



Ready for an adventure?

An idea for a package and a package for sale

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Start before you're ready

What's the situation with your idea?

What are your expectations?

Check-in



1. Pitch
2. Empathy
3. Pitch
4. Fears



Workshop combines two bigger topics: packaging your idea and pitching your idea.

That said, it focuses on pitching, since pitching is much more than just making noise about yourself. It's a tool to package your idea into easy-to-buy format.

When you are creating your pitch you are forced to think

...is my value proposition clear?

...what makes my team strong?

...what is our secret sauce?

...who exactly has this problem?

...how big is the market?

...how do we convince the early adopters?

...what is my call-to-action for the listeners?

It's a fast way to learn what your weaknesses and strengths are.

"I'm not hear to be right. I'm here to get it right."

What happens today?



Feedback is a gift

Co-founder & Head of Customer Engagement at No No No

- Working with Fortune500 companies like Walmart, Tesla, JCPenney, Costco, HomeDepot
- In charge of people and culture in the team
- Enhancing customer engagement from the first contact all the way to word-of-mouth

Speaker, facilitator, startup coach

- topics: fears, customer experience, lean startup, typical startup mistakes, startup communities...
- I've coached over 100 international startups

Former co-founder of MustRide – global motorbiker community

Special skills and expertise

- Lean Startup, US market, lean marketing funnel, customer experience, customer value, company culture, community building, OKR, leadership in a startup

It's me. Selina.

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We are on a mission to fix issues and relationships between consumers and businesses.

We want to show the world how transparency, integrity and great customer service build trust and generate happiness for employees, customers, partners, vendors and other stakeholders, and how it also delivers profitable results.

No No No



No No No™

Consumer Advocacy Platform

Rapid response complaint resolution



No No No™

Consumer advocacy service that helps American consumers resolve complaints with businesses.

How No No No works:



You file a public complaint on nonono.com



We deliver the complaint to the business



You rate and review the outcome of your resolution

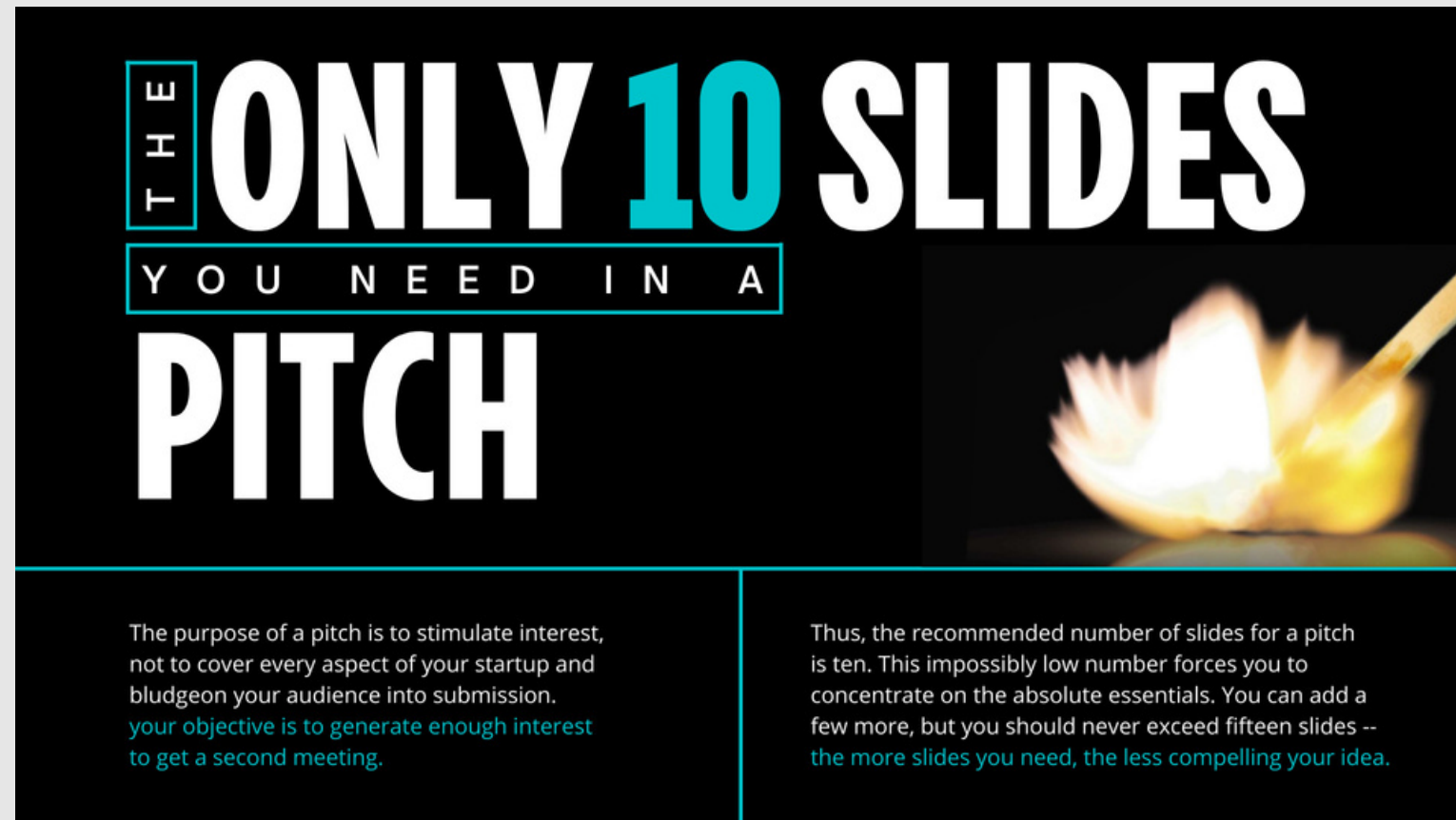
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The Pitch



