



How to Pitch Your Idea

2017 National Tribal Energy Summit

(Pre-Summit Webinar)

For further information,
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PURPOSE OF THE PITCH?

1. Engage the audience and get them excited
2. Share project vision and open their minds
3. Express with clarity and focus

NOT to: answer all possible questions

NOT to: necessarily close deal immediately

Leave them wanting more

Concise storytelling in 10+ slides

COMMON MISTAKES

1. Too many slides
2. Too many details
3. Too much criticism of competition
4. Unsupportable assumptions
5. Arrogance

“10/20/30 Rule”: 10 slides in 20 minutes in 30 point font (or bigger). *Guy Kawasaki of Garage Ventures*

OUTLINE

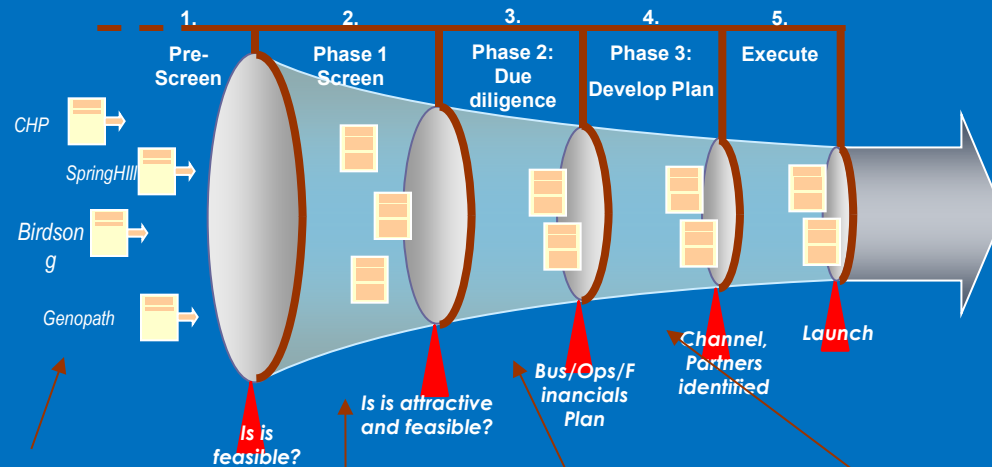
1. Elevator Pitch
2. The Problem
3. The Solution (demo if appropriate)
4. Market
5. Business Model
6. Marketing
7. Competition
8. Differentiation
9. Team
10. Financials

PRE-SCREENING

Mississippi Band of Choctaw (MBCI) screening

- Used to screen high volume of proposals the tribe receives
- Rank proposals based on priorities of tribal council (not always based on highest financial return)

EVALUATION PROCESS



(“Concept Proposals”): Complete Pre-Screen Survey to start general discussion \Go/No-Go?

Is it real or not? Where did lead come from? Is idea compatible with our goals? What type of resources can we bring to bear on this? Resources required to develop plan (if any): Go/No-Go?

Resources committed to do a deep dive and drive Go/No Go?

Incorporate conclusions from Phase 2 due diligence into a business and financial plan; modify as learning increases Go/No-Go?

MBCI Online Screening Tool

Development Intake Questionnaire

* 1. Please provide your contact information

Contact name

Company or Project Name

Street Address

City

State

Zip Code

Contact Email

Contact Phone

2. How did you hear about our investment and partnership program?

If referred by tribal member, please specify name

* 3. Please provide a description of your business or idea

* 4. Stage of Business or Idea

- Idea stage
- Proof of Concept
- Working Prototype
- Market ready
- Existing Product and Service Requiring Additional Resources

Please elaborate

* 5. Time to Market

- Existing sales in market
- Less than 6 months
- 6 months to 1 year
- 1 year to 2 years

6. Intellectual Property

- Patent issued
- Applied for Patent
- Copyright
- Trade Secret
- No IP at present
- No plans to develop

* 7. Market Size (total annual spend in marketplace)

- Huge (>\$10 B in Annual Sales)
- Very Large (>\$1 B in Annual Sales)
- Large (>\$250M in Annual Sales)
- Medium (>\$50M in Annual Sales)
- Small (<\$50 M in Annual Sales)
- Very small (<\$5 M in Annual Sales)

* 8. Market Validation

- Existing Customers, Product in market
- Purchase Orders in Hand
- Documented Customer Intent
- Documented Market Research
- Likely Interest

Comments (100 character limit)

9. Existing Competitors and Competing Products

* 10. Resources required

- Money/Capital
- Real estate/facilities
- Management
- Other

Please elaborate (100 character limit)

SCREENING SCORECARD

Set of questions that allow us to more objectively score and rank the suitability of the various business proposals received.

