

ELEVATOR PITCH

Israel Griol

APRIL 7th - INNOCENS



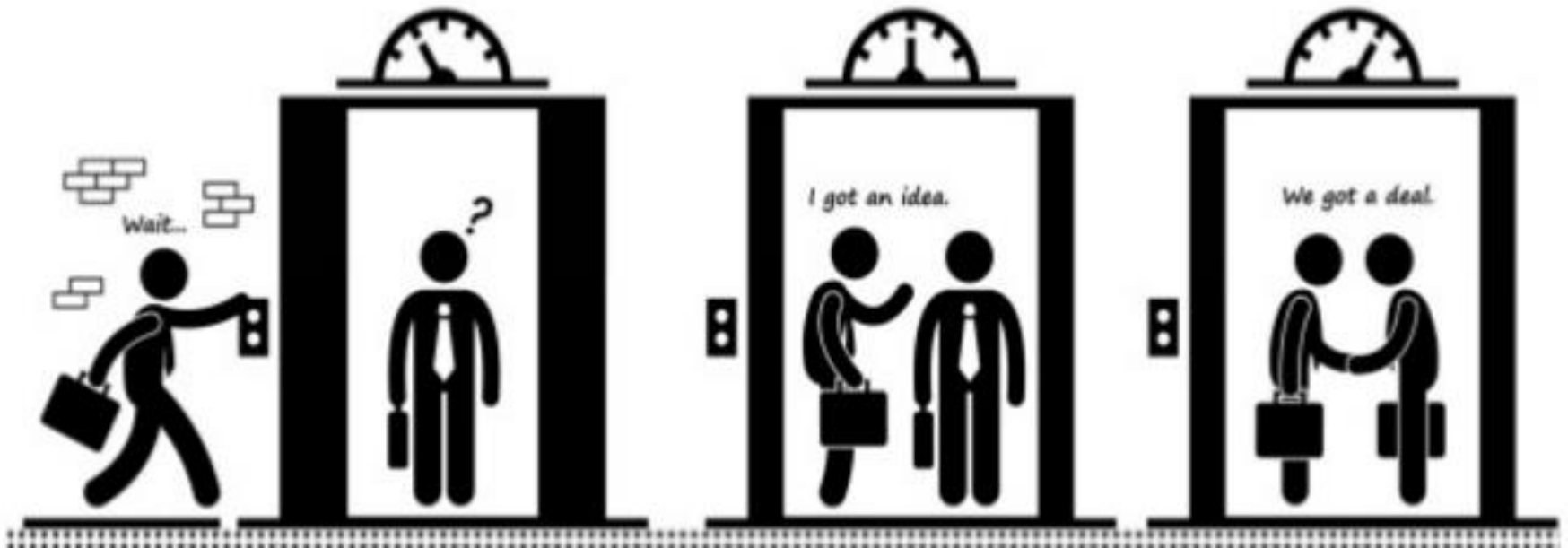
IDEASUPV
tu empresa empieza aquí



“Taxi Pitch”



WHY "Elevator Pitch"?



Different situations:





I'm so glad we all agree

A large colony of fluffy brown penguin chicks. One adult King penguin with black, white, and yellow feathers stands out on the right side of the image.

Our objective :

**STAND OUT
OF THE CROWD**



People should get your message in

3 SECONDS

The Loosest Slots!
7
The Loosest Slots!
7
The Loosest Slots!
7
The Loosest Slots!

CASINO QUEEN

OCN

A billboard for Casino Queen, featuring three identical panels. Each panel displays a large red number '7' with a white outline, flanked by the slogan 'The Loosest Slots!' in yellow text. Below the panels, the name 'CASINO QUEEN' is written in large, bold, yellow letters. The billboard is mounted on a dark metal structure with a small 'OCN' logo on the side.



The Sexy Plant

ClimateLaunchpad 2015



KNOW YOUR

audience



*Tell a
story*

Once upon a time

PRACTICE
MAKES
PERFECT

time
control



Do not be
nervous



**DON'T
LIE !**



Different *voice tones*



Take care of your

Body

language



Hands in your pockets!



No crossed arms or hiding them





1



2







You can use as many slides as you need...



... but every slide must have a reason to be there.

BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA BLA
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This is not a slide.

You have to show

IDEAS

not slides

INFO



INFO INFO INFO INFO
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WAHOU !

This is a document.

This is a slide.

In Latin America, 90 million attendees go to conferences to learn, but most important, to meet new people.



90M



90M

*I wont du
mispelings*



**If you are rehearsing a milion times, HOW
CAN YOU HAVE MISTAKES ON YOUR SLIDES?**

Default type is
wrong.

**Respect
your audience.**

respeto a tu
audiencia

Use

DIFFERENT

font styles.

USA

DIFERENTES

tipos de fuente



comic
sans

Chunkfive

Fertigo

Quicksand

NEVIS

Museo

caviar dreams

BEBAS NEUE

DK Crayon Crumble

Postface Medium

Open Sans *Great Vibes* Roboto Exo

Alex Brush *Pacifico* **NEXA** **RUST**

Quicksand Raleway *Lobster* Oswald

Grand Hotel **ChunkFive** Alegreya Sans

Montserrat *Kaushan Script* League Gothic

Learning Curve Pro *Allura* Sofia

NEW!

