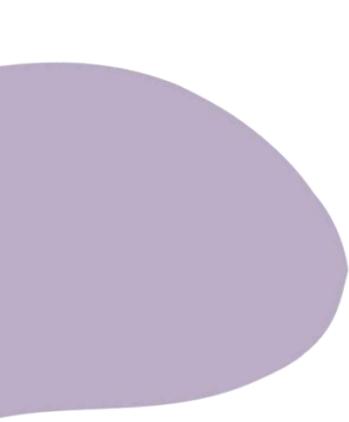
„Finger lickin' good”



„The original. If your grandfather  
hadn't worn it, you wouldn't exist”

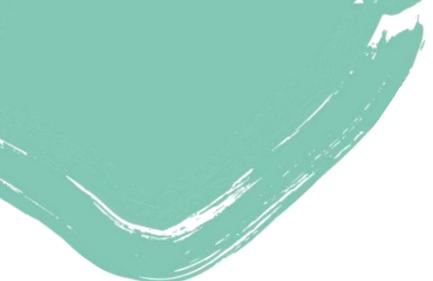


*Old Spice*®



# ELEVATOR PITCH





Introduce yourself

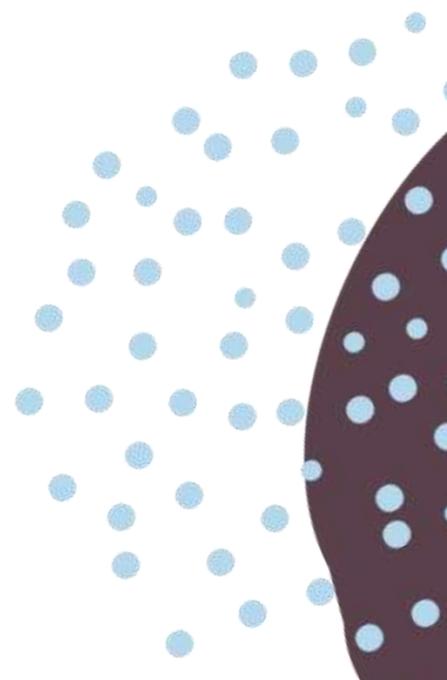
Pain

Unique Selling Proposition (USP)

Benefit

Ask question

20-30 sec



„The problem is that work is chaotic no matter what industry you're in or how good you are at your job. But a good project management software can help improve productivity and communication. I haven't missed a deadline in years. If you're interested in how it can help your team, give me a call and I can take you through some numbers.,,



„As an account executive for AnswerASAP, I talk to hundreds of marketers per month. And 99% of them hate creating reports. It's time-consuming, it's tedious, and it's usually not your highest priority. That's where our tool comes in — it pulls from all of your data to create any report you want in less than the time it takes to pour a cup of coffee.“





Do you  
have  
a story  
to tell?







Once Upon A Time...





development  
partner material technology  
organization raw user planning  
network service management customer  
conversion remote layer inventory system people  
business storage resources original value  
process activity modeling demand collaboration distribution  
product design provider logistics  
function complex component  
market