Proposals ranked on:

1. Quality of Deal Source
2. Management team (existing, potential for tribal member management, difficulty in hiring if non-existing)
3. Economic Potential
4. Employment Potential
5. Utilization of tribal assets
6. Perceived financial risk
7. Stage of Business
8. Ownership (tribal or non-tribal)
9. Social impact for tribal members and the tribal community

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ELEVATOR PITCH

Imagine you find yourself in an elevator with Elon Musk; you have 10 to 30 seconds to communicate your idea, vision, and mission.

1. Short
2. Memorable and leave listener intrigued
3. Relatable (“We are the Uber of food delivery”—can also be tacky if stretching too much)



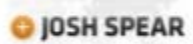
ELEVATOR OR TAG LINE?

"AirBed & Breakfast is a fun approach to couch surfing."



www.webware.com

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."



www.josh-spear.com

"A cool alternative to a boring evening in a hotel room."



www.mashable.com

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."



www.springwise.com

Welcome

1

AirBed&Breakfast™

Book rooms with locals, rather than hotels.

THE PROBLEM

What real problem are you solving?

Why does the problem exist?

What are the customer pain points?

- when possible, make it personal so the audience can empathize
- Tell a story

THE PROBLEM

Problem

2

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

THE SOLUTION

Value Proposition:

- Relieves customer pain point
- Could be (not necessarily though):
 - More convenient
 - More efficient
 - Cheaper

Demos, prototype, samples, sketches,
video ideal to capture attention

THE SOLUTION

Solution

3

A **web platform** where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

MARKET

What business are you in?

- Demonstrate knowledge of market
- Define Your Market

Total Available Market (TAM)

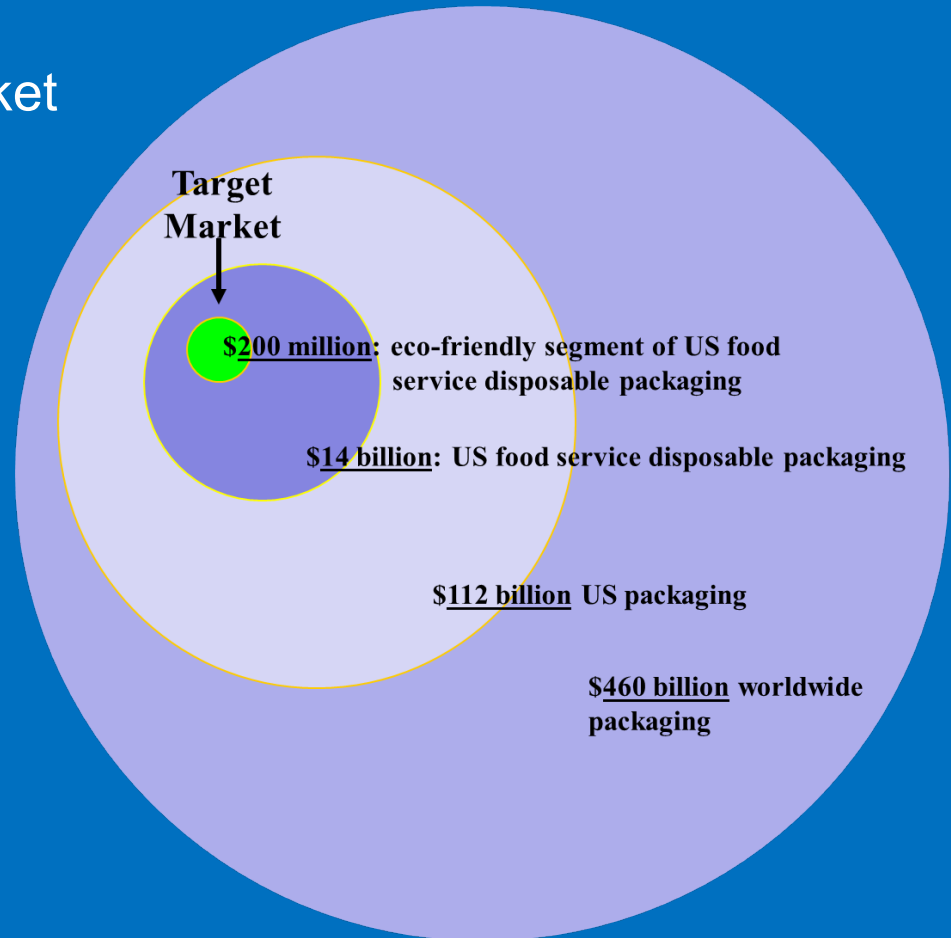
- Dollar Size
- How large can it get
- Growth rate