Font Squirrel

The screenshot shows the Font Squirrel website interface. At the top, there is a navigation bar with the 'FONT SQUIRREL' logo and a '100% FREE FOR COMMERCIAL USE' tagline. To the right of the logo are several promotional banners: 'Invoicing For Freelancers' with the text 'Look Professional! Online Invoicing Time Tracking & Expense Tracking.', and 'FRESHBOOKS' with 'Famous Billing'. Below the navigation bar is a menu with links for 'Home', 'Popular', 'Recent', 'Font-Face Kits', 'Font-Face Generator', 'Forum', and 'Blog'. The main content area features the 'CHUNKFIVE' font page. It includes a 'Download Off' button, a description of the font as a '1 Style | OpenType | Clean, The Language of Modern Type-Faces', and a 'Show Font Samples' link. The font's character set is displayed in a grid: uppercase 'A-Z', lowercase 'a-z', and a set of punctuation and symbols. Below the character set, there are sample text snippets: 'sensational stories!', 'I THEM OFF AS TRUE!!', and 'believe it or not?'. A large 'ink's' logo is also visible. On the right side of the page, there is a circular badge that says 'DESIGN YOUR WEBSITE free online editor'. At the bottom right, there is a 'Worry-Free Webfonts' section with a 'FILTER' dropdown menu and a 'STYLE' section with various font style options like 'Stackletter', 'Calligraphic', 'Classic', 'Slanted', 'Cursive', 'Handwritten', and 'Modern'.

600 font families shown

Filters:

All categories

Thickness

Size

Width

Show all filters/widgets

Script

Latin

Style:

Show all styles

Font Family: Grumpy wizards make

Preview Text: Grumpy wizards make

Grumpy wizards make toxic

Castles One, 1 Style by Impaction Type

Grumpy wizards make

Kite One, 1 Style by Eduardo Turró

Grumpy wizards make toxic

Font Family: Grumpy wizards make

Preview Text: Grumpy wizards make

Cómo instalar una fuente desde un archivo de fuente
Si no se conoce que las categorías de fuentes

- Verificar siempre el formato de los archivos de fuentes a través de un programa de fuentes como FontForge o FontLab
- Si se desea en el formato de archivo a través de un programa de fuentes como FontForge o FontLab

Fuentes afiladas recientemente

Font Family: Grumpy wizards make

Grumpy wizards make

JACK RUNNER

KG BENEATH YOUR BEAUTIFUL

Grumpy wizards make toxic

Grumpy wizards make toxic

**What about the
contents?**





**5 MINUTES
IS
NOTHING...**



**5 MINUTES
is
everything!**

Choose
WISELY



HOW ?



Art



Music



Movies



History



Cultures



...

YOU MUST CHOOSE



BUT CHOOSE WISELY

WHERE ?



*Take your own
pictures*



*Buy stock
photos*



*Use Creative
Commons*

NEW!

Compfight



Flickr



shutterstock Más de 28 millones de fotos, ilustraciones, vectores y videos en

Subscripciones e imágenes por demanda para todos los presupuestos

BUSCAR POR CATEGORÍA

Arte
Animales
Arquitectura
Calentamiento
Danza / Música
Escapadas / Viajes

Comida
Comercio y Servicios
Cultura y Artes
Educación
Ejecución
Historia

Deportes
Ilustraciones
Música
Naturaleza
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florian.scholz



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florian.scholz

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mradwin



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photosbyChloeMuro



From
Tambako
the Jaguar

» 16,578,413 photos (See more)

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non-profit that offers an alternative to full copyright."

creativecommons.org

Briefly...

Attribution means:

You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.



Noncommercial means:

You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.



No Derivative Works means:

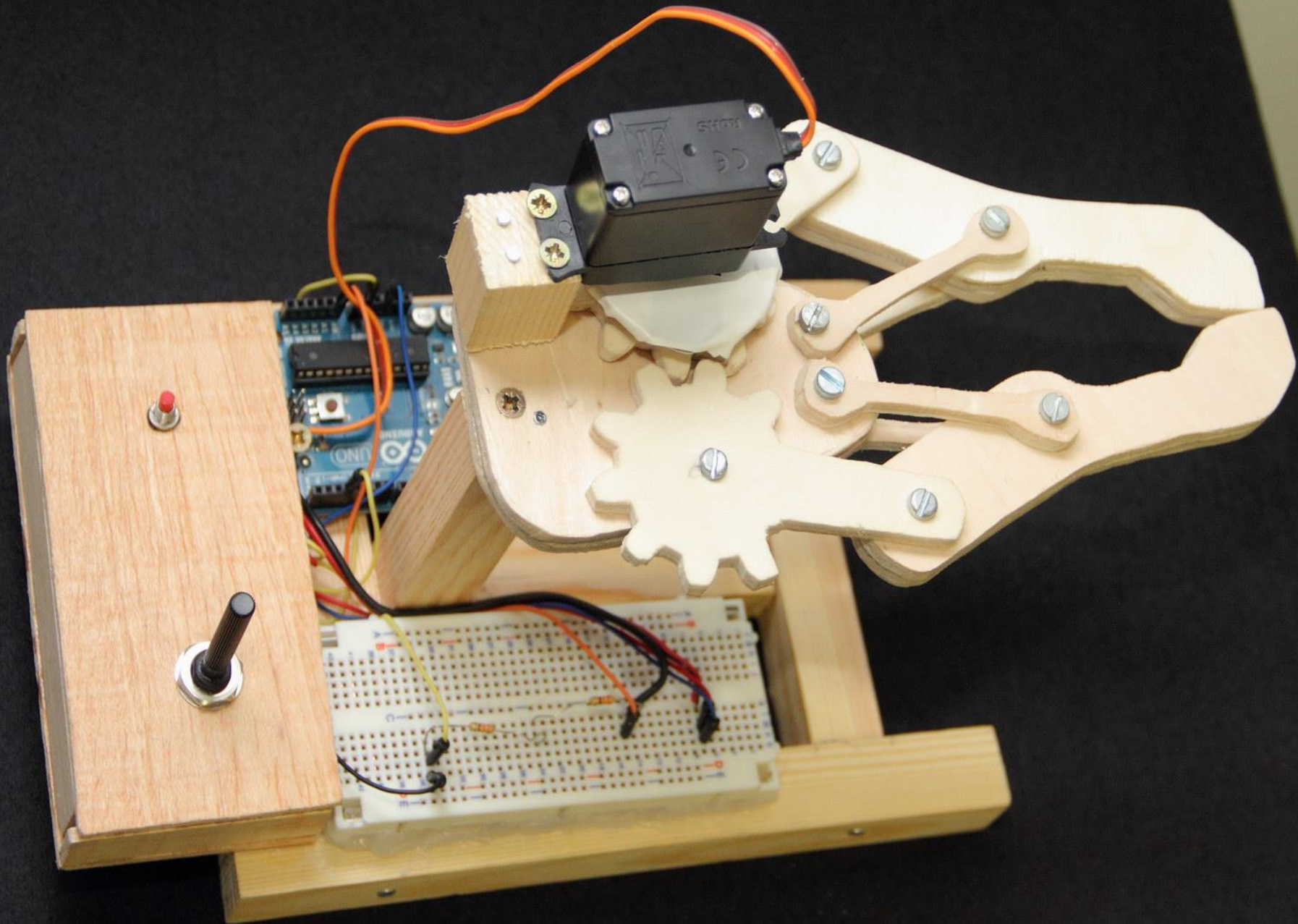
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Share Alike means:

