

HOW TO GIVE A 2-MINUTE ELEVATOR PITCH

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1. What is an elevator pitch?

- a. An actual “Elevator” pitch is 15 seconds long. It is to be used in an actual elevator or brief encounter
 - i. Every person at your company should be able to recite your 15-second elevator pitch
- b. There are customer pitches and investor pitches. Include different info in each
- c. > 15-second pitches are usually for Pitch competitions and Investor Presentations
- d. All pitches are performances
- e. Your pitch will evolve on a monthly (if not weekly) basis, especially at the early stages of your company

2. Know your Audience & Know the Format

a. AUDIENCE

- i. Investor? Potential Customer? Potential Partner? The pitch should include different information, tone, and ask depending on the person(s) you’re pitching to
- ii. Will this demographic understand your industry? Simplify accordingly.
Examples-
 1. If you’re a femtech company working on menstruation pitching to a room of only men, you may need to add some additional basic info on menstruation.
 2. If you are a genetics company pitching to non-scientists, don’t go deep into the science. Give a high-level explanation and then tell them you are an expert (PhD in genetics for example) and the audience will have more faith that they don’t need to fully grasp the science since you clearly do.
- iii. Remember - investors mostly care about market size, business models, and traction. Don’t spend your whole time giving

background or trying to educate on the technology of your product. Your job is to convince them that this is a smart investment opportunity, not necessarily to become a passionate advocate of the problem you're solving. Convince them with the numbers! (market size, business model, traction to date)

b. FORMAT -Follow the guidelines!

- i. Time - practice MANY times in order to make the pitch fit the time requirement. If you're memorizing it, then remember you WILL add filler words and may get off track on stage due to nerves. Give yourself some buffer seconds.
- ii. Pitch Deck - if the pitch is less than 2 minutes then I do NOT recommend a pitch deck, even if you are allowed to have one. Instead, print a 1 pager to hand to judges and have them listen to your engaging, enthusiastic performance

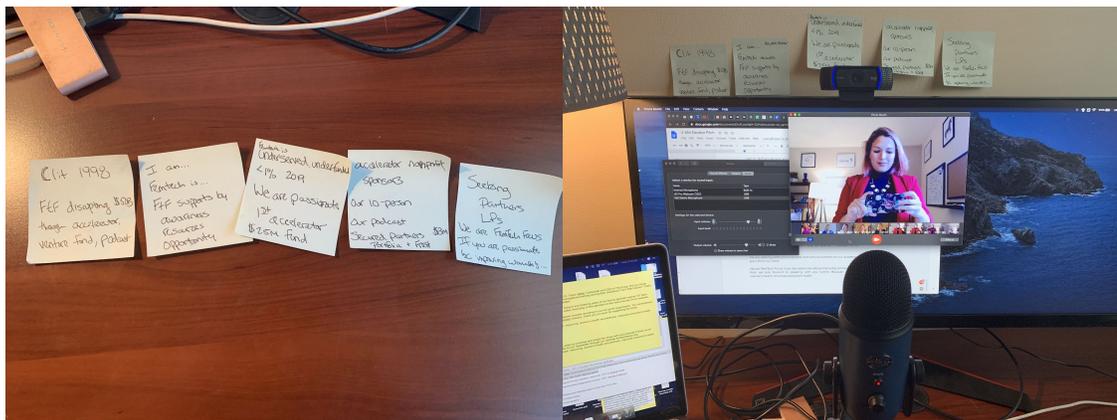
3. Tips

- a. No Acronyms
- b. High Energy
- c. Speak clearly, not quickly
- d. Memorize the pitch if it's live or a single-take recording.
- e. Practice and record yourself! Judges don't hate anything more than founders going overtime. They may interrupt you with a buzzer and you won't get your ask out there and look like a founder that cannot deliver on the requirements (giving a 2 min pitch instead of 2.5 min)
- f. Don't tell the whole story, just enough to have people wanting to know more (remember the most important pieces are market size, business model, and traction!)
- g. 1 person should give the pitch. Switching between people is distracting. The CEO should be the pitcher but when in doubt, put the best 'performer' on stage.
- h. Don't be afraid to brag or dress up to clear bias in the room.
Personal example -

