Pitch Training
About Me

• Joined SAP Labs China in 2007
• Managing Director Office
• Director of Strategic Planning and Operation
• Head of Labs China Digital School

Bill Xu
Why do you make a pitch?
Why do you make a pitch?
You want people to take action!

Agree with you ➔ Support You ➔ Invest You
How you get prepared?

• What should I say?
• How long should I take?
• What slides should I use?
• What data should I use?
How you get prepared?

• Who is your audiences?
• What change will I bring?
• What is truly in it for me?
• What become possible when we do this?
What is in this training?

• How you can construct your pitch
• Case study from a real example
Pitch structure - 10 minutes pitch

- **Opening**
  - 30 to 60 secs
  - Get audience’s attention

- **Demo**
  - 2 min
  - Show them what you do

- **Core**
  - 2.5 min
  - Facts about your business that give you credibility

- **Call to action**
  - 30 to 60 secs
  - Tell them what you need from them
Which block is the most important?
Pitch structure - 10 minutes pitch

Opening
- 30 to 60 secs
- Get audience’s attention

Demo
- 2 min
- Show them what you do

Core
- 2,5 min
- Facts about your business that give you credibility

Call to action
- 30 to 60 secs
- Tell them what you need from them

The most important part of your pitch!
Pitch building blocks

- Intro
- Problem
- Why
- Solution + USP
- DEMO
- Market
- Business Model + Rollout Plan
- Traction + Validation (Partnerships, Customers, etc.)
- Competition
- Team + Advisory Board
- Investment + Milestones
- CALL TO ACTION

- Team + Advisory Board
- CALL TO ACTION
Let’s take an example
Volunteering for more impact
The world is changing.
Over 40% of the large corporations in US are now channeling the talents of their employees to nonprofit organizations.

*Source: The Promise of Skills-Based Volunteering, Stanford Social Innovation Review*
Over 1/3 of the volunteers did not donate any time to a charitable cause the following year.

*Source: The New Volunteer Workforce, Stanford Social Innovation Review
Intelligent CSR
We Match Precisely
SAP SuccessFactors
Desirable CSR Projects
Matching Certification & Skill Recognition
Closed-loop feedback
Experience Management

Matching
Desirable CSR Projects
SAP SuccessFactors

Skill Sets
Qualtrics

Experience Data
Certification & Skill Recognition

Employee
Enterprise

Closed-loop feedback
Growing Market

63B $ Expected CSR software market 2019-2025 Global

3.9B $ CSR investment in China 2018 23.8% increase

1.65B CSR volunteer hours in China 2018 51.0% increase

Development report on Chinese Corporate volunteering in 2017/2018
Corporate Social Responsibility (CSR) Software Market Revenue and Share by Manufacturers forecast 2019 to 2025
<table>
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<th>Competitors</th>
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Business Model and Pricing

- **Starter**
  - $1 / First 3 Months
  - 1 Project
  - 100 Employees

- **Standard**
  - $3,000 / Project
  - Unlimited Project
  - Unlimited Employees

- **Professional**
  - $10,000 / Year
  - + $1,000 / Project
  - Unlimited Project
  - Unlimited Employees
How we Go to Market

Enterprise

CSR Solution

SAP GAIA

Partnership

NGO Operators

GERMAN CHAMBER of Commerce in China • Shanghai
FRANKE

YiSHAN 易善
ABC
“As a customer of SAP SuccessFactors, we are glad to work with GAIA to enhance our Employee engagement and experience through a very fast, reliable and integrated platform. We believe with GAIA, Franke can do our corporate social project in a more efficient and effective way.”

“We believe, in the future, Yishan, our team, and SAP GAIA team, we can help CSR and the world run better.”
GAIA Roadmap

Data Model Validated
- 50 NGOs
- 5 Projects
- 5 Enterprises
- 500 Skill-based Volunteering Hours

Platform Basic Services Onboard
- 300 NGOs
- 50 Projects
- 20 Enterprises
- 10K Skill-based Volunteering Hours

Platform Added Services Onboard
- 1K NGOs + 5 Social Enterprises
- 500 Projects
- 200 Enterprises
- 150K Skill-based Volunteering Hours

Build Ecosystem
- 20K NGOs + 50 Social Enterprises
- 5K Projects
- 2K Enterprises
- 1.5M Skill-based Volunteering Hours
Data Model Validated

Platform Basic Services Onboard

Platform Added Services Onboard

2K Customers

Developing Efforts: 189,000 $

Operation Cost/year: 491,000 $

Marketing Cost: 285,000$

965,000 in total in the first 18 months
Volunteering for more impact
Let’s take a revisit
Pitch building blocks

- Intro
- Problem
- Solution + USP
- Why

**DEMO**

- Market
- Business Model + Rollout Plan
- Traction + Validation (Partnerships, Customers, etc.)

**CORE**

- Investment + Milestones
- Competition
- Team + Advisory Board

**CALL TO ACTION**

- Partnerships, Customers, etc.