You allow others to distribute derivative works only under a license identical to the license that governs your work.







DM54/DM7441A,141

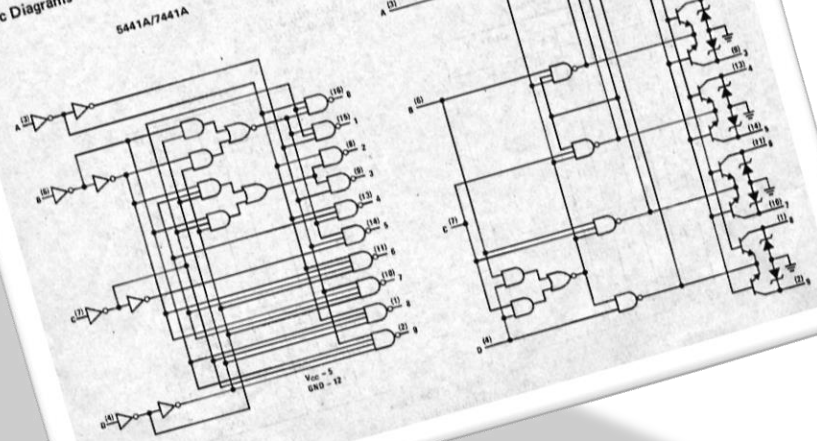
Electrical Characteristics over recommended operating free-air temperature range (unless otherwise noted)

PARAMETER	CONDITIONS	DM54/74		141		UNITS
		MIN	TYP(1)	MIN	TYP(1)	
V_{IH}	High Level Input Voltage	2				V
V_{IL}	Low Level Input Voltage		0.8		0.8	V
V_I	Input Clamp Voltage		N/A		-1.5	V
V_{OL}	On-State Output Voltage		2.5		2.5	V
			3.0		3.0	V
						μ A
I_{OH}	Off-State Reverse Current		60		50	μ A
			40		5	μ A
			1.8		15	V
I_{OH}	Off-State Reverse Current for Input Counts 10-15		70		1	40 μ A
V_{OH}	Off-State Output Voltage					80 μ A
						-1.6 mA
						-3.2 mA
I_I	Input Current at Maximum Input Voltage					
I_{IH}	High Level Input Current					
I_{IL}	Low Level Input Current					
I_{CC}	Supply Current					

Notes

- (1) All typical values are at $V_{CC} = 5V$, $T_A = 25^\circ C$.
- (2) I_{CC} is measured with all inputs grounded and outputs open.

Logic Diagrams





“Hi There...”



**WHO AM I – PROBLEM –
SOLUTION**

**PROBLEM – WHO AM I –
SOLUTION**

**“WE DON’T SELL DRILLS, WE
SELL PERFECT HOLES”.**

Black & Decker

**“WE DON’T SELL PRODUCTS,
WE SELL SOLUTIONS”.**

Put your company name here.

**“PEOPLE BUY WHYS,
NOT WHATS”.**

Steve Jobs



83
Lex

A LOUER

PROFIT NO BETTER

GRAND HOTEL
PROFIT NO BETTER
WWW.PROFITNOBETTER.COM







aparka 

1

2





Amsterdam,
September 4th

Meet Europe's next generation
of research entrepreneurs

Audience Favourite ClimateLaunchpad European Final
CleanTech start-up
The Sexy Plant
won the ClimateLaunchpad Award