Target (addressable) Market:

- What part of the market can you address
- Beachhead customers

Can be communicated visually

Market trends helpful



MARKET

Market Validation

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Couchsufing.com

660,000

total users²

Craigslist.com

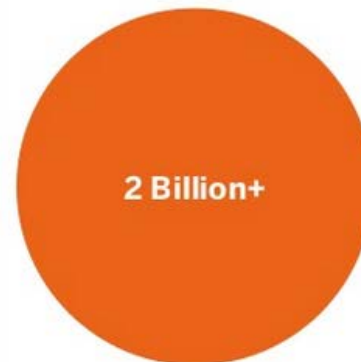
50,000

temporary housing listings per week in the US. 07/09 - 07/16²

1 www.couchsufing.com
2 www.craigslist.org

Market Size

Clip 5



TRIPS BOOKED (WORLDWIDE)

Total Available Market

source: Travel Industry Association of America & World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

source: comScore



TRIPS W/AB&B

Share of Market

2% of Available Market

PRODUCT

- Tell the story of your customer and how customers use/value your product or service.
- Why are they compelled to use your product or service?



BUSINESS MODEL

Who are your customers?

- Segmented (description of your customers, from beachhead through more mature market)
- How many customers might buy and at what price?

Traction (a la Shark Tank)

Revenue to date

Number of customers to date

BUSINESS MODEL

Business Model

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We take a 10% commission on each transaction.



MARKETING & GROWTH

Where are your customers looking today?

What channels and methods will you get in front of them?

How are you doing it differently

Adoption Strategy 8

EVENTS	PARTNERSHIPS	CRAIGSLIST
target events monthly	cheap / alternative travel	dual posting feature
<ul style="list-style-type: none">Octoberfest (6M)Cebit (700,000)Summerfest (1M)Eurocup (3M+)Mardi Gras (800,000)	  	 
with listing widget		
		

COMPETITION AND DIFFERENTIATION

Where do you exist in the larger overall Market Space?



Competitive Landscape

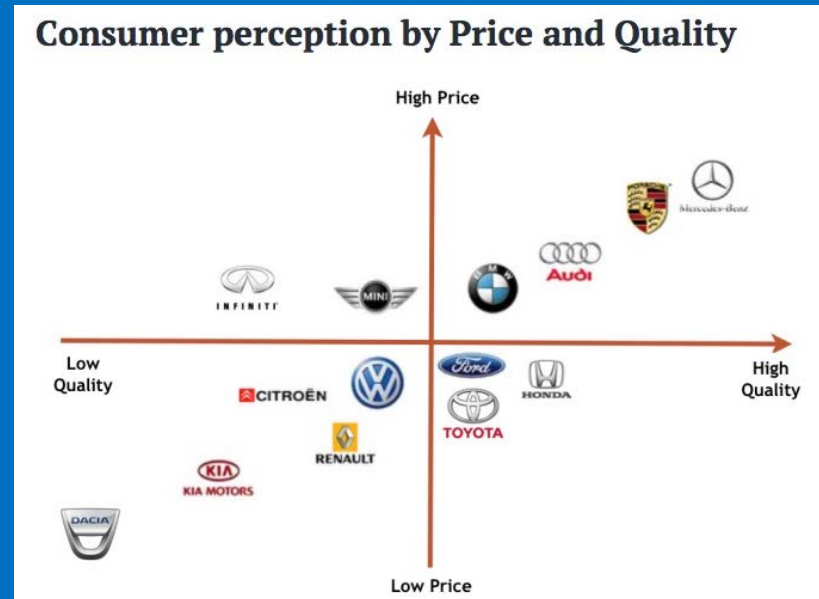
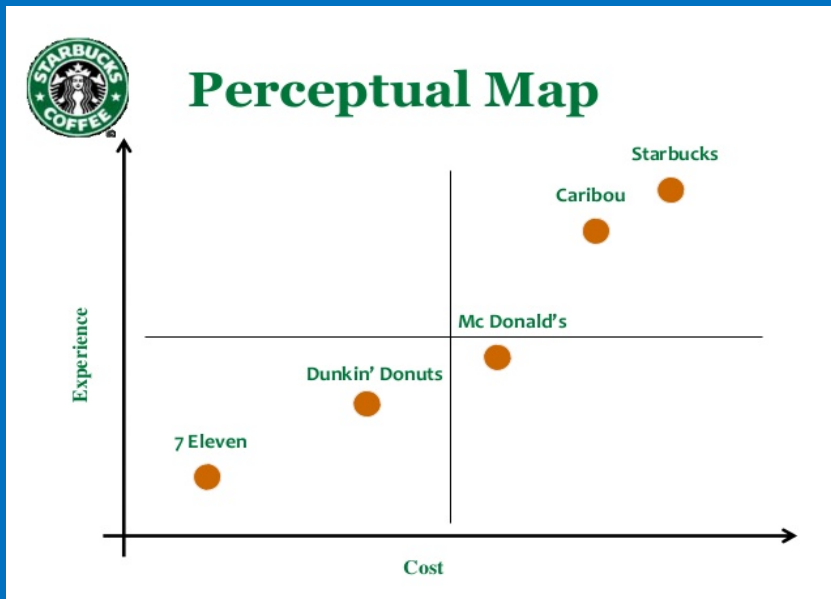
	Them	Other	The Startup	Else Co.	By The By	Incredible Us
Marketing & Distribution	✓	✓	✗	✓	✗	✓
Online Store Creator	✓	✓	✓	✗	✗	✓
Full Service Art Dealing	✗	✗	✗	✓	✓	✓
Open Platform	✓	✗	✓	✗	✗	✓
Avg. Price Range	\$1,000 <small>(\$150 - \$3million)</small>	\$1,000 <small>(\$200 - \$8,000)</small>	\$50 <small>(\$25 - \$1,000)</small>	\$2,000 <small>(\$1,000 - \$10,000)</small>	\$3,000 <small>(\$60-250 for rentals)</small>	Under \$750
Commission	3%	30%	3.5%	Based on cost for various services	Based on cost for various services	10%