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<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>



THE ONLY 10 SLIDES
YOU NEED IN A
PITCH

The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission. **your objective is to generate enough interest to get a second meeting.**

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides -- **the more slides you need, the less compelling your idea.**

1. title
2. problem / opportunity
3. value proposition
4. secret sauce
5. business model
6. market opportunity / Go to Market plan
7. competition
8. team
9. road map
10. call-to-action

How well is everything connected?

Kawasaki deck

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What?

To whom?

How is it better?

But in short...

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Let's practice together.

Form a sentence.

For example this way:

[name] is a [what in simple way you are / your category] for [your target group] that [what problem you are solving] by/with [how are you better than your competition]

What?

To whom?

How is it better?

But in short...

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Typical pain points we talked about

- **too big target group (anyone can be a customer)**
- **too many value propositions**
- **too much focus on features and not on the value**
- **what exactly are you? (website, tool, software, instrument, method...)**

But in short...

"I'm not here to
be right. I'm here
to get it right."



EMPATHY

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It's so easy to blame the customer.

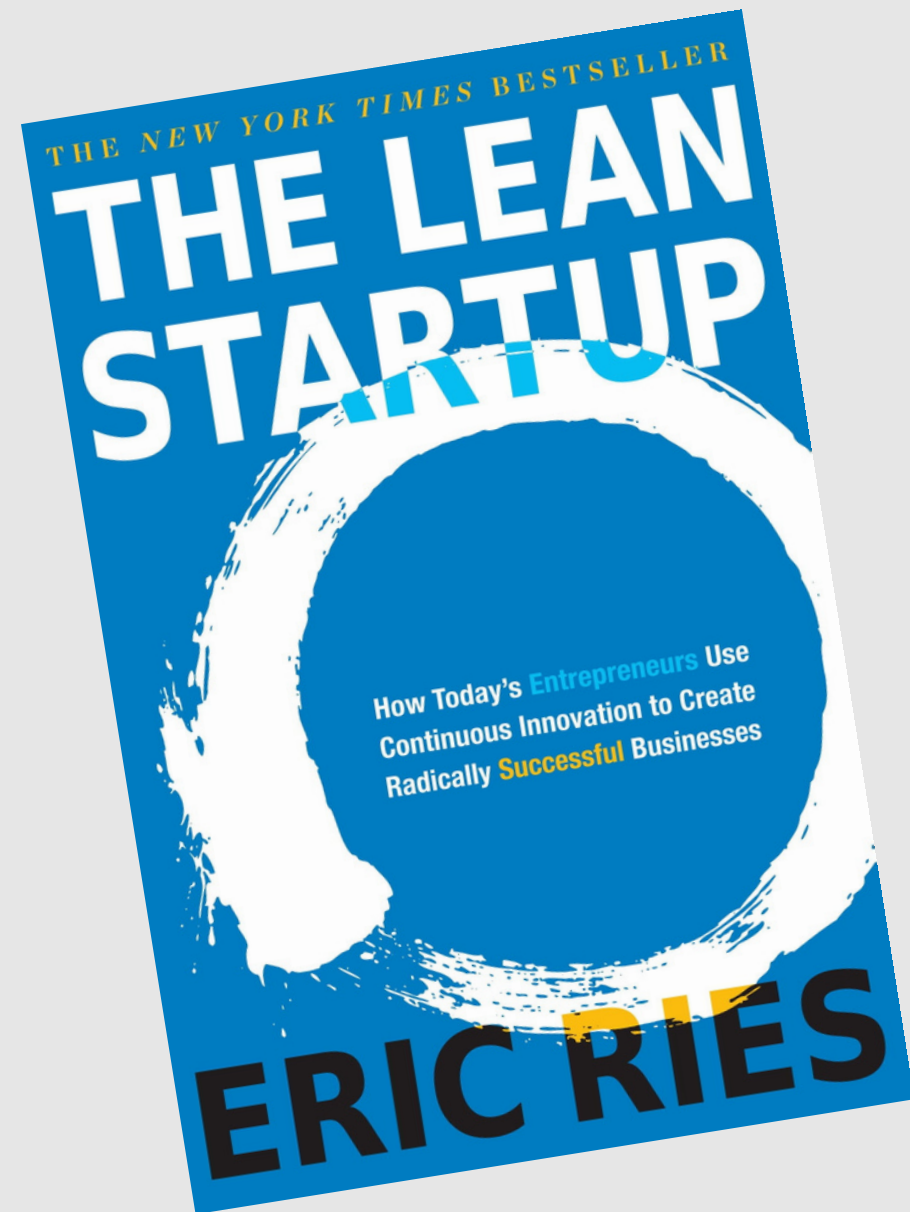
It's easy to think "they just don't get it".

But that doesn't lead anywhere.

Pay attention to your thinking. It will lead to talking and talking will lead to actions.

Be always empathic when it comes to your customers.

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Don't just build stuff.

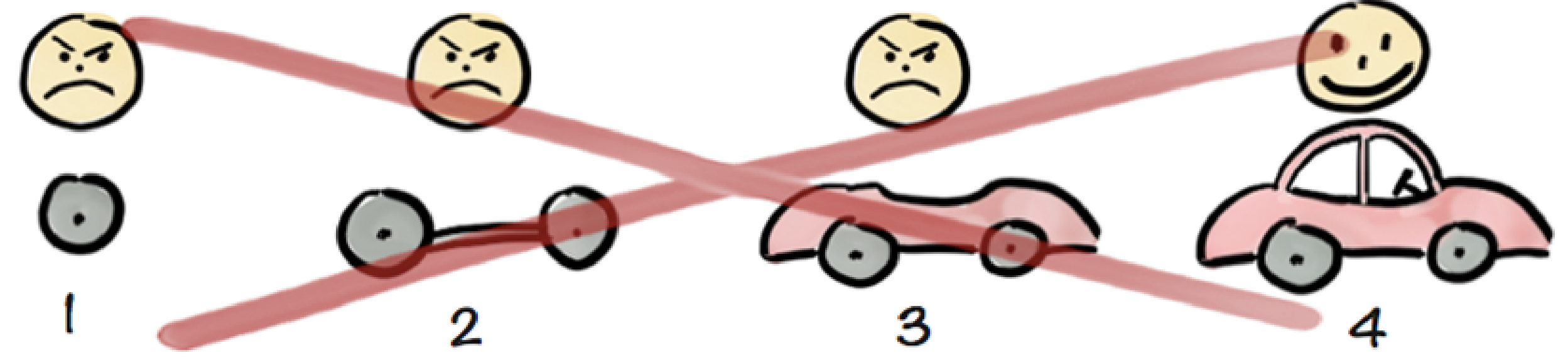
Risky assumptions are exactly that.