The Sexy Plant

ClimateLaunchpad 2015
EIT Climate

Climate-KIC is supported by the European Union
EIT, a body of the European Union

**“WE HOPE, WE WILL
TRY, MAYBE”**

**“WE WILL BE, WE
ARE”.**

COVER SLIDE

DEAL

MARKET

VALUE PROPOSITION

product/solution

IMPACT

COMPETITIVE ADVANTAGE / STRATEGY

TEAM

MERCADO

MERCADO DE LA MÚSICA ONLINE

ESPAÑA 192M €

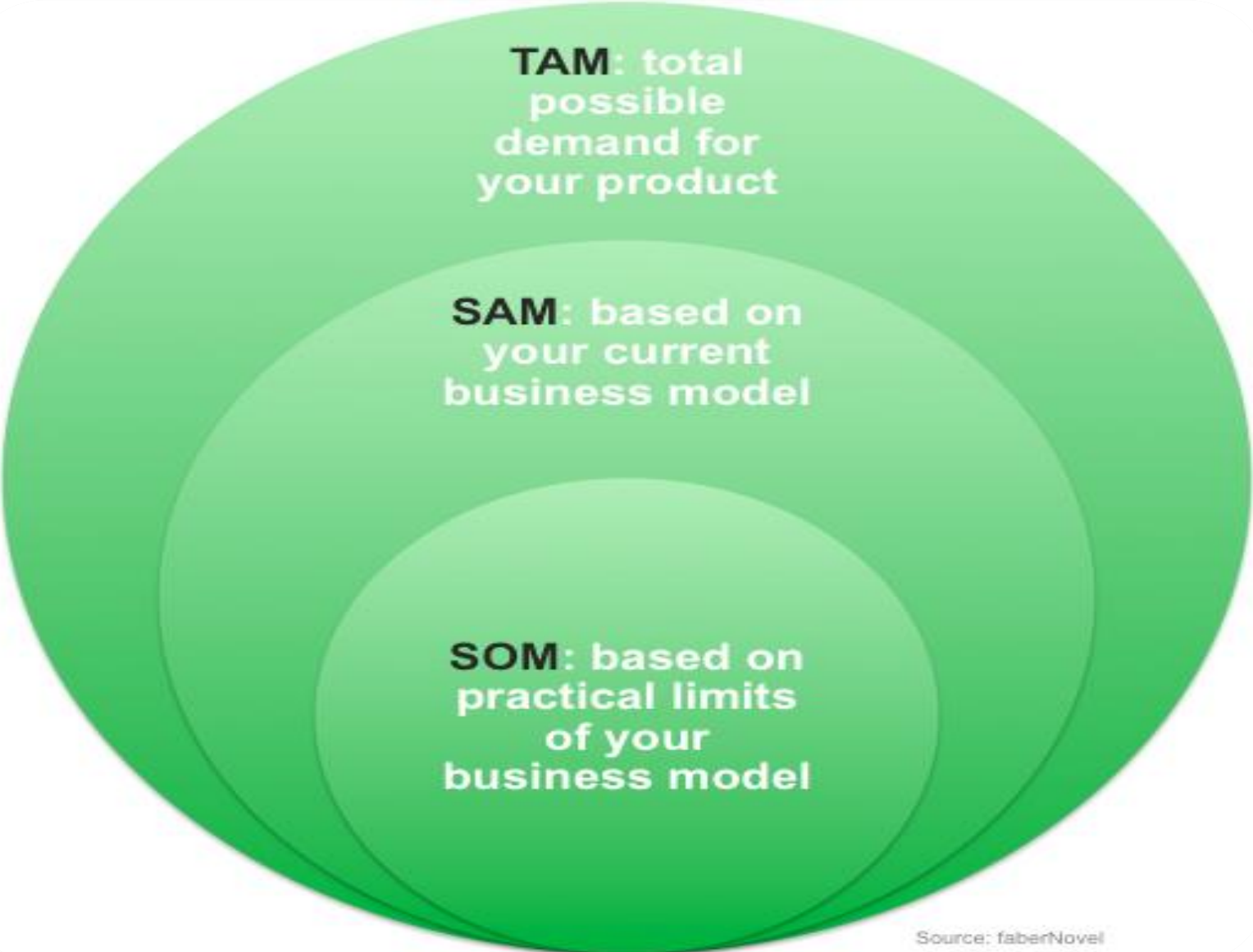
A.LATINA 759M €

MUNDIAL 5.200M €

PREVISIÓN
2014
15.772M €

94.000 M

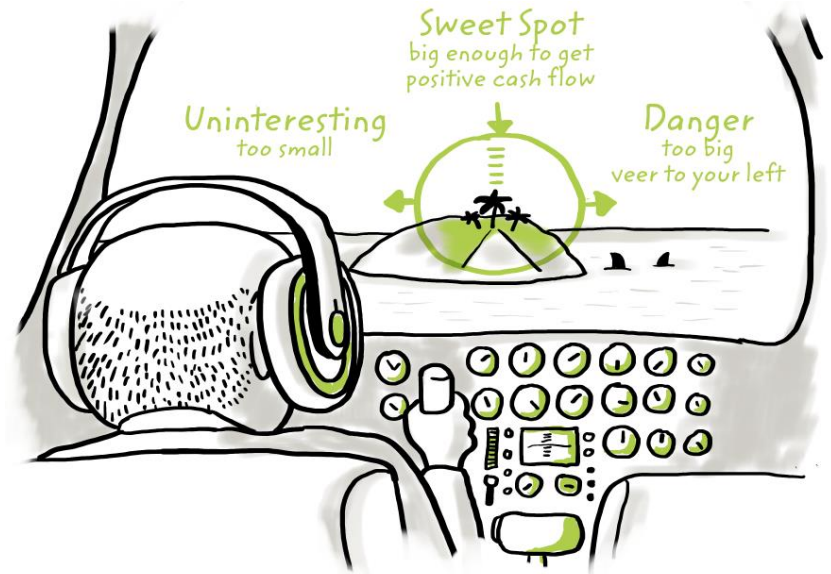
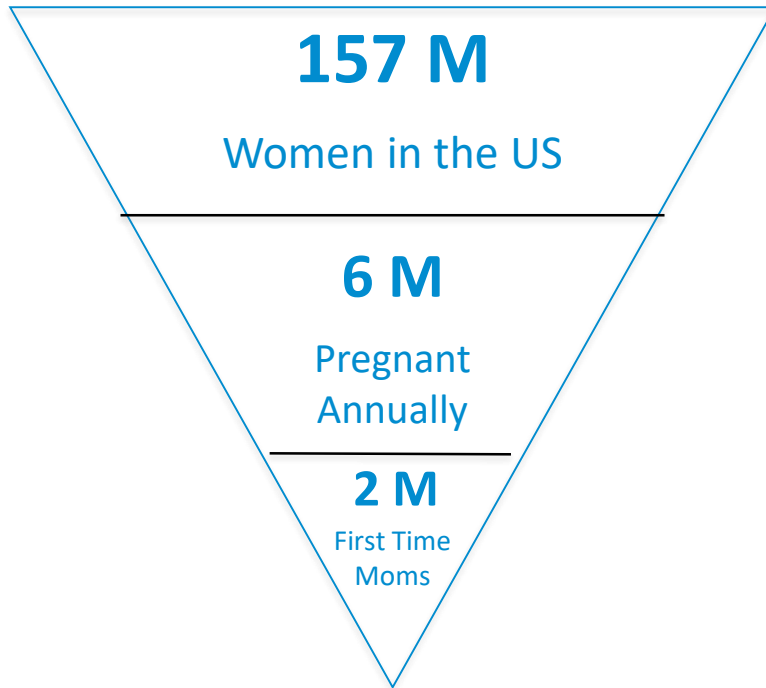
CANCIONES ESCUCHADAS ONLINE
EN 2012 A NIVEL MUNDIAL



TAM: total possible demand for your product

SAM: based on your current business model

SOM: based on practical limits of your business model



Beachhead TAM calculation
is your sanity check
that you are headed
in the right direction



VetiGoal

Beachhead Market

Waste Management
Facilities in Valencia Region



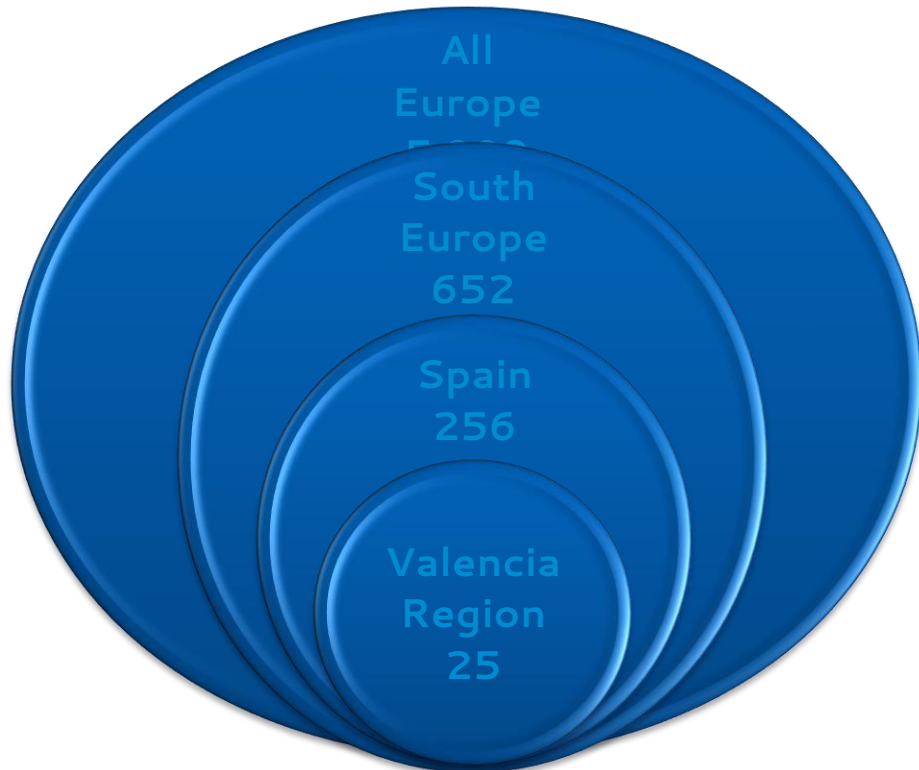
Adjacent
Markets

Activities/places
with sewage and
black waters

WWTP

Agroindustry

"Prison"



COMPETITIVE ADVANTAGE

- Customer lock-in
- Long-term agreements