Who are the competitors and how are you differentiated from them?

DIFFERENTIATORS

What are your advantages?

- Any patents or intellectual property
- Unfair advantages?
- Experience
- Location



COMPETITION AND DIFFERENTIATION

Competitive Advantages

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1st TO MARKET

for transaction-based temporary housing site

HOST INCENTIVE

they can make money over couchsurfing.com

LIST ONCE

hosts post one time with us vs. daily on craigslist

EASE OF USE

search by price, location & check-in/check-out dates

PROFILES

browse host profiles, and book in 3 clicks

DESIGN & BRAND

memorable name will launch at historic DNC to gain share of mind

TEAM

What roles are the keys to success in this space?

- Prior successes
- Domain expertise
- Relevant experience

Team

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Joe Gebbia, User Interface & PR
Entrepreneur and designer. Holds a patent for his product, CritBuns®. A graduate of the Rhode Island School of Design (RISD), has dual BFA's in graphic design and industrial design.



Brian Chesky, Business Development & Brand
Founder of Brian Chesky, Inc, industrial design consultant. A graduate of the Rhode Island School of Design (RISD), has a BFA in industrial design.



Nathan Blecharcyk, Developer
Created Facebook Apps "Your neighbors" (75,000 users) and "Rolodextrous", recently launched "Identified Hits". A graduate of computer science Harvard. Nate has worked at Microsoft, OPNET Technologies, and Batiq.

Michael Seibel, Advisor
Michael is the CEO and co-founder of www.justin.tv, a San Francisco based venture funded start up that delivers live video to the internet.

FINANCIALS

Highly variable - depending on audience

If existing business, include historical highlights of financial performance

3-year look forward summary financial projections (“Proformas”)
State critical assumptions relative to capital startup, expenses, market penetration

Highlight each of these Yearly for at least 3 years:

- Total Customers
- Total Revenue
- Total Expense
- EBITDA (earnings before interest, taxes, depreciation, and amortization)

FINANCIALS

Financial

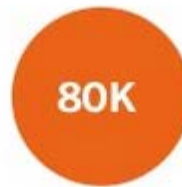
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We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast.