Only way to win is to learn faster than anyone else. There are gonna be new competition and customers don't stay the same. Always be learning and testing.

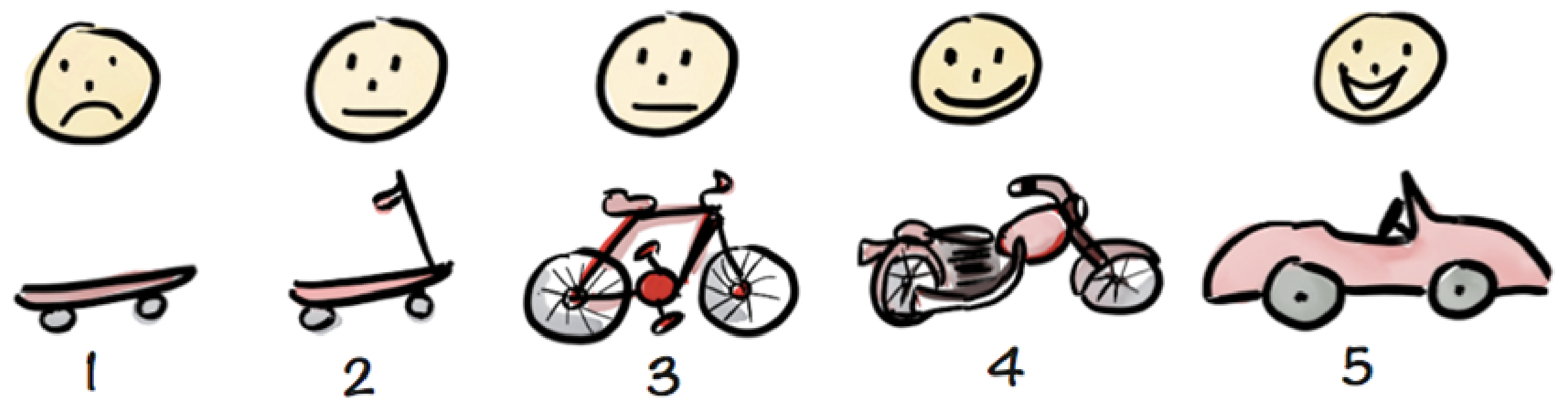
<https://www.amazon.com/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/0307887898>

Build – Measure – Learn

Not like this....



Like this!



by Henrik Kniberg

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Feedback is a gift.

It's not the truth.

**It's an observation on your actions and
how they influence others.**

It's data you can use the way you want.

Or decide not to use it.

Feedback is a gift



Example of a resolution review

Bad customer service

Home Depot 21.10.2022 by Dominic S

On Saturday October 15, 2002 my wife and I went to the home depot store #357 at 10300 Coursey Blvd., Baton Rouge, La. 70816. We were looking for some ... [Read more](#)

Like 0 Tweet 1

Dominic's resolution rating ★★★★★ 5/5

Will Dominic do business again with Home Depot? **Yes**

Dominic's resolution review:


I had an issue with Home Depot not honoring the price that was shown on the rack with the product I wanted to purchase. Their excuse was that the product was in the wrong place. After contacting No No No with my complaint I was contacted by a member of the Executive team from Home Depot and she assisted me in getting the product for the price shown. I am very satisfied with the resolution. I can honestly say that No No No can actually charge a lot more for their service because they produce results and very quickly too. I tried contacting Home Depot myself before finding this website and did not even get a reply from them.

- This customer didn't know there would be a call to action after the resolution review form: "If our work deserved a tip, click here." → He gave us a **\$25 tip**
- We've received tips up to **\$100**

No No No is a consumer advocacy service that helps American consumers resolve complaints with businesses.