 - Suppliers, customers, distributors
- Regulation
- Branding
- Intellectual property
 - Patents, trademarks, copyrights, trade secrets

BARRIERS TO ENTRY



- Someone else with ample funds cannot enter your market because...

CATEGORÍAS

[Novedades](#)

[Top Ventas](#)

[Promociones](#)

[Segunda Mano](#)

[Juegos de Tablero](#)

[Juegos de Cartas](#)

[Juegos para Niños](#)

[Juegos de Importación](#)

[Juegos de Dados](#)

[Expansiones de juegos](#)

[Juegos de Rol](#)

[Suplementos de Rol](#)

[Libros y Revistas](#)

[Accesorios](#)

[Torneos](#)

[Géneros](#)

[Marcas](#)

PROMOCIONES

JUEGOS EN

[Home](#) > [Juegos de Tablero](#) > [Star Wars Rebellion \(castellano\)](#)



STAR WARS REBELLION (CASTELLANO)

Vive la Guerra Civil Galáctica como nunca antes la has vivido. En el juego de mesa **Star Wars Rebellion**, controlarás por completo **al Imperio Galáctico o a la incipiente Alianza Rebelde**. Con **más de 150 miniaturas de plástico y dos tableros de juego representando los treinta y dos sistemas más importantes de la galaxia**, Rebellion es tan grande como el universo de Star Wars merece ser.

