

IMPEL VIRTUAL PITCH COACHING GUIDANCE DOCUMENT

Dec 11th 2018, 9AM- 12 Noon PT

This is a virtual event hosted at Berkeley Lab. LITs and Mentors are expected to join for the entire event over zoom video conference.

The Lab Innovation Teams will present (1) 30-second elevator pitches as well as (2) 5-7 minute pitches with supporting decks to an expert panel. These experts will provide feedback and coaching to help provide real-time evolution of the project pitches.

The Expert Panel is comprised of Silicon Valley executives with valuable experience in pitch judging, and funding: Nancy Covey (Autogrid), Jim Diestel (Moreland Associates), Christina Ellwood (Tempathic), Jill Finlayson (Singularity University), and Rekha Pai-Kamath (Stanford Angels and Investors). Short bios for the experts are provided at the end of this document.

AGENDA

Time	Topic	Lead
9:00-9:05	Overview of the IMPEL Program	Reshma Singh (LBNL) Program Director, IMPEL
9:05-9:15	Introduction of the Expert Coach Panel	Nancy Covey (Autogrid) Jim Diestel (Moreland Associates) Christina Ellwood (Tempathic) Jill Finlayson (Singularity University) Rekha Pai-Kamath (Stanford Angels & Investors)
9:15-9:25	First Elevator Pitches (30 seconds each)	All Teams: LIT 5, LIT 4, LIT 3, LIT 2, LIT 1
9:25-10:20	One-on-one pitch coaching (Virtual/on-site) Presentation of pitch deck and feedback from the respective coach	LIT 5: DEPICT- Nancy Covey LIT 4: Unique Building Identifier- Jill Finlayson LIT 3: Self-healing Sealant- Christina Ellwood LIT 2: Foresee- Rekha Pai-Kamath LIT 1: High-R Windows- Jim Diestel
10:20-10:30	Break	
10:30-11:45	Re-worked Elevator Pitches and Pitch Decks (8 min each) with panel feedback (7 min each)	All Teams: LIT 5, LIT 4, LIT 3, LIT 2, LIT 1
11:45-11:50	Final Words	Expert Coach Panel
11:50-12:00	Next Steps	Reshma Singh (LBNL)

Guidance

Objectives & Deliverables

1. Prepare and present a 30-second pitch
2. Prepare and present a 5-7 minute pitch using a 7-slide deck
3. At the event, get one-on-one coaching, iterate in real time, and re-pitch

How to approach the process

Please note that the IMPEL program enables the LITs to be flexible with respect to their objective, and the “ask” to attain that objective. The objective for the pitch can be to obtain private or public funding to further the R&D, industry collaboration for pilots and demos, hand-off to industry partner for commercialization, launch a startup, or other. Please use the following steps to identify the approach for your team.

Steps:

1. Use the “Mentoring Guide” to review suggested topics with your mentor, and focus on the areas that are important for *your* pitch. Note that this Mentoring Guide includes suggested topics for your ongoing monthly mentor-connects. Please also use it copiously with your mentor over the course of the program.
2. Determine and clearly articulate the *next milestone(s)* for your team at your current stage of software or materials R&D. This can range from adopting current mechanisms of licensing (also see [IMPEL Webinar #1](#)) or pilot/demo of a building material or assembly with an industry collaborator (also see [IMPEL Webinar #2](#)); entry into a specific part-time or full time incubator, accelerator (e.g. Clean Tech Open, LACI, Singularity University etc.) or a DOE tech transfer program (Build4Scale etc.- also see [IMPEL Webinar #1](#)); building a SAAS business model and spinning off a company using private funding (also see [IMPEL Webinar #3](#)), or others. As indicated above please view the IMPEL webinars for examples/models on who has done this before. These webinars are provided as a resource especially for the IMPEL community.
3. Decide who your *primary pitch audience* is- e.g. angel investor, industry collaborator, DOE manager, incubator/accelerator etc.
4. Work through the details of your pitch, and schedule the time to rehearse with your mentor and/or their network.

The 30-second Elevator Pitch

Please use this guidance in conjunction with the “How to Pitch” guidance deck and the notes provided under each slide. Your goal is to prepare a short 30-second, up-to 120 words elevator pitch.

Really Short Elevator Pitch (10-15 seconds):

We make [solution] for [target market] so that [value]

Examples:

- We prototype I-SPACE, a personalized comfort and control hub for office occupants so that facility managers aren't going crazy responding to hot and cold calls, and paying high utility bills for wasted energy.
- We make energy planning and performance tracking tools for small building owners so they can more easily raise operational funds, develop budgets, and track performance on an easy-to-use energy dashboard.

Short Elevator Pitch (30 seconds):

Do you know that [target market] have [problem]? I've created [solution] that [value]. So far, we've [traction]. Now, we're hoping to [goal]. My team and I have [experience].