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<https://www.youtube.com/watch?v=H1a1jzhan78&t=2s>



The Mom Test
158 t. katselukertaa • 8 vuotta sitten

M MScTE48

OPTIMISTIC HYPOTHETICAL QUESTION ...

 OPTIMISTIC HYPOTHETICAL QUESTI

Mom Test

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<https://www.amazon.com/Nonviolent-Communication-Language-Life-Changing-Relationships/dp/189200528X>

1. Observation
2. Feelings
3. Needs
4. Requests

Non-violent communications

How You Can Use the NVC Process

Clearly expressing how I am without blaming or criticizing	Empathically receiving how you are without hearing blame or criticism
--	---

OBSERVATIONS

1. What I observe (*see, hear, remember, imagine, free from my evaluations*) that does or does not contribute to my well-being:
"When I (*see, hear*) . . ."
1. What you observe (*see, hear, remember, imagine, free from your evaluations*) that does or

Copyrighted Material
If "violent" means acting in ways that result in hurt or harm, then much of how we communicate could indeed be called "violent" communication.

Nonviolent
COMMUNICATION
A Language of Life

empathy
collaboration
authenticity
freedom

3rd Edition

"When you're busy judging people,
you have no time to love them."

MARSHALL B. ROSENBERG, PhD
Foreword by **Deepak Chopra**
Endorsed by Tony Robbins, Arun Gandhi, Marianne Williamson,
John Gray, Jack Canfield, Dr. Thomas Gordon, Riane Eisler, and others

How You Can Use the NVC Process



Clearly expressing
how **I am**
without blaming
or criticizing

Empathically receiving
how **you are**
without hearing
blame or criticism

OBSERVATIONS

1. What I observe (*see, hear, remember, imagine, free from my evaluations*) that does or does not contribute to my well-being:

“When I (see, hear) . . . ”

1. What you observe (*see, hear, remember, imagine, free from your evaluations*) that does or does not contribute to your well-being:

“When you see/hear . . . ”

(Sometimes unspoken when offering empathy)

FEELINGS

2. How I feel (*emotion or sensation rather than thought*) in relation to what I observe:

“I feel . . . ”

2. How you feel (*emotion or sensation rather than thought*) in relation to what you observe:

“You feel . . . ”

NEEDS

3. What I need or value (*rather than a preference, or a specific action*) that causes my feelings:
“ . . . because I need/value . . . ”

3. What you need or value (*rather than a preference, or a specific action*) that causes your feelings:
“ . . . because you need/value . . . ”

Clearly requesting that which would enrich **my** life without demanding

Empathically receiving that which would enrich **your** life without hearing any demand

REQUESTS

4. The concrete actions I would like taken:
“Would you be willing to . . . ?”

4. The concrete actions you would like taken:
“Would you like . . . ?”
(Sometimes unspoken when offering empathy)



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**"I'm not here to be right.
I'm here to get it right."**

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What is the difference?

**Value proposition vs.
Competitive Advantage**

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Value prop = about customer

Competitive Advantage = about competition

You can't have one without the other!

Don't be afraid to admit you have competition.

It probably isn't the direct competitors, but if there's a problem, there's a way customers are trying to solve the problem.

