



# Apresentando a proposta de startup: pitch

Prof. José Reinaldo Silva





Aula	Tema	Data
Aula09	Ecosistema e design de TS	26/10
Aula10	Documentação de Projeto	09/11
Aula11	Lean startup e MVPS	16/11
Aula12	O processo de negócio	23/11
Aula13	A busca por financiamento	30/11
Aula14	<u>Como fazer um bom pitch</u>	07/12
Aula15	Entrega do projeto final	14/12

2o. Exercício

3o. Exercício

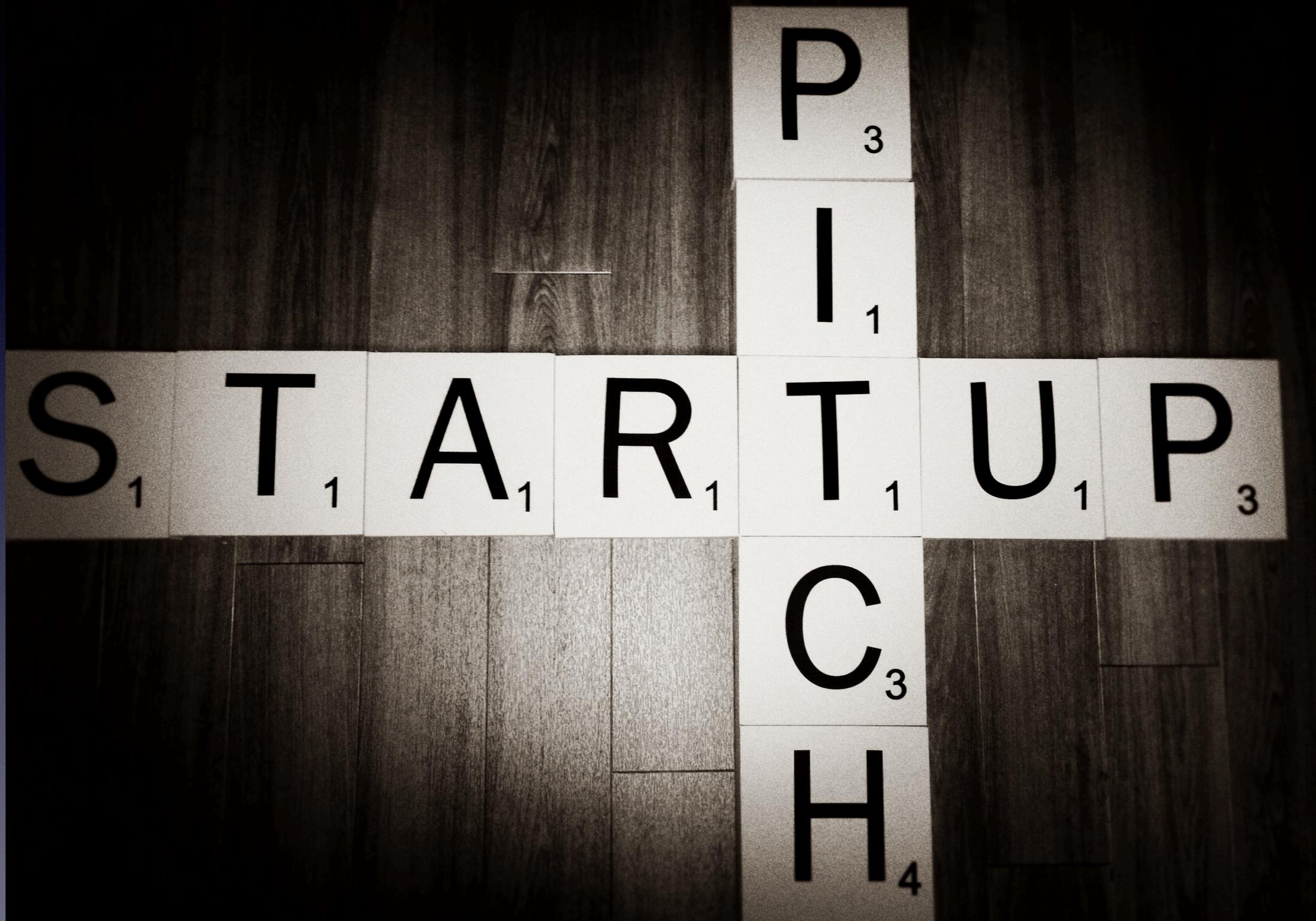


Onde estamos?

Cada um dos grupos tem uma proposta de startup

Tech startup?







## Elevator pitch presentation