Cantidad

Disponibilidad: **48 HORAS**



87,96 €

[Añadir al carrito](#)

[Pedir información](#)

OTROS PRODUCTOS DE LA MISMA CATEGORÍA:



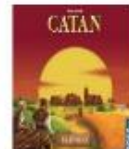
Carcassonne
Edición Invierno



King Of Tokyo
2016



Martinique



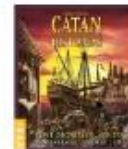
Los colonos de
Catán (edición
2015)



Ora Et Labora

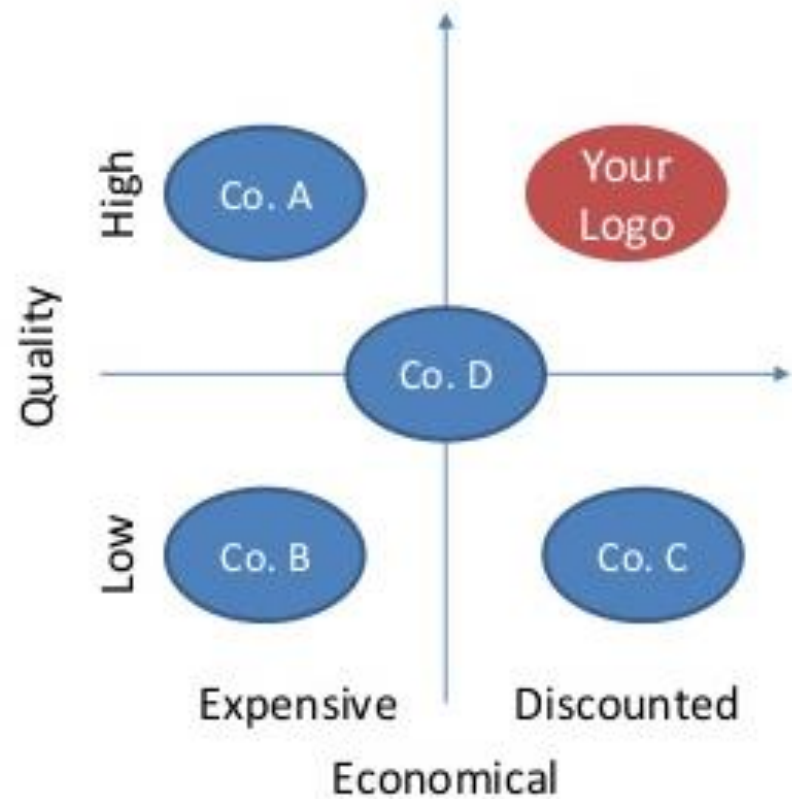
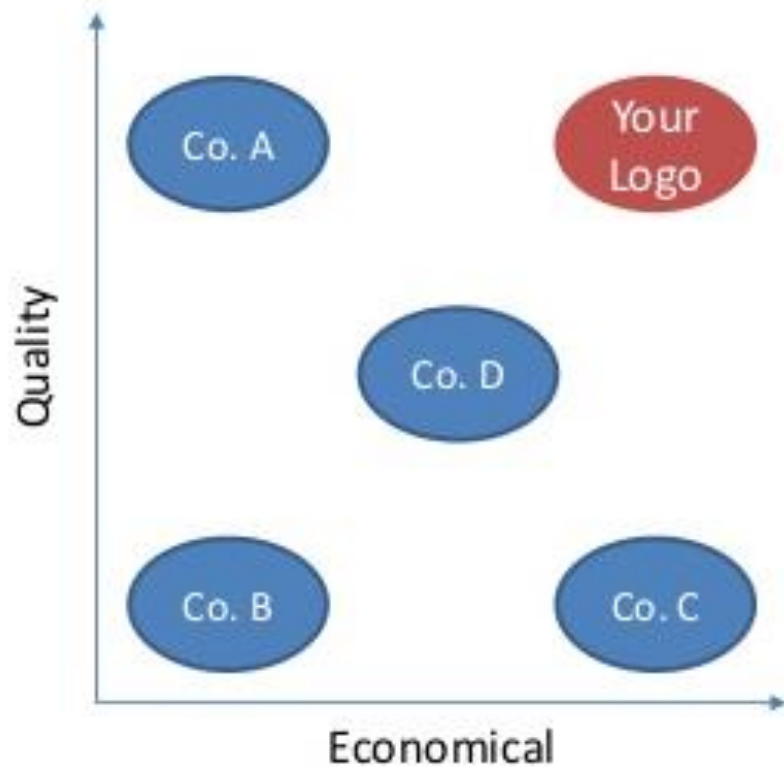