**Value proposition vs.
Competitive Advantage**

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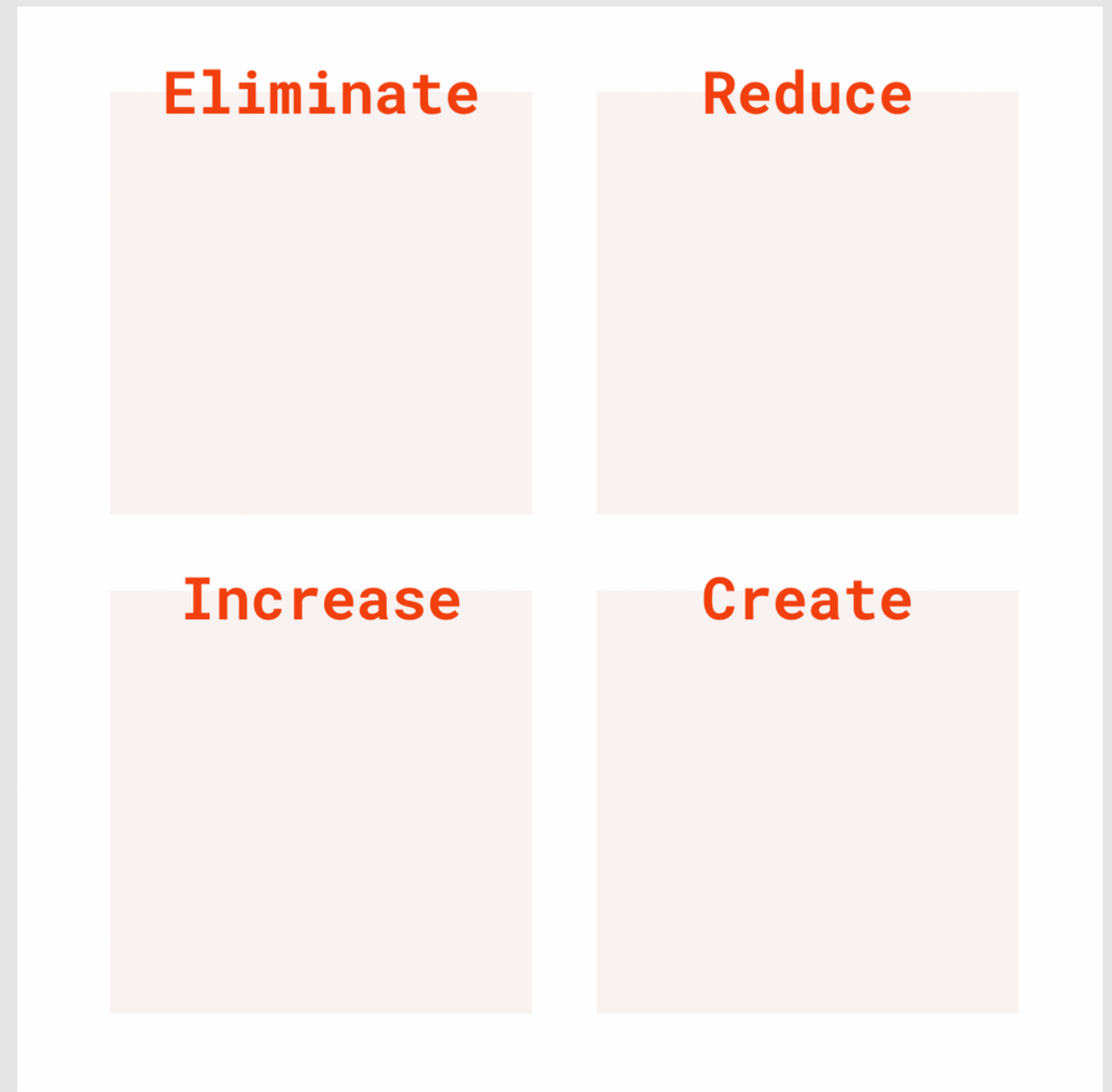
<https://www.amazon.com/Blue-Ocean-Strategy-Uncontested-Competition/dp/1591396190>

What you are compared to your competition?

Why should you exist and how are you different?

Can you find space in the market where competition is not so direct?