**SUPPLY CHAIN**



















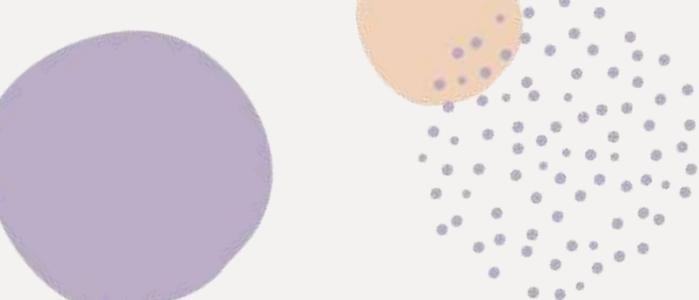




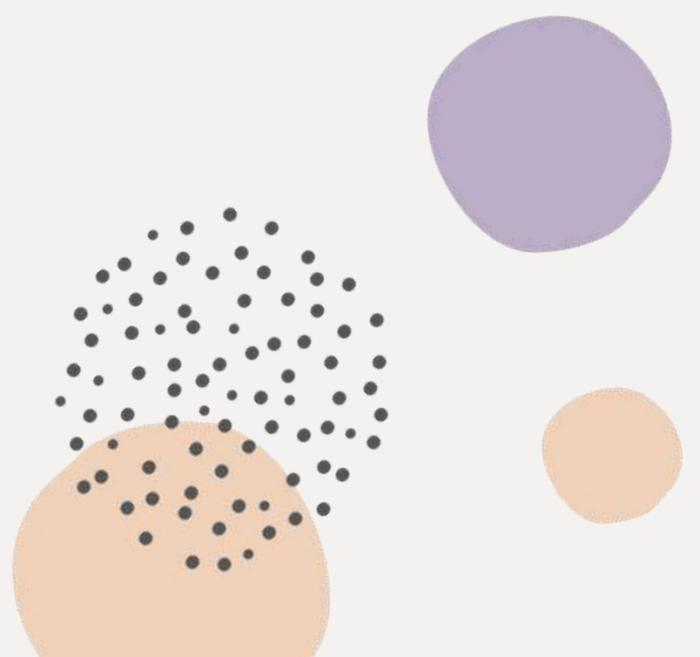
SPONZOR AV LOGISTIČKE PODRŠKE

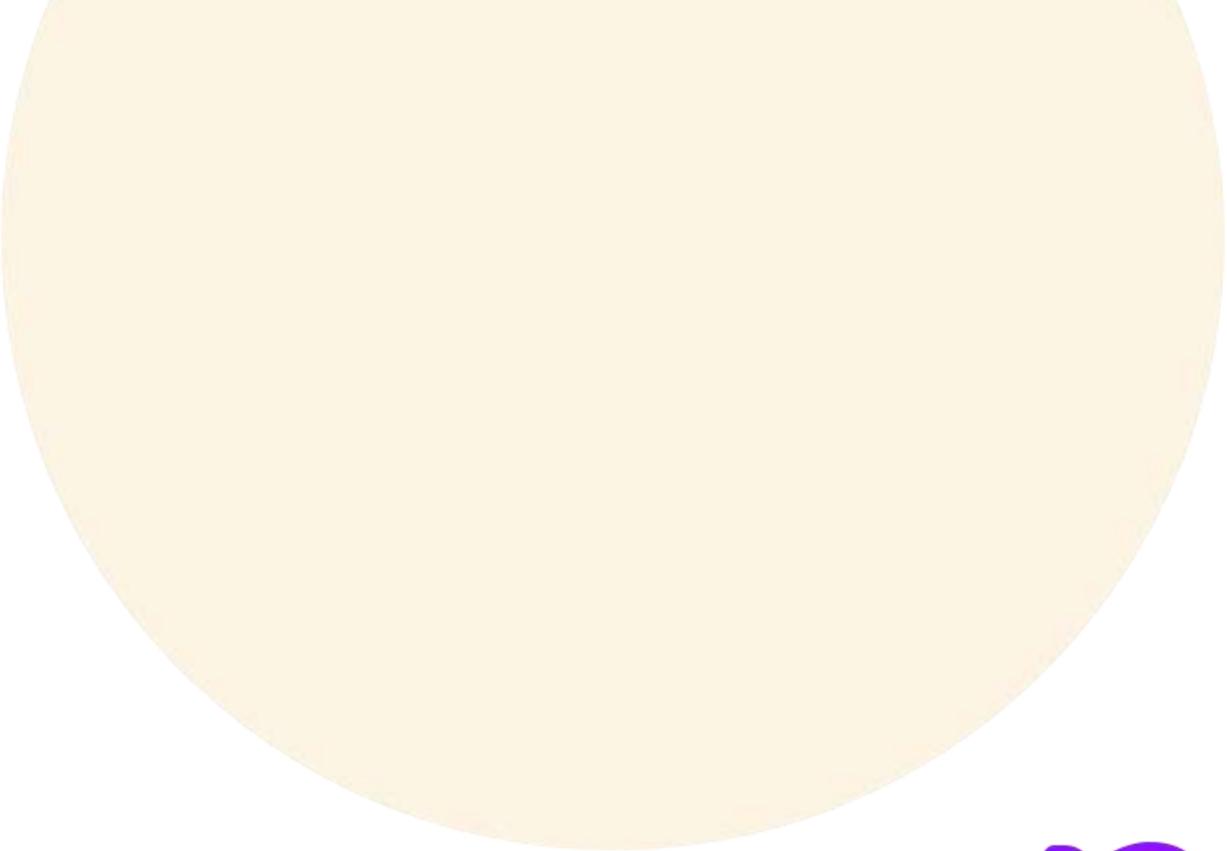
GLAVI SPONZOR





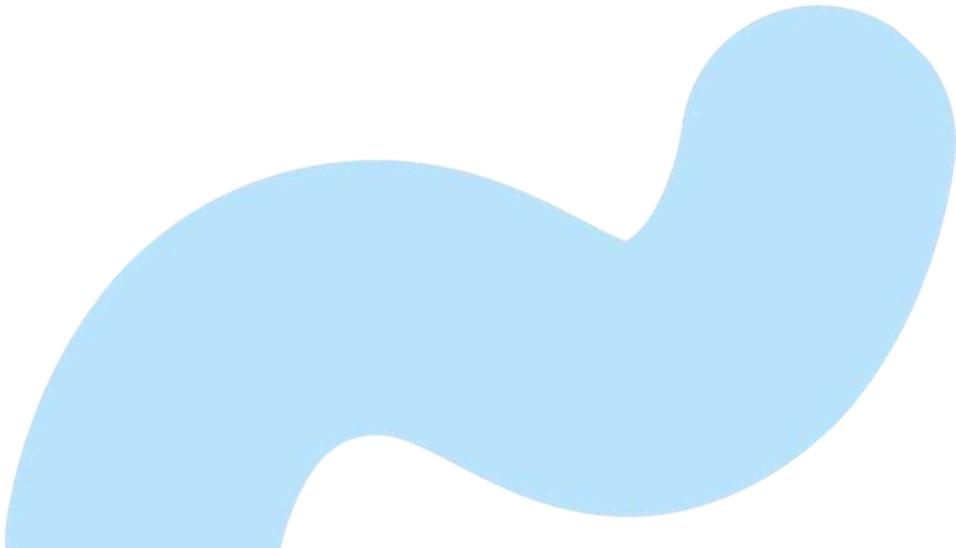
# TELL ME A STORY

- Protagonist
    - Plot
      - Photos/images/illustrations
  - Audience can feel the pain/understand it
    - Emotion
- 



noomly

Alarm system for sneaky toddlers





A woman and a man are sleeping on a beige sofa. The woman is on the left, wearing a white long-sleeved shirt and blue jeans. The man is on the right, wearing a grey sweater and blue jeans. They are both looking relaxed and appear to be asleep.

A young boy is kneeling on the floor, drinking from a wine glass with a straw. He is wearing a blue long-sleeved shirt and dark pants. He is looking down at the glass.

A baby is crawling on a pink blanket on the floor. The baby is wearing a white long-sleeved shirt and a white headband. The baby is looking down at the floor.

On the floor, there is a spilled box of Goldfish crackers. The box is white with a rainbow and the Goldfish logo. Next to it is a black pot and some scattered snacks. The floor is carpeted.

# The Great (Nursery) Escape: Two boys use toy spades to tunnel out of a Russian kindergarten playground and walk to a Jaguar showroom to buy 'a grown up car'

- The boys escaped from the kindergarten in Maykopsk, in the North
- The youngsters spent several days digging their planned escape tunnel
- After digging under the fence they walked for a mile to the car showroom
- Officials visited the kindergarten teacher for failing to look after the boys

By [BBC NEWS](#) and [JAMES BULLOCK FOR BBC NEWS](#)