ANGEL ROUND

initial investment opportunity



TRIPS W/AB&B

avg \$25 fee



\$2M

REVENUE

over 12 months

REFERENCES

- 500 Startups / Dave McClure
- Guy Kawasaki
- AirBnB

Press 12

"AirBed & Breakfast is a fun approach to couch surfing."
Webware
www.webware.com

"Think of it as Craigslist meets Hotels.com, but a lot less creepy."
JOSH SPEAR
www.josh@spear.com

"A cool alternative to a boring evening in a hotel room."
Mashable
www.mashable.com

"AirBed's fee-based service could help alleviate concerns about quality of accommodations."
springwise.com
www.springwise.com

User Testimonials 13

"AirBed&Breakfast freaking rocks!"
Jason F., Washington, DC

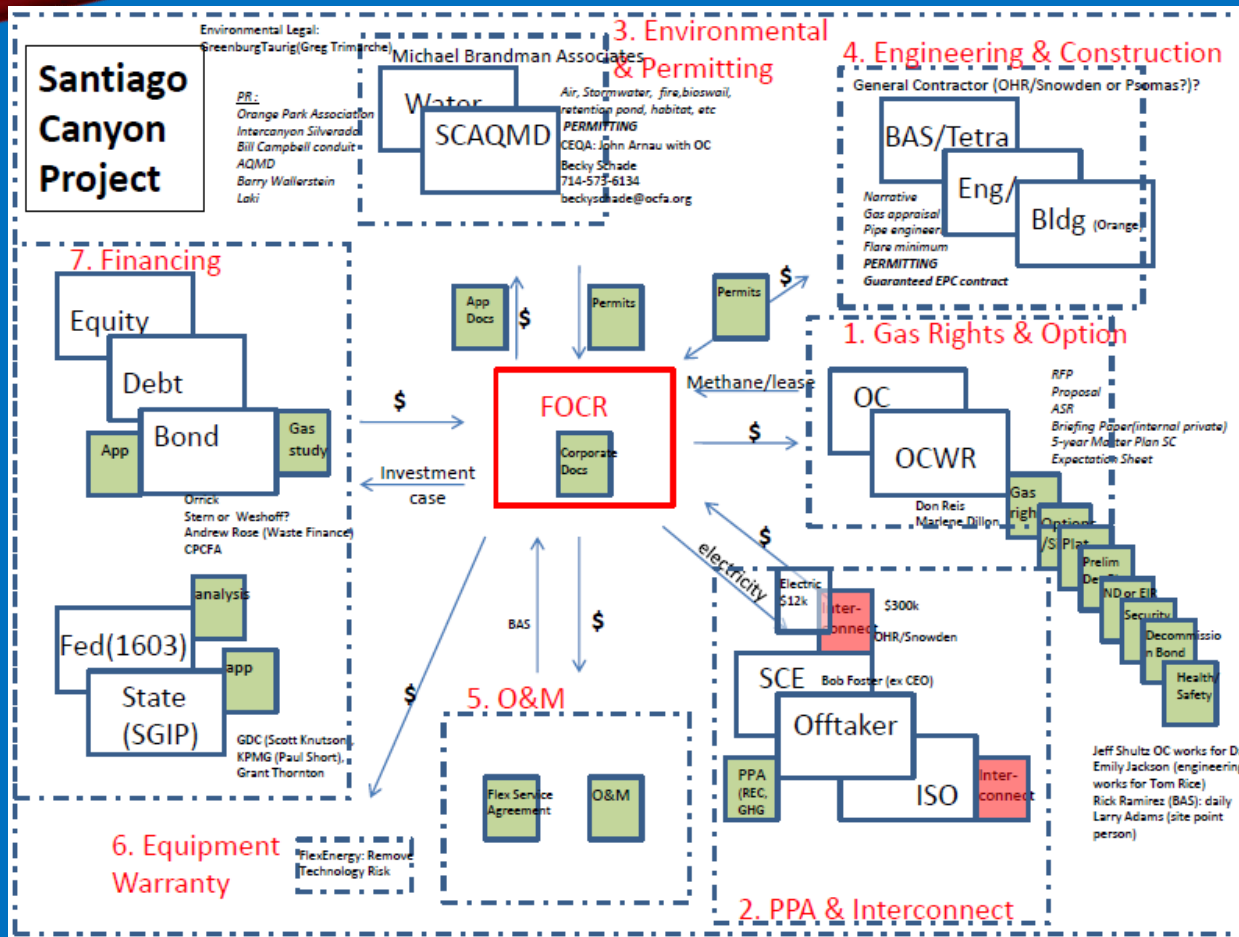
"I found something in my price-range, and that's what really enabled me to come to the conference."
Jason R., Atlanta, GA

"A complete success. It is easy to use and it made me money."
Emily M., Austin, TX

"It's about the ideas, the interactions, the people. You don't get that in a hotel room."
Don A., Ontario, Canada

(Google the above for more ideas as well as sample pitch decks)

ENERGY DEVELOPMENT



Requires 100% Success on 100+ Variables
 In the end, hinges on financials and risk management
 *Available to walk through these components

Contact information

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