Blue Ocean Strategy



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Netflix vs. Cable TV

Blue Ocean Strategy

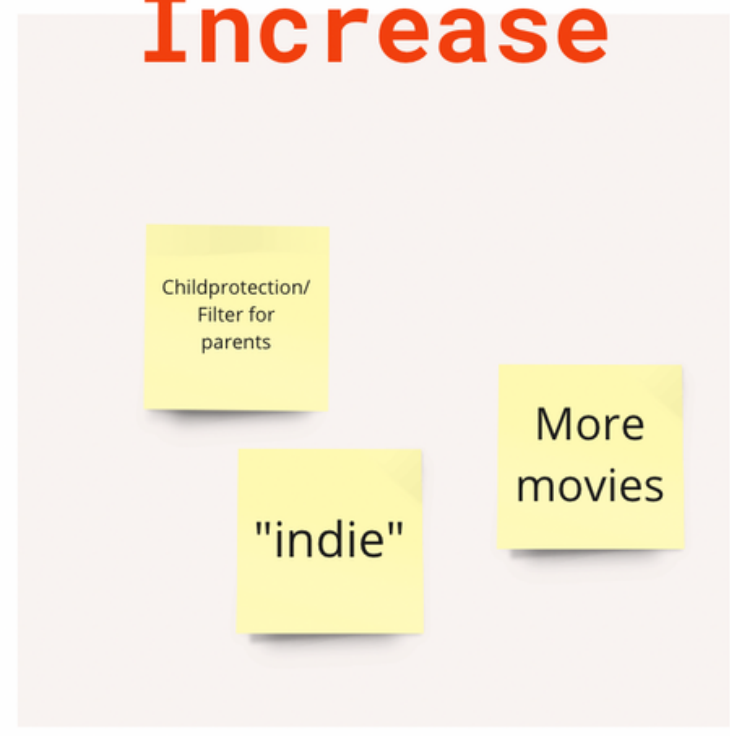
Eliminate



Reduce



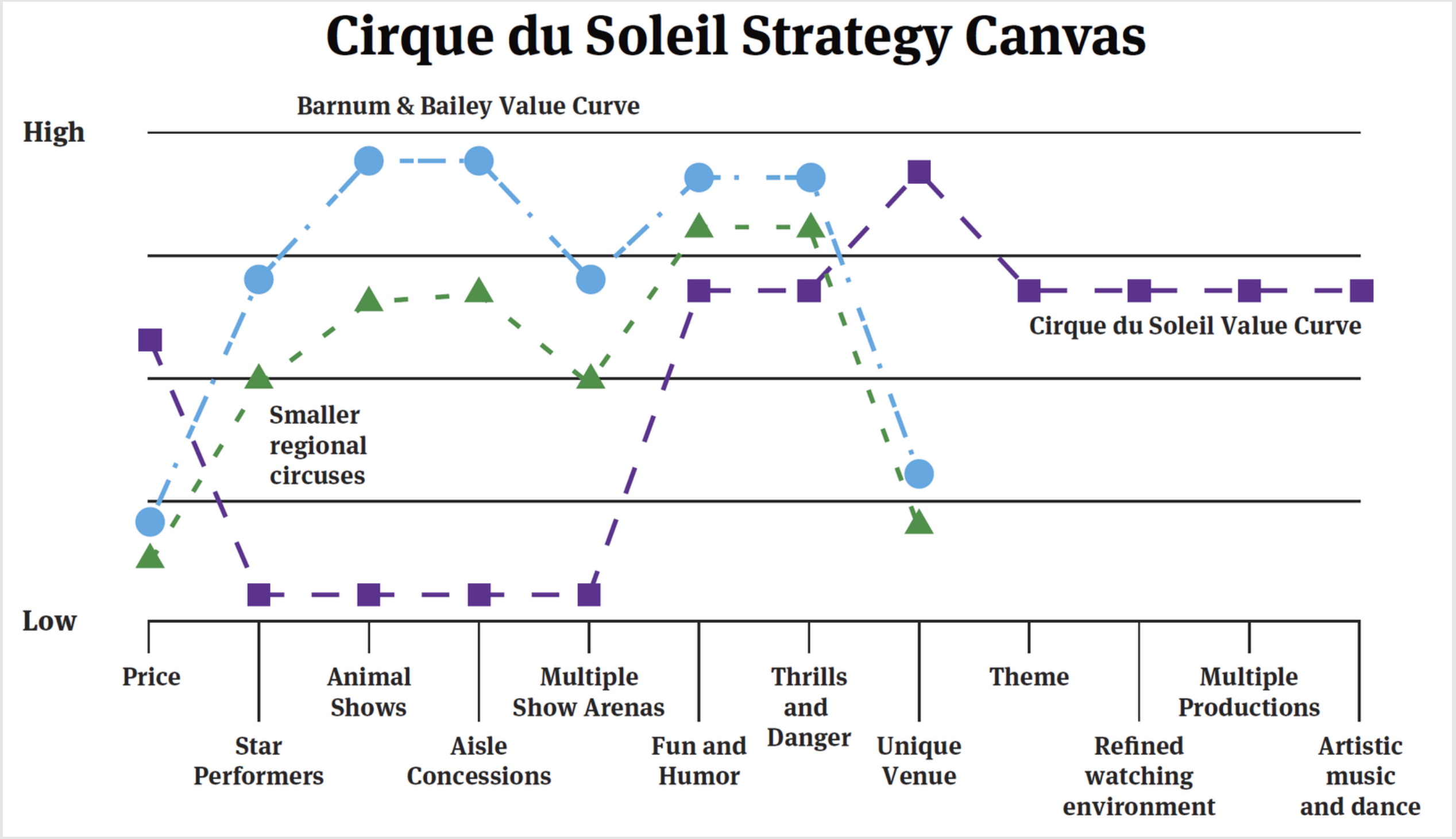
Increase



Create



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Blue Ocean Strategy

Just test it.

Add your competing factors on the bottom and see where you want to position yourself.

This can be fun and helps you to open your mind without killing your darlings.



Blue Ocean Strategy



Basic structure has been the same for past 10 years.

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch>

You can find multiple examples online.

<https://pitch.com/blog/15-great-pitch-decks-from-successful-startups>

Where founders struggle

- **being consistent**
- **having a clear value proposition**
- **focusing**
- **knowing and communicating their call-to-action.**

Kawasaki Deck – in details

How well is everything connected?

Are you talking about the same value when you talk about customers or when you talk about your competition?

Live, breathe and be your values, vision and mission. -> Walk the talk.

It is actually the easier way.

Kawasaki Deck

Your business – what is the core?

Do you talk to both sides – sense and sensibility?

"People don't buy WHAT you do. They buy WHY you do it."

But they need to convince others and themselves that it wasn't all just gut feeling.

Kawasaki Deck

Talk to both sides

**There's always a reason why you are pitching.
Every single time when you talk about your idea,
it's a pitch.**

What do you want to get out of it?

Don't overthink. What's your bottleneck?

**No need to pretend anything. This is the start of
the conversation.**

Kawasaki Deck

**Call-to-action based on
your real needs**

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- Why is it so scary to talk about your idea?
- Why is it so scary to build a startup?
- How can you handle fear?

Let me share some of my "easy tricks" to handle fear...

FEARS



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- **Test and then you will know. It's also a victory to know what doesn't work.**