PUBLISHED 11:00 AM, 2 September 2015 | UPDATED 10:00 AM, 2 September 2015

**4.3k**  
shares

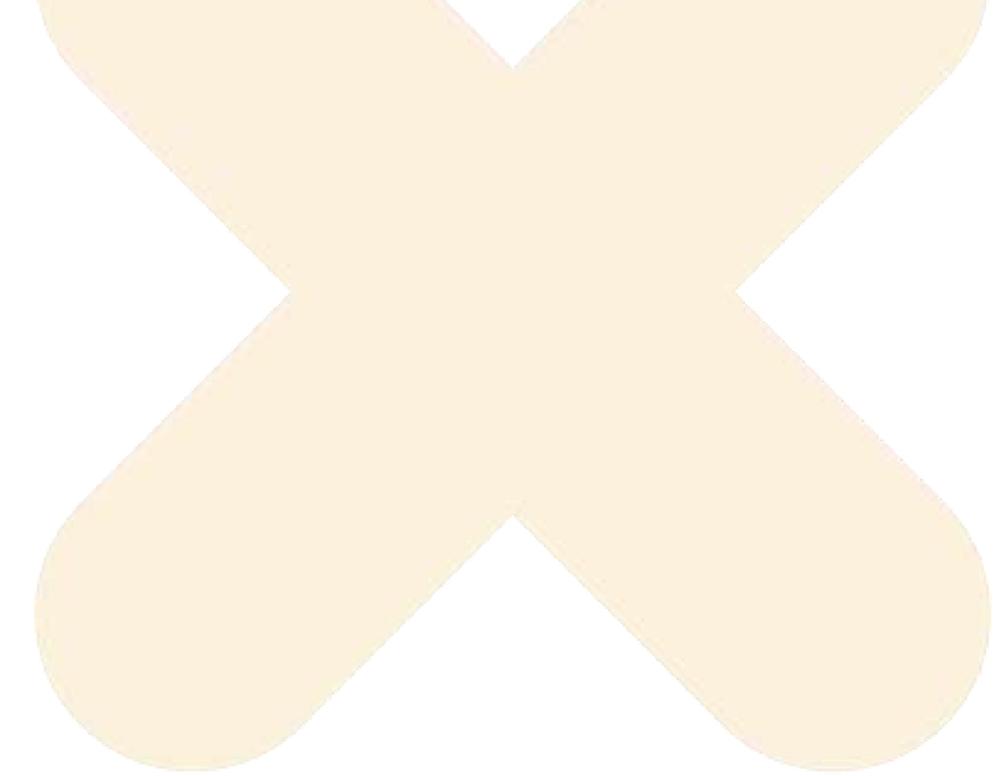
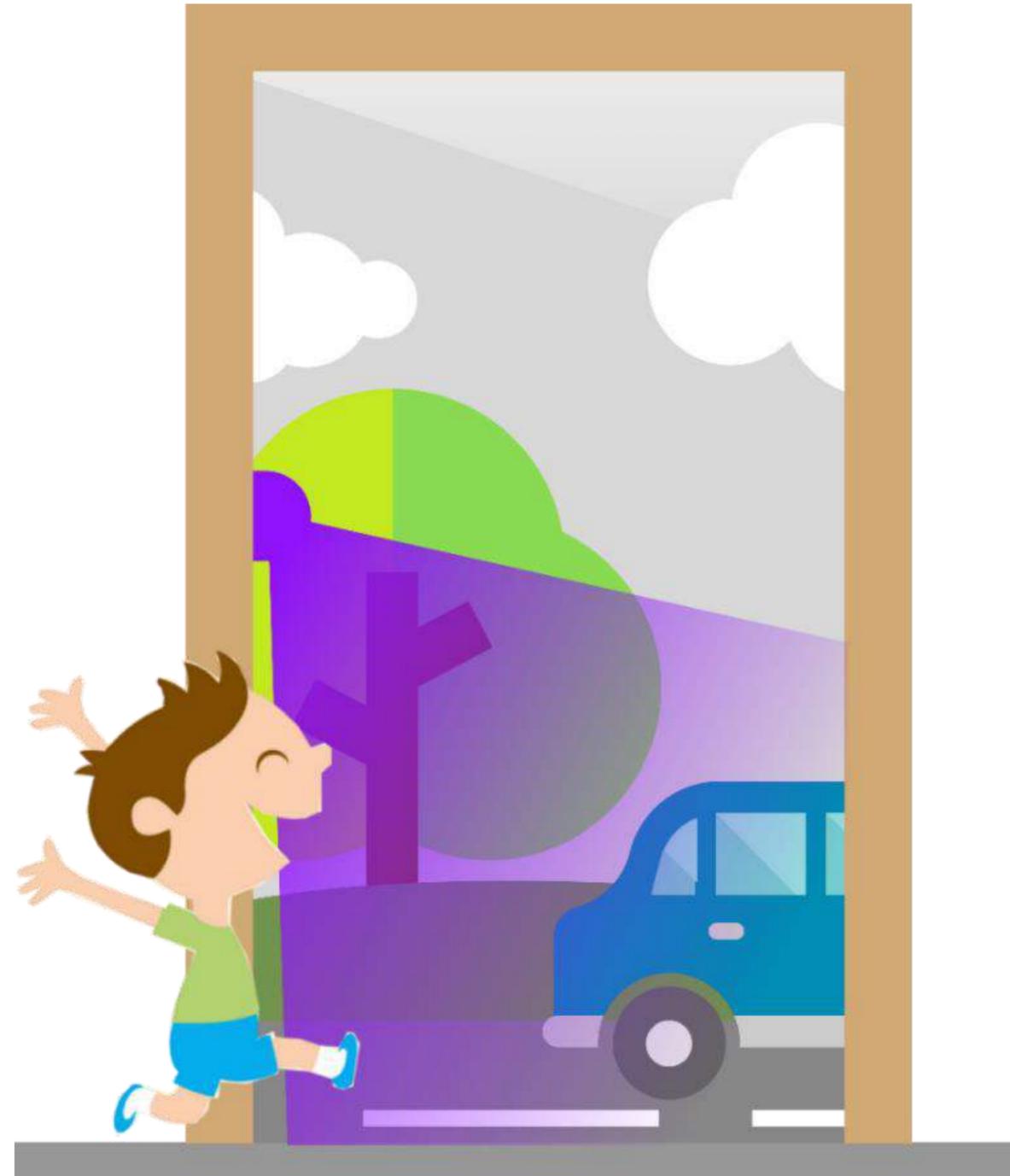
**139**  
View comments

Two boys aged five and six dug under the fence of their Russian kindergarten playground in order to walk to a Jaguar car showroom selling to buy a grown up car.

