



## 20. Better Pitching Your Innovation with Magnetic NABC

- 1) What is pitching?
- 2) Magnetic NABC Pitching

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# Obligatory Literature

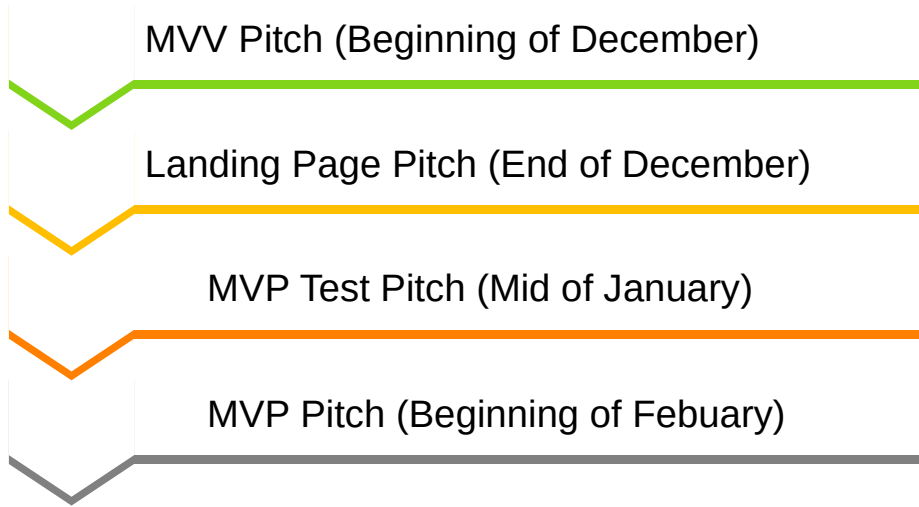
- ▶ [Www.techcrunch.com](http://www.techcrunch.com)
- ▶ [Www.tech-talks.eu](http://www.tech-talks.eu)
- ▶ <https://www.ted.com/>
  - [https://www.ted.com/talks/alan\\_kay\\_shares\\_a\\_powerful\\_idea\\_about\\_ideas](https://www.ted.com/talks/alan_kay_shares_a_powerful_idea_about_ideas)



The history of the “Lean Startup“ movement is intertwined to several books:

- 2008 Blank/Dorf
- 2011 “Lean Startus” Eric Ries O’Reilly
- 2012 “Running Lean” Ash Maurya
- 2013 “Lean Analytics” B. Yoskowitz

# Pitch Series in this Course





## 20.1. What are Pitches?

# Nice Pitches from the Internet

- ▶ Today, you can learn about good pitching from youtube
- ▶ Platform store2be (Karlsruhe) Investor Pitch: (too long for elevator pitch)
  - [https://www.ted.com/talks/alan\\_kay\\_shares\\_a\\_powerful\\_idea\\_about\\_ideas](https://www.ted.com/talks/alan_kay_shares_a_powerful_idea_about_ideas)
  - <https://www.youtube.com/watch?v=RHVVIth8Ev0>
- ▶ Advertisement on coffee cups (Utah State)
  - <https://www.youtube.com/watch?v=i6O98o2FRHw>
- ▶ Party on Demand (Willy Green)
  - <https://www.youtube.com/watch?v=VCVRgpSPSVQ>
- ▶ Startupfest montreal <https://startupfestival.com/>



# Major Faults in Pitches

- ▶ <https://www.youtube.com/watch?v=xr1PKaoflLo> (Brendan Maker, Greylock partners)
- ▶ Pitch does not tell a story(line)
  - Does not have a “story arc”
  - -> tell a story
- ▶ Pitch does not fit to the language and view of the investor
  - -> tell a window of opportunity
- ▶ Pitch is not a rational thing
  - -> be enthusiastic
- ▶ Pitch tries too hard to be credible
  - -> think about moonshots and vision
- ▶ Pitch “does not cut shit” (is too fat)
  - -> reduce fat!



# What is an “Elevator Pitch”?

- ▶ 1 minute (“time of an elevator drive”)
  - “cold” people will not give you more time
  - learn it by heart!
- ▶ ECSRC Scheme
- ▶ <https://www.startupvalley.news/de/wie-sollte-der-perfekte-elevator-pitch-aufgebaut-sein/>
- ▶ Entry (who, what, when, where)
- ▶ Conflict / Pain / Problem
- ▶ Solution
- ▶ Result and impulse
- ▶ Core Message

5-Minute Investor Pitch

1-Minute Pitch (Elevator Pitch)