Catán: Los
Colonos de
América

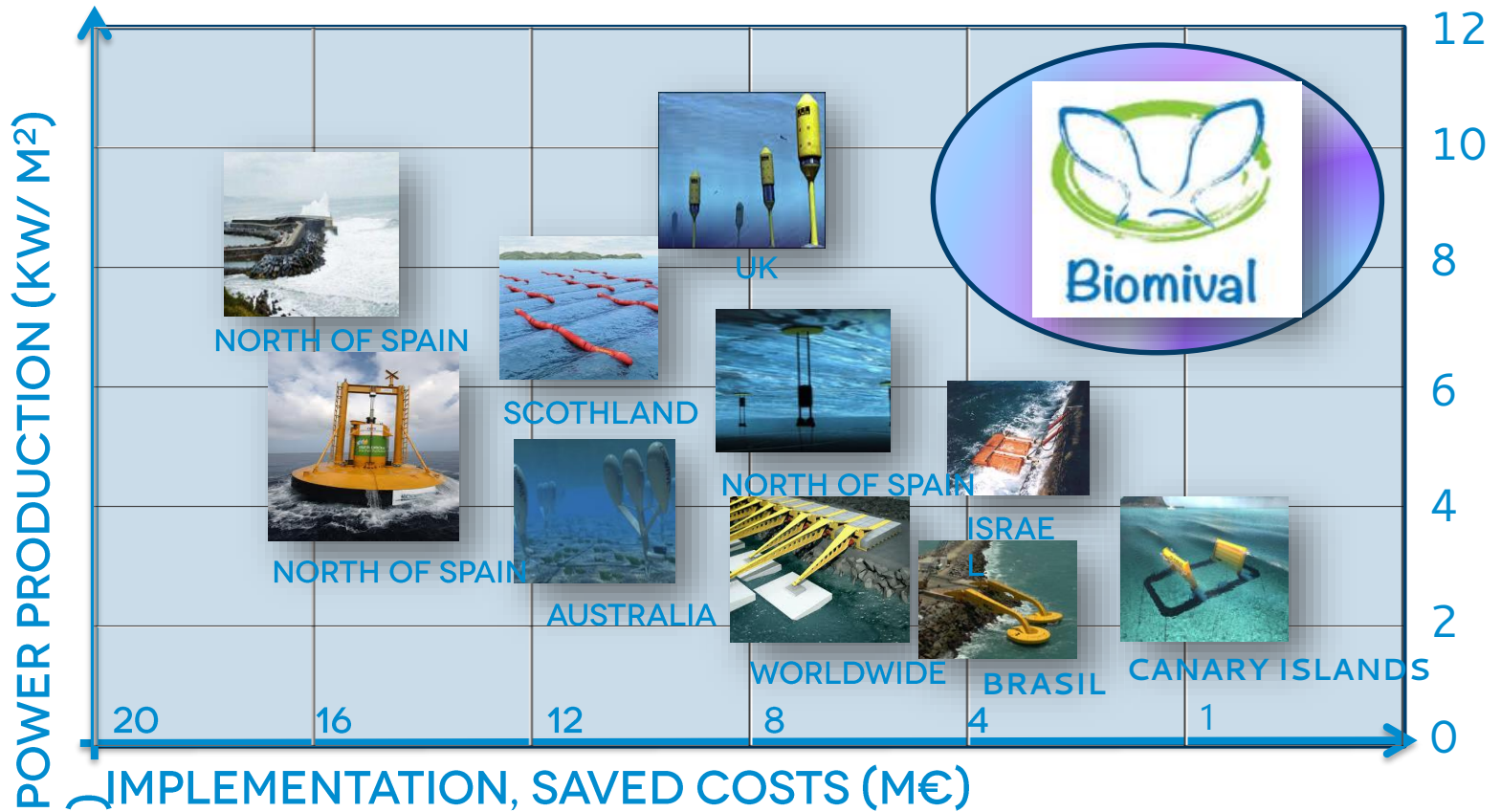


Catán: Los
Colonos de
Europa

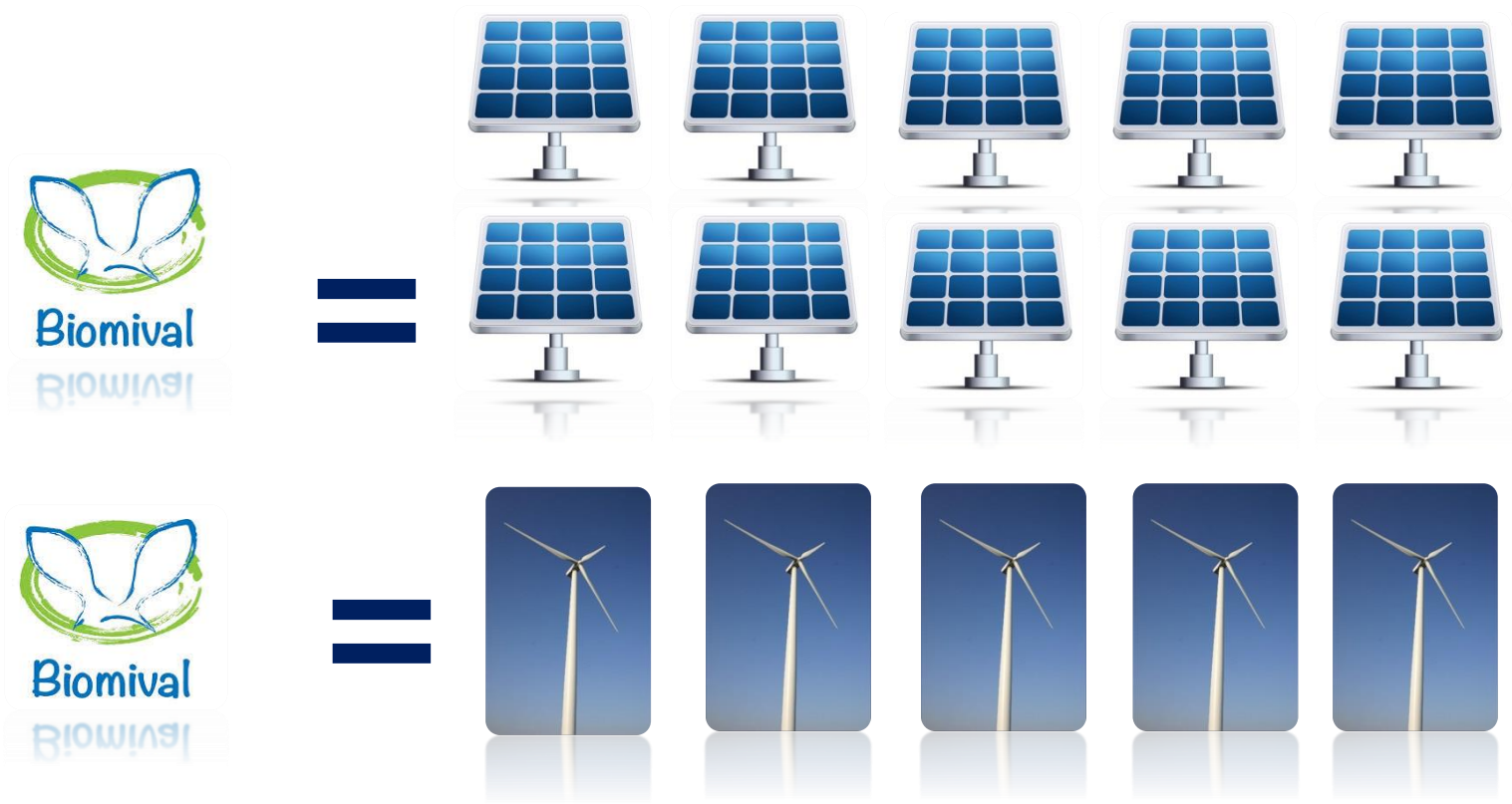
Market Landscape (Example 2)