1. When I was 23, I raised \$1.4M for my first startup. I showed up to investor pitches in a business suit. The investors would ask if I was the secretary and where the CEO was. Instead of getting mad, I got smart. After that, I showed up to investor meetings in a white lab coat with "Dr. Barreto, Founder Pheramor" embroidered on it. I was never again mistaken as the secretary. My subject matter expertise in genetics was never again questioned. I was no longer complimented on how 'nice' I looked. Moreover, I felt

powerful in the lab coat since it demanded respect on a subconscious level from the audience. It was my founder's "cape". Don't be afraid to fight bias with creativity.

- i. Handouts are great! Find out how many judges or investors will be there and provide a 1-page handout that includes your contact info (Not a booklet! Investors don't want to carry that around! If it's a digital pitch then have a shareable link to the one-pager. You may need to be innovative with how to get it to the virtual judges/investors. Ask the organizer if they can share it with them. The organizers want the event to be excellent and may appreciate your extra effort, so if they should help you. If not, there's always linkedin.
- j. If you know the names of the judges/investors and the event organizer, add them on linkedin and say you're excited to pitch them. After the event follow up with a thank you message for their time hearing your pitch. Include a link to your deck. Most of fundraising is communication and standing out.
- k. Write out the full pitch and time yourself reading it aloud. Delete or add sentences in order to finish 10 seconds before the full time allowed. I memorize the pitch by pulling out key phrases or stats that remind me of the full statement I want to make. If recording from home, you can hang these reminder words in order on post-it notes behind the camera.



4. 2-Minute Elevator Pitch Outline

Find the general outline of a pitch. Depending on time, you may need to make some sections only a single sentence. You may need to eliminate whole sections. **I have added numbers from 1 to 10 next to each section with 1 being most important and 10 being the least.** If you must leave out sections, do it according to the importance of the sections. Remember **don't** try to talk quickly to "fit it all in"!!!!

a. Hook - 9

- i. Something striking about the problem or
- ii. Something intriguing about the solution or
- iii. Intro yourself as something who personally experienced this problem or
- iv. Use a prop if appropriate
 1. "Did you know that this Cheek Swab *hold up the swab* can help you find love?"
- v. Only use one of these hooks, not all of them! Should be less than 10 seconds spent on hook.

b. Intro Company - 1

- i. Say your name and the company name along with 1 short sentence that summarizes the company. Use this template:

"I'm Dr. Brittany Barreto, Cofounder of FemTech Focus. FemTech Focus is disrupting the \$50B women's health and wellness industry through a podcast, accelerator, and venture fund."

"I'm NAME, POSITION of COMPANY. COMPANY is distributing the \$XB INDUSTRY industry through YOUR OFFERING/PRODUCT/TECH."

- ii. I encourage you to say your company's name as many times as possible. Investors will forget it or may not be paying attention until halfway through and they'll ask themselves, "Which company is this again?". They won't admit they zoned out so continue to remind them.
- iii. Only say your name once or twice. Your name is not as important as your company's name. I promise they will not remember your name but they'll remember your solution and industry if it's impressive enough.

c. Problem - 4

- i. Use statistics of how prevalent the issue is.
- ii. How much is spent in the healthcare system on it? How many people struggle with it? What inefficiencies exist in the current systems? Are people dying? What are the consequences of this problem not being solved?

d. Solution - 3

- i. What's your solution to this problem?
- ii. You don't have to go into great detail. Directly mention what it is; an app, website, software, medical device, therapeutic, etc.
- iii. Then briefly mention what it does. Mention what's unique about it. I.e. The first X ever made? An improvement on the original solution created 50 years ago? Proprietary technology or algorithms used? Known product/solution but now remade for a different market segment (a cost-efficient medical device for developing vs developed countries?)

e. Market - 2

- i. Give the market size. Investors want to hear that you're disrupting a market worth minimally \$1B.
- ii. You can also include the numbers of patients/customers are in your market and how much they spend annually on these types of products.
- iii. If you have time, you can say which segment you are targeting first. A specific age group? Demographic? Country? State? Solving for one symptom out of many for a given disease?