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**Opening**
How many blocks do you think the GAIA already include?
Opening: the most important part of your pitch

1. Introduce yourself and your brand
2. Establish baseline credibility
3. What do you do and why should I care?

ENTERTAIN the audience!
Your competition are their cell phones
Who you are and what you do
What do you think is a good introduction/opening?
A good Intro/opening is half success

Open with:
• A personal story to attract people’s attention
• A powerful statistic. Forty-two percent of the single mothers in the UK don’t have an education.
• A question. How many of you are spending more than half your time in meetings?
• Shock / Bet
• A visualization. Imagine...
The world is changing.
The strongest argument for the existence of your product

**Problem**

- Address a real and current need in the market
- Avoid broad industry problems
- Specific pain points of the individuals in your target market
- Quantify in money and time
Over 40% of the large corporations in US are now channeling the talents of their employees to nonprofit organizations.

Skill-based volunteering is the trend.

*Source: The Promise of Skills-Based Volunteering, Stanford Social Innovation Review*
Over 1/3 of the volunteers did not donate any time to a charitable cause the following year.

*Source: The New Volunteer Workforce, Stanford Social Innovation Review*
Why

Your authentic connection to the problem and audience, based on values and emotions
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**Solution + USP**

What is your solution and why it’s great – be SHORT and SIMPLE

Some questions you can answer:

- What is it?
- What does it do?
- How does my solution solve my early adopter target market’s problem?
- What's our USP (unique selling proposition)?

**USPs**

More convenient, affordable, and environmentally friendly than any other mobility service currently available.
Project Matching

NGO and Social Enterprise

Upload information

Partnership

CSR Solution

SAP GAIA

Credit Rating (5D)

Volunteer skills

Time/Duration

Location

Strategy

Projects Theme

Enterprise

get fast reliable decision support

Resources

Project Matching
SAP SuccessFactors

Desirable CSR Projects

Matching

Certification & Skill Recognition

Closed-loop feedback

Skill sets

SAP SuccessFactors

Qualtrics

Experience Data

Employee

Enterprise

Experience Management
Show your product and its features (either on a slide, in real-life, or both)
Core: show your achievements

- This is about de-risking
- Show traction! (main success indicator)
- Choose the boxes according to your strengths and show what you have already achieved
How big is your market and how fast is it growing?

- Domestic target market
- Global target market
- Global industry market
Growing Market

- **63B $**: Expected CSR software market 2019-2025 Global
- **3.9B $**: CSR investment in China 2018 23.8% increase
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Business Model + Rollout Plan

How do you make money, and how will you keep making money?
Business Model and Pricing

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ABC
Traction + Validation
(Partnerships, Customers, etc.)

Show achievements to prove that your business will be successful

1. Customers – monthly revenue (if applicable), growth rates, and total customers
2. Partners – How many, how important are they, and what does this mean for your business (development and revenue)
3. Media - Example links, leads generated, potential revenue
“As a customer of SAP SuccessFactors, we are glad to work with GAIA to enhance our Employee engagement and experience through a very fast, reliable and integrated platform. We believe with GAIA, Franke can do our corporate social project in a more efficient and effective way.”

“We believe, in the future, Yishan, our team, and SAP GAIA team, we can help CSR and the world run better.”
Investment + Milestones

How much money do you need to develop your product and reach your revenue goals?

• Be specific and concise
• Include historical data (what milestones have you already met, and over what period of time?)
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- 5K Projects
- 2K Enterprises
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Competition

Who are your current and likely future competitors? How does your product or service compare?

- Don´t trash talk your competitors! Show they are good but you are better!
- Use facts to prove you are innovating ahead of your competitors and/or have a secret strategy that will allow you to beat them.
## Competitors

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Why are you different than everyone else?

- Team members and advisory board members
- Roles, relevant experience and track record,
- Keep it short
TEAM

Dr. Yanghua, XIAO
Professor, Doctoral Supervisor of Graph Data Management Laboratory, Fudan university

Mansur Ma
Dev/Program manager of SF

Kevin Yin
IT Project Manager of GCS

Daran Kong
UX Designer of SME

Nora Huang
Info Dev of S/4 Cloud

Jiuyuan Zhan
Data Scientist of SME

Liyan Dong
UI Dev of SME

Voga Li
Data Scientist of HANA

ADVISOR

Amy Dong
Learning partner of GC, HR

Mansur Ma
Dev/Program manager of SF

Kevin Yin
IT Project Manager of GCS

Daran Kong
UX Designer of SME

Nora Huang
Info Dev of S/4 Cloud

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Data Scientist of SME

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Data Scientist of HANA

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Professor, Doctoral Supervisor of Graph Data Management Laboratory, Fudan university

Flat, Chen
Head of Ecosystem, SAP Intelligent Enterprise Solution APAC

Linda, Fu
Head of CSR for SAP China

Liams, Meng
Chief HR Solution Advisor SuccessFactors VAT

Luming, Han
Senior Director of Product Management, SuccessFactors
Call to Action

What do you want the audience to remember or do?
$965,000 in total in the first 18 months

Developing Efforts: 189,000 $

Operation Cost/year: 491,000 $

Marketing Cost: 285,000$

Data Model Validated

Platform Basic Services Onboard

Platform Added Services Onboard

2K Customers

3 Months 6 Months 12 Months 2 Years
Thank you