ANALYSIS OF COMPETITORS



BIOMIVAL COMPARED TO SOLAR/WIND POWER GENERATION



... CONSTANT, PREDICTABLE AND HAS NO POWER VALLEYS.

BUDGET

CONSULTING	\$ 50K
STUDIES	\$ 20K
- PREPARATION	\$ 11K
- PANEL A	\$ 1K
- PANEL B	\$ 2K
- PANEL C	\$ 3K
PRODUCTION	\$ 18K
- SHOOTING	\$ 6K
COMMUNICATION	\$ 12K
- PRINTING	\$ 4K
TOTAL	\$ 100K

BUDGET

CONSULTING

STUDIES

PRODUCTION

COMMUNICATION

EQUIPO



David Leiva

Co-Founder & CCO



Paula Mascarós

Co-Founder & CEO



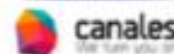
Jose Garcia-Luengo
Co-Founder & CTO



Guilherme Vinicius
Back-End Dev.



Domingo Casarubio
Front-End Dev.



Maria Escrivà
Co-Founder & CFO



-LINEEX-



Alfredo Cuadrón
CMO



COVER SLIDE

DEAL

MARKET

VALUE PROPOSITION

product/solution

IMPACT

COMPETITIVE ADVANTAGE / STRATEGY

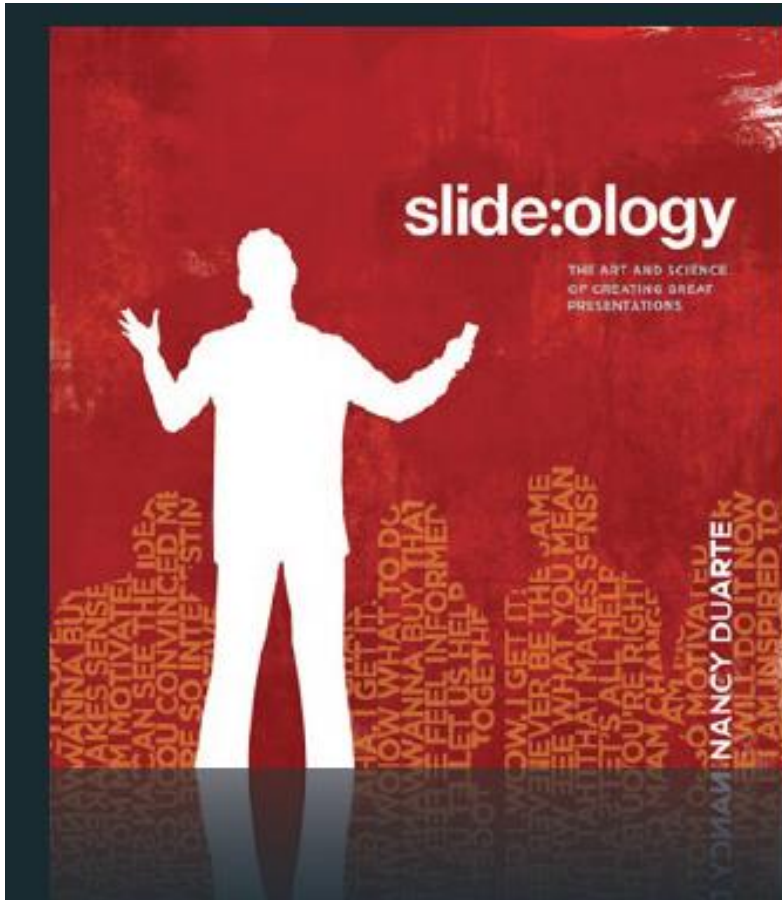
TEAM



Do it with your

own

style



NEW!

Note and Point



Slideshare



and...



JUST TRY.



"NO!

Try not!

DO or DO NOT,
There is no try.!"