# KINDERGARTEN PARENTS ON THE 1ST DAY OF SCHOOL



# Noomly Monitoring

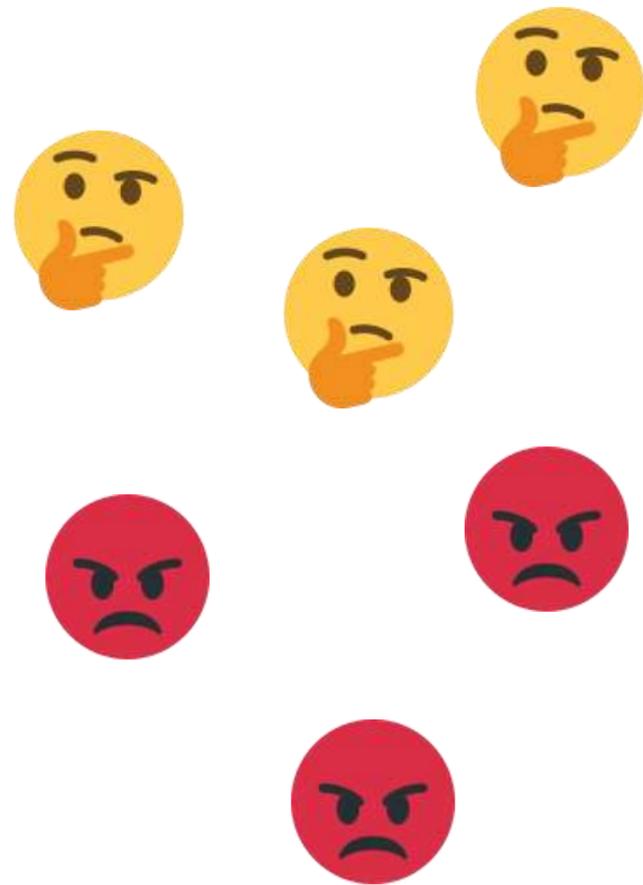


# How do you want your audience to feel?

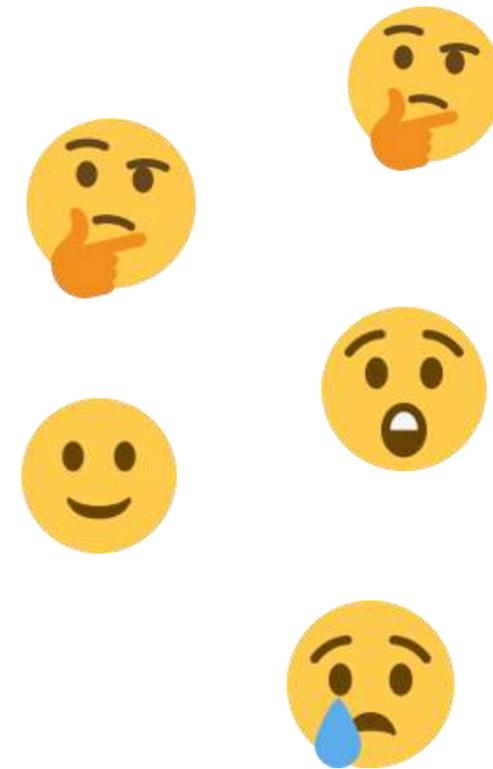
Funny



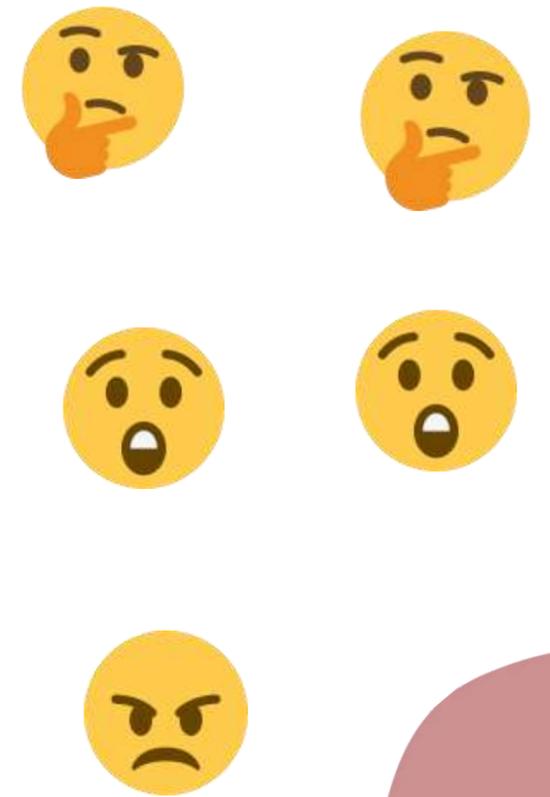
Angry



Sad



Fear

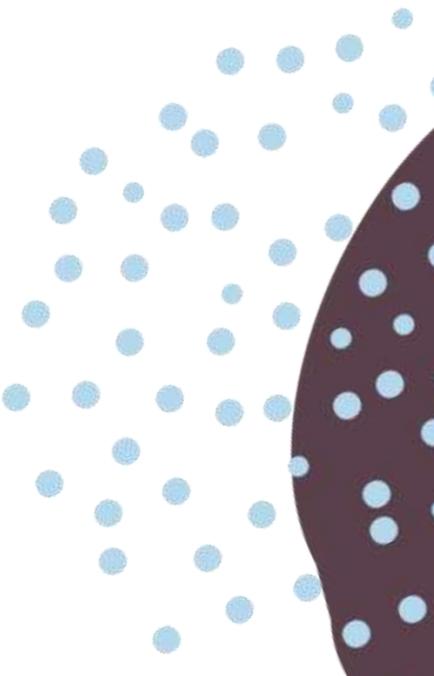


It's your  
time again!