f. Business Model - 7

- i. How do you make money? Is through a subscription? Do you sell direct to consumer? Do you have upsells in your free app? Is there a medical billing code that exists for your med device or therapeutic?
- ii. Tell us the unit economics of the business model
 1. Subscription → We generate revenue through a \$500 per month subscription model.
 2. Product → We sell our product for \$100. Our cost of goods sold is \$50 so we have a reliable 50% profit margin.
 3. App → Our app is free to download but 80% of users purchase our \$10 upsells.
 4. Healthcare → A billing code exists for our medical device and will be covered by most major insurers.

g. Team - 10

- i. The point of this is to 'qualify' yourselves as the right people to do the job. Business backgrounds? Personal experience with the problem? Subject matter experts? High caliber advisors in the industry?
- ii. Are you working full time on this company?
- iii. When did you start working on it?
- iv. The reason this is "least" important of all 10 sections is that if you're a doctor and intro yourself, as Dr. Brittany Barreto, then there's qualification right there. There's always time to tell judges/investors after the pitch how/why your team is qualified but you must convince them it's a good investment option for them to be motivated to speak to you afterward.

h. Traction - 5

- i. Revenue to date? Downloads to date? Clinical Trial progress? Patents? Strategic partners you've secured? Clients served? Funding raised? (including grants) Letters of Intent from customers or partners?
- ii. Even if you're at the idea phase, you have traction! How many customer interviews have you done? What accelerators have you been accepted into? What high caliber mentors have told you this is an important product to make?
- iii. Founders often leave this out of their pitch and it's a total shame!! Investors/Judges put a lot of value into knowing what milestones have been accomplished so far.

i. Ask - 6

- i. Shoot your shot! What do you need?
- ii. Seeking \$1M in funding? Strategic manufacturing partner? Advisor for go-to-market strategy?
- iii. Use this template:

"FemTech Focus is seeking strategic partners for our accelerator and LPs for our fund."

"COMPANY is seeking ASK."

j. Close - 8

Put a bow on the pitch. Use this template:

“We are FemTech Focus. If you are passionate about improving women’s health and investing in the untapped \$50B market, then we look forward to speaking with you further.”

“We are COMPANY. If you are passionate about PROBLEM, then we look forward to speaking with you further.”

Or

“We are COMPANY. If you are excited about investing in the \$XB INDUSTRY market, then we look forward to speaking with you further.”

Or

“We are COMPANY. If you are excited to partner with the first/only/best PRODUCT, then we look forward to speaking with you further.”

5. Example 2-Minute Elevator Pitch

Did you know that women were not included in clinical trials in the United States until 1993? Or that the anatomy of the clitoris wasn’t discovered until 1998? This stark realization that women have been left out is the reason we need FemTech Focus. FemTech Focus is disrupting the \$50B women’s health and wellness industry through a podcast, accelerator, and venture fund.

I am Dr. Brittany Barreto and the co-founder of FemTech Focus. FemTech is an industry that includes products, services, and devices that improve women’s health and wellness. FemTech Focus supports the industry through awareness of the problems, resources for founders and investors, and opportunities for growth.

FemTech is largely underserved and underfunded having received less than 1% of all VC funding in 2019. We are passionate about moving this needle so we have launched the first virtual femtech accelerator and a \$25M venture fund.

The accelerator operates as a non-profit and is sponsored by strategic partners.

Our ten-person team is led by myself and Dr. Julie Hakim. I am a geneticist, serial entrepreneur, and venture capitalist. I have engaged in over \$30M worth of investments and am seen as a femtech expert. Dr. Juie Hakim is a pediatric

gynecologist who is a femtech medical device founder and an expert in vaginal tissue research.

Our podcast FemTech Focus is the #1 women's health podcast worldwide with over 10K subscribers in 52 countries. We have secured strategic partners such as Portfolia and Frost & Sullivan. Additionally, we have soft circled \$3M for our fund to date.

We are seeking additional corporate and venture partners for our accelerator and LPs for our fund.

We are FemTech Focus. If you are passionate about improving women's health then we look forward to speaking with you further. Because improving women's health, improves everyone's health.