4-Sentence Pitch

1-Sentence Pitch



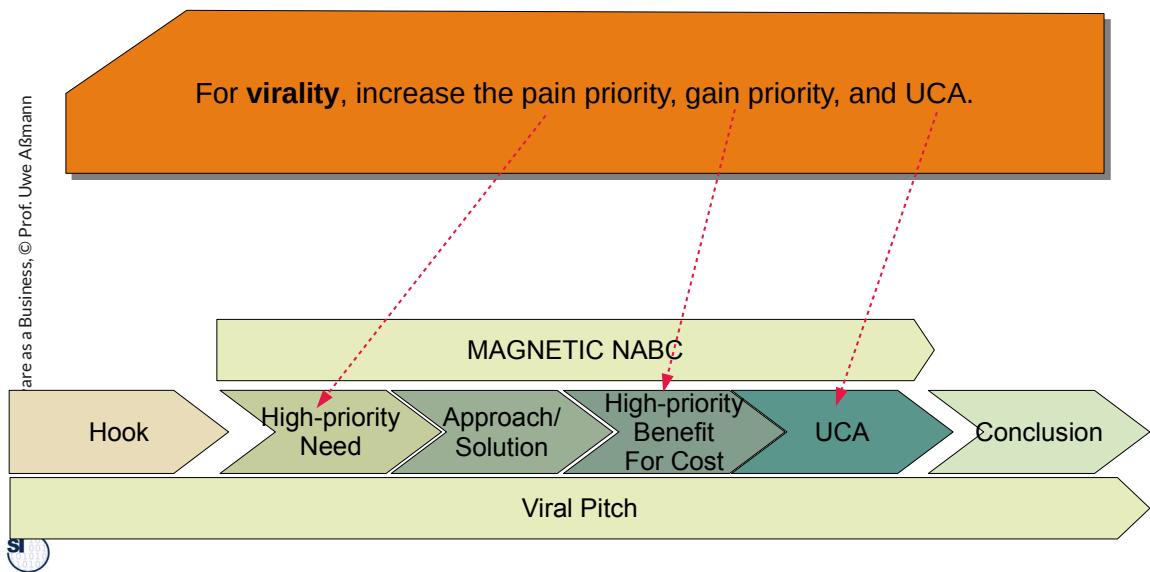
## 20.2. Magnetic NABC Pitches

In this course, we use NABC, for simplicity.  
Here, we think how to intensify its impressiveness.



# Pimp Your Webside with Virality: Use a *Magnetic-NABC*

- ▶ A **viral** product/service is one about which news spreads easily, because people talk about it.



# NABC in 4 Sentences “Sensipers”

- ▶ **Need:** Babies do not feel well when their diapers are wet too long.
  - Often, you cannot decide whether to change the diapers because it feels as if it was dry, but it is not
- ▶ **Approach:** Our “Sensipers” Diapers measures how dry your baby really is
  - And tells you on your smartphone how dry your baby really is
  - And gives you a statistics over the last 2 weeks when the baby felt comfortable
- ▶ **Benefit4Cost:** Because you can change the sensor to a new diapers, the cost is about only 10% higher than with our competitors Bampers.
- ▶ **Competition:** “Sensipers” is unique all over the world.



# NABC in 4 Sentences (Mini-Pitch)

- ▶ **Need:** To avoid that babies do not feel well when their diapers are wet,
- ▶ **Approach:** Our world-unique “Sensipers” Diapers informs you on your smartphone how dry your baby really is and gives you a statistics over the last 2 weeks,
- ▶ **Benefit4Cost+Competition:** Making you happy at a cost of 10 Cent more than our competitors Bampers.
- ▶ **Conclusion:** Never ever made 10 additional Cent you so happy.



# NABC in 4 Sentences “KidsWatcher”

- ▶ **Need:** Kids prevent parents in love to do their evening promenade
  - Often, the only time of the day when couples could talk is spoiled
- ▶ **Approach:** Our “KidsWatcher” app uses a camera to control your sleeping kid from remote
  - And transfers your selfie video to the kid’s room if it wakes up and cries
- ▶ **Benefit4Cost:** The kid will immediately be quiet if it hears you life
  - You can return immediately to your home
  - And 5 minutes later the crisis is over
- ▶ **Competition:** Our “KidsWatcher” app is unique – no competition
- ▶ **Conclusion:** Have you ever felt you need to regain your evening promenades?



# Hooks / Entries

- ▶ Anecdote
  - “My mother used to say...”
- ▶ Joke
  - “What is the difference of a dry and a wet diapers? - An unhappy mother.”
  - “What is the difference of a wet and a dry diapers? - A happy husband.”
- ▶ Citation
  - “Already Churchill said...”
- ▶ Personal experience
  - “When my wife and I got the first baby...”

# Needs and Pains: Clear and High

- ▶ Appeal to emotions, not only to ratio
- ▶ Make sure you have a pain, not an implicit problem
- ▶ Make sure your pain factor is high (catastrophy)
  - “Ave Caesar, Morituri Te Salutant”  
[https://de.wikipedia.org/wiki/Ave\\_Caesar,\\_morituri\\_te\\_salutant](https://de.wikipedia.org/wiki/Ave_Caesar,_morituri_te_salutant)



# Competition

- ▶ Use a Competitive Positioning Canvas to elaborate the fields Benefit4Cost and Competition.
- ▶ Here is the sentence to show a moonshot (10x)
  - what are your competitive dimensions?

# Conclusion

- ▶ Repeat Pain or Gain
- ▶ Pose a Need-payoff question
- ▶ Close your story!
- ▶ Anchor the emotion into the customer





# The End