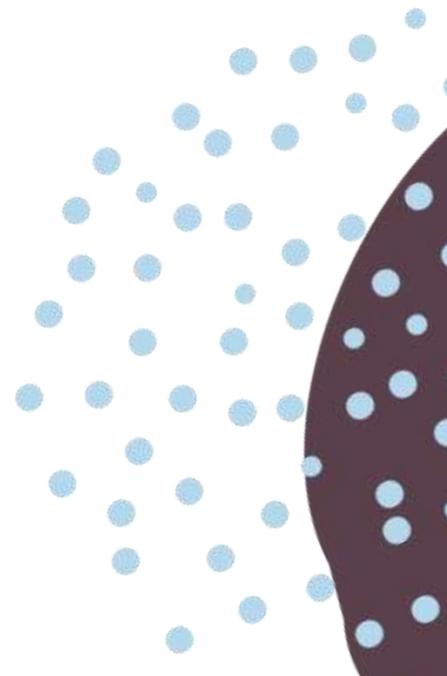
# Create your story

1. Who is your protagonist, whose problem are you solving?
  2. What is his/her/its/their problem? We all need to understand it
  3. What are you trying to make us feel? Can you make us to identify with that problem, feel empathy?
- 



# Now tell it through pictures

1. Pexels,
2. Unsplash,
3. Pixabay,
4. StockSnap

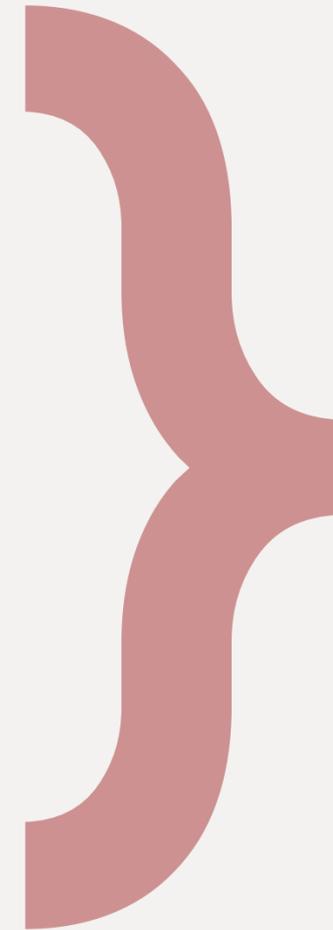


And now when you have their attention-  
Let's talk business!

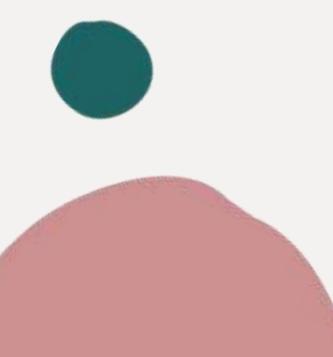
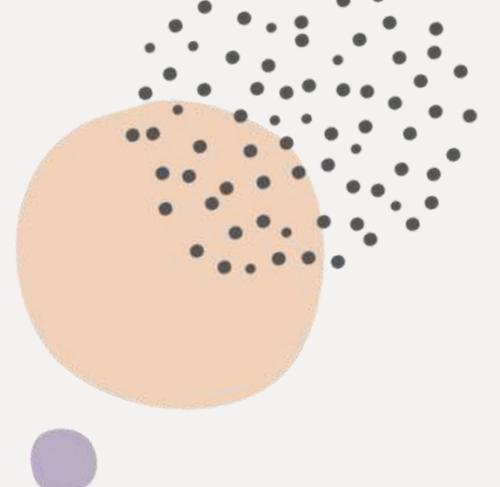
- Problem & Solution
- Business Model
- Market
- Competition
- Traction
- Road Map
- Team
- Call To Action or Financial Ask
- Contact Info



Storytelling



Business  
(and a little bit of  
storytelling)



# Problem

- Real and big,
- Easy to understand,
- Communicate the pain

# Solution

- Use case,
- User story,
- Key feature

# Noomly Recognition



# Noomly Alerting

**BEEP! BEEP! BEEP! BEEP!  
BEEP! BEEP! BEEP! BEEP!**

 NOOMLY APP

now

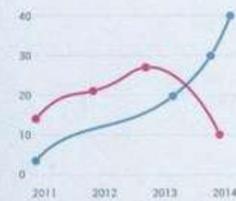
**Front door**  
Child on the run!

# Business Model

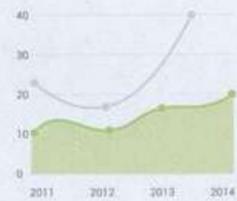
Type  
Price  
Costs  
Be realistic

## Morris Charts

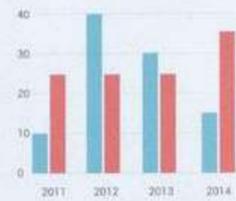
Line Chart



Area Chart



Bar Chart

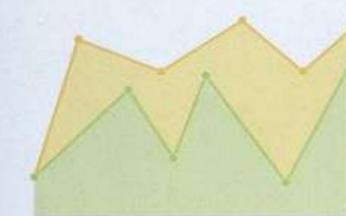


Donut Chart



## Sparkline Charts

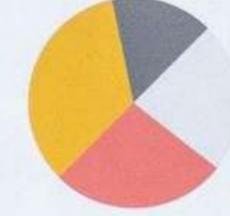
Line Chart



Bar Chart



Pie Chart



## Easy Pie Charts



1 sensor

4 sensors

10 sensors

**Price**

**\$80**

**\$280**

**\$650**

**Anti-burglary mode  
(monthly)**

**\$10**

**Roles and permissions  
(monthly)**

**\$10**

# Market

Two types

Big

Grows

SEGMENT!