- **Feedback is a gift.**
- **Someone's opinion is not a truth. But it is information you can use in a way you want.**
- **Better done than perfect. Focus on progress.**
- **Only way to win is learn faster than your competition. (not hiding)**

FEARS

Growth is a priority.

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- **Be part of a community where failing is okay.**
- **Build a culture in your team where you celebrate courage and don't judge mistakes.**
- **Focus on the "why" you are doing what you do. Maybe it is something worth doing – even when scared.**

FEARS

You are not alone.

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- 5 times "So what?"
- Probably you will not die.
- Talk to someone calm and outside your team.
- Brake it into pieces. Structure it.
- It's just people who are building startups. They fart too.

FEARS

Trust the logical side.

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- **Don't fall into traps of norms.**
- **Redefine what failure is.**
- **Redefine what success is.**
- **Subtle art of not giving a fuck.**
- **Create an alter ego, if needed.**

FEARS

You make the rules.



Check-out

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What were your main takeaways?

What stays in your mind from this day?

- **complicated topic – how much to simplify the language**
- **who is the decision maker, who is the end user**
- **how to please different stakeholders**
- **team – how to improve it**
- **how to make the solution less complex**
- **target someone more specific, not everyone**
- **no resources to please everyone**
- **balancing between highly complex solutions and simplifying your message**

Check-out



- **Feedback is a gift.**
- **Test your risky assumptions.**
- **Pitch your idea all the time everywhere.**
- **Read the Lean Startup book.**
- **Trust the process.**
- **Give first.**

+ **Extra magic tricks for the start**



KEEP IN TOUCH!

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I will share the slides with extra notes after the workshop.

Please, connect with me on LinkedIn. I'm rooting for you.