

# **Lean LaunchPad Lessons-Learned Day**

Presentation Training

# Storytelling for Entrepreneurs

Princeton eLAB 2013 - The Lean LaunchPad

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# Presentation Schedule

- Today: Storytelling for Entrepreneurs
- Tonight: Plan your presentation
- Tomorrow: Teams meet to discuss their plan
- Aug. 7: Demo Day (Closed session) + Faculty feedback
- Aug. 14: Demo Day (Public session)

# Presentation: Overview

Each team presents a 12-minute presentation about:

- Start with a 2-minute video on your journey
- Then a 10-minute slide deck about:
  - Your business
  - Your eLAB journey, particularly key pivots & discoveries
  - What's next for your venture

# Your Story

Be specific!

- Your name
- Your teammates
- Your goal
- Where you started
- Where you ended up and what you learned
- Where you go from here

# Show, Don't Tell

- Your video and your slides must have visuals
- Don't simply recite the text on your slide
- Do use your slides to summarize. Add verbal details
- Use enthusiasm and humor... and enthusiasm!

# Story Structure

- Learn from movies & books
- Stories must have a:
  - Beginning
  - Middle
  - End
- In traditional storytelling we have a name for these.

# Classic Story Structure

## Three Acts:

- Act I: the hero confronts a **Problem** that initiates a mission or journey
- Act II: the hero overcomes **Obstacles** along the way
- Act III: the hero devises a **Strategy**, executes it and succeeds (or fails)



# Classic Story Structure

- First described by Aristotle (384 BC - 322 BC)
- Used in books, plays, films throughout history
- Example: "JAWS"

# Act I - the **Problem**



## Act II – the **Obstacle**



# Act III - the **Strategy**



# Classic Story Structure

## Three Acts:

- Act I: the hero confronts a **Problem** that initiates a mission or journey
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# Your Presentation Structure

## Three Parts:

- Part I: the Team confronts a **Problem** that initiates a search to define a business model
- Part II: the Team iterates to resolve **Obstacles** that confront the model
- Part III: the Team evolves a **Strategy**, executes it and succeeds (or fails)

# Other Key Components

- Don't just “get out of the building” –  
Get out of your head and into your audience's
- Find a way to move your audience emotionally
- Engage with your audience – body language, humor, enthusiasm
- Demonstrate vulnerability & perseverance
- Listen actively – avoid the ‘defensive’ trap
- Edit, Edit, Edit!!
- Practice, Practice, Practice!

# The “Cheat Sheet” - 1

**Project:** 2 minute video + 10 minute presentation

## The Video:

- 2 minutes (give or take)
- Summarize visually what you have in your slides
  - Either the entire slide set, or
  - Just the first iteration and final results
  - Emphasize pivots and discoveries
- Use music, interesting visuals, unexpected moments



# The “Cheat Sheet” - 2

## Part I: **Problem**

- Slide 1: Team Name, plus a few lines of what your initial idea was and the size of the opportunity
- Slide 2: Team members – name, background, expertise and your role for the team (hustler, hacker, designer)

# The “Cheat Sheet” - 3

## Part II: **Obstacles** (and KEY Pivots)

- Slide 3: Business Model Canvas **Version 1**. Here was our original idea.
- Slide 4: Here's what we did (tell how you got out of the building)
- Slide 5: So here's what we found (reality) so then, ...

# The “Cheat Sheet” - 4

## Part II (cont.)

- Slide 6: Business Model Canvas **Version X**. Here was a KEY pivot or iteration. Explain why and what you learned.
  - Slide 7: Here's what we did (explain how you got out of the building)
  - Slide 8: So here's what we found next (reality) ...
  - Slide 9 - Business Model Canvas **Version Y**. Another KEY pivot and explain why and what you found
- ... and so on.

# The “Cheat Sheet” - 5

## Part III: **Strategy**

- Slide  $N$ : “So here’s where we ended up.” Talk about:
  - $N$ . What you learned
  - $N+1$ . Whether you think this a viable business,
  - $N+2$ . Whether you want to pursue it after the accelerator -or- what’s worth pursuing
  - Financial needs & revenue expectations
- Final slides: click through each of your business model canvas slides, from start to finish.

# Examples

Look on YouTube for **NSF I-Corps** videos as reference

- [Red Ox: Yale University / Desalination](#)
- [Supra Sensors: University of Oregon](#)
- [Omega Chem: Bio based surfactants](#)

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