1st PHASE – preventing children from wandering off from kindergartens

## B2B

Kindergartens & nursery schools

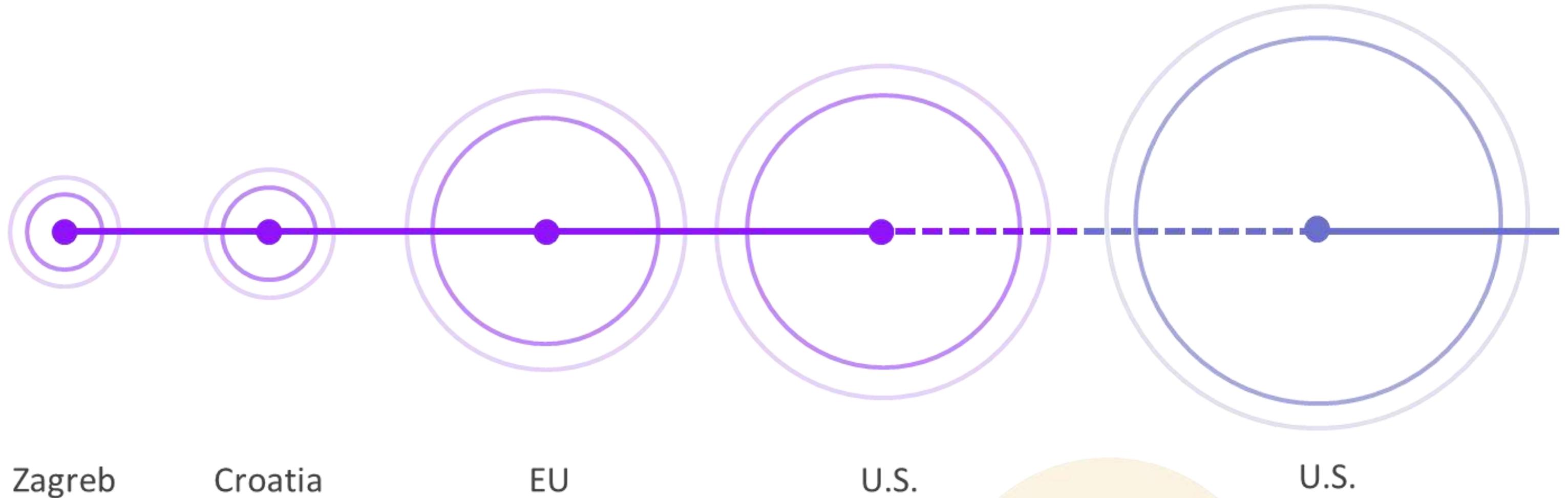
310

1,550

500,000

800,000

1,500,000



2nd PHASE – protecting homes

## B2C

Homes with toddlers that are using baby monitors

Zagreb

Croatia

EU

U.S.

U.S.

# Competition

Competitor 1



Competitor 2



Competitor 3



You



Competition always exists!

	Keypad locks	Security cameras	Open door sensors	Noomly
Anti-burglary	✓	✓	✓	✓
Non-intrusive	✓	✗	✓	✓
Monitors passages without doors	✗	✓	✗	✓
Alerts	✗	✗	✓	✓
Differentiates children from grown-ups	✗	✗	✗	✓
Affordable	✗	✗	✓	✓

# Traction

## Idea stage

- Technology research/patent,
- Market research results,
- Prizes,
- Fast progress