Did you know that nearly 30 percent of trucks in the U.S. aren't carrying any cargo because they can't find a load to carry on return trips? This leads to more than \$500 million in wasted fuel costs alone.

We've created a technology company that matches empty trucks to companies looking to move cargo, so trucking companies can generate business from previously empty trips. So far, we've landed contracts with two of the largest trucking firms.

Now, we're hoping to raise additional capital so we can expand our operations and grow into countries outside of the U.S. My team and I have more than 30 years experience in the trucking industry and are well positioned to grow this business significantly.

The 5-7 Minute Pitch with a Pitch Deck of 7 slides

Please use this guidance in conjunction with slides 14-17 in the “How to Pitch” guidance deck and the notes provided under each slide. Your goal is to prepare a short 5-7 minute pitch and a supporting deck with up to 7 slides. A “Pitch Deck Template” is also provided for your convenience

- The idea should be explained without jargon, and suitable for intelligent, non-technical audiences
- Clearly articulate who your primary pitch audience is, what your ask is, and what you will do if you achieve the funding associated with that “ask”
- Based on your primary pitch audience, you may use the core 7 slides for a most audiences, and the additional “go-to-market”, “business model”, and “financials” slides for a venture capitalist/angel investor audience interested in equity funding (your deck will be 10-slides)
- On the soft skills front, remember the 5 Ps: pace, posture, personality, persuasion, and practice
- On the slide content front, work on the quality of slides, and have a strong takeaway

IMPEL EXPERT COACH PANEL



Nancy Covey, VP Marketing, Autogrid

Nancy has nearly two decades of marketing experience across the energy value chain, including metals, coal, LNG and oil markets as well as downstream power price benchmarking, renewables research, financial risk analytics and consulting. Nancy has extensive experience launching new products and services covering end to end strategic and global marketing. Nancy is currently part of AutoGrid's management team and serves as VP of Marketing. Prior to AutoGrid, Nancy served as Executive Director and Global Head of Energy Marketing at IHS Markit,

focused on software, analytics, data and research. Earlier in her career Nancy worked at S&P Global Platts and Financial Times Energy, and was responsible for marketing research services for demand side management, distributed generation, smart grid and T&D to firms developing small business, residential and commercial partnership strategies and programs. In her spare time, Nancy works with individuals as a mentor both for professional development as well as planning and starting new businesses. (www.linkedin.com/in/nancycovey/)



Jim Diestel, Senior Associate, Moreland Associates

Jim Diestel is an accomplished marketing and business development executive with broad international experience. He has formed and recruited marketing teams in North America, China, and Europe and negotiated business partnerships worldwide, delivering hundreds of millions in annual revenue for start-ups and Fortune1000 firms. He has an undergraduate degree from the University of California, Berkeley and an MBA from California State University. An accomplished public speaker, Jim has presented at seminars and conferences

worldwide and serves as a mentor, coach and judge for the Cleantech Open. He is motivated by the challenge of generating profitable revenue streams through positive marketing campaigns. (www.linkedin.com/in/jimdiestel/)



Jill Finlayson, Program Director, Mentoring and Ecosystem Partnerships, Singularity University Ventures

Jill is a strategy and marketing professional with a passion for social impact and leveraging innovation and technology to foster inclusion. She is an experienced leader and mentor who has worked globally to amplify voices and advance entrepreneurship and promote economic opportunities for all.

Jill's specialties are strategy, research, marketing, writing, social media, community, product, management, PR, training, business development, nonprofits, small businesses, startups, social entrepreneurship. www.linkedin.com/in/jillfinlayson/



Christina Ellwood, CEO, Tempathic

CMO and entrepreneur with a specialization in building market traction for technology startups. Co-founder/CEO of Tempathic, an Enterprise IoT software solution delivering orchestrated controls to life science companies. Industry experience includes IoT, retail technology, analytics, SaaS and enterprise software and networking. Her specialties include strategy, operations, marketing/sales, market pivots, team building and product management. She is energetic, resourceful and passionate about growing companies. Strong in both strategy and execution, she is an effective operations manager with clear-minded focus on financials. As an

interim executive, she is adroit at dropping into a company and quickly moving it forward. She has led marketing for 15+ clients. (www.linkedin.com/in/christinaellwood/)



Rekha Pai-Kamath, VP Stanford Angels and Investors Board Member at Fast Forward, Partner at SV2

Rekha enjoys working at the intersection of Technology and Business. She is passionate about developing disruptive technologies in the context of long-term market needs. She does this by taking innovation ideas from concept phase to profitable businesses: developing proof of concept, conducting customer validation, defining sound business plans and business models, and scaling revenues; She is also

passionate about Social Impact and Tech non-profits. Rekha is currently focusing on social entrepreneurship, angel investing, incubating startups, and mentorship.

<https://www.linkedin.com/in/rekhapai/>