## First customers

- Number of users,
- Number of partnerships,
- Fundraising

## Revenue

- Number of buy
- Revenue,
- Exponential growth

# Roadmap

Past

Biggest  
achievements  
and milestones  
so far

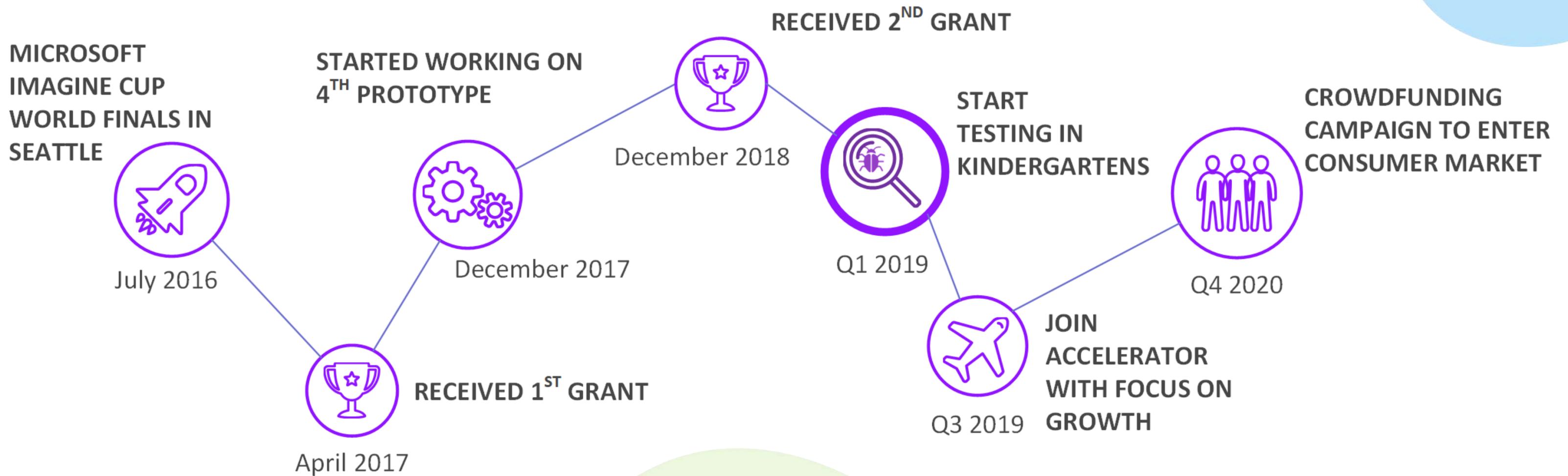
Present

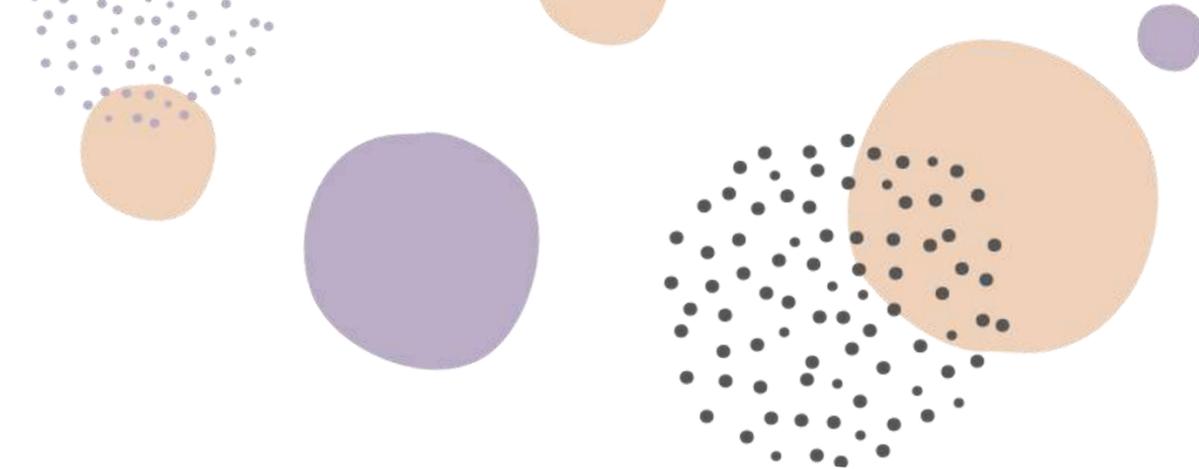
In which phase are  
you currently and  
what are you  
focused on

Future

More detailed plan  
for next 6-12  
months and a  
vision

# Our journey and next steps





# Team

Name

Role

Skills and experience

What connects you and makes you a good team

**A TEAM IS THE MOST  
IMPORTANT THING IN THE  
EARLY-STAGE STARTUP!**





[Matija Srbić](#)  
Co-founder & CEO



[Željko Krpetić](#)  
Co-founder & CTO



[Ivan Kunjašić](#)  
Mobile, Web & Interaction  
Designer







Financial Ask or  
Call To Action

**Go big**

**Go strong**

# €150,000 needed for first 20 kindergartens

€75,000

## Salaries for 1 yr

- CEO
- CTO/R&D developer
- Industrial designer

€60,000

## Development

- Electronics
- Sensor case design
- Sensor case production
- Web hosting

€5,000

## Marketing and sales

- Door-to-door sales
- Promo materials
- Digital marketing

€8,000

## Other services

- Legal
- Accounting

€2,000

## Utilities



# Contact us

Instagram [@noomlyio](#)

Facebook [@noomlyio](#)

Twitter [@noomlyio](#)

Email [info@noomly.io](mailto:info@noomly.io)

Web [noomly.io](http://noomly.io)

# Tips & Tricks

Practice, a lot!

Start with a question

Record yourself

Selfconfidence and positive energy

Time yourself

Additional slides after the last/contact slide

Looking in a forehead

PDF format (if possible)

Look around

Getting back to that one person who's reacting positively

Step on the stage before

Take some water before  
and keep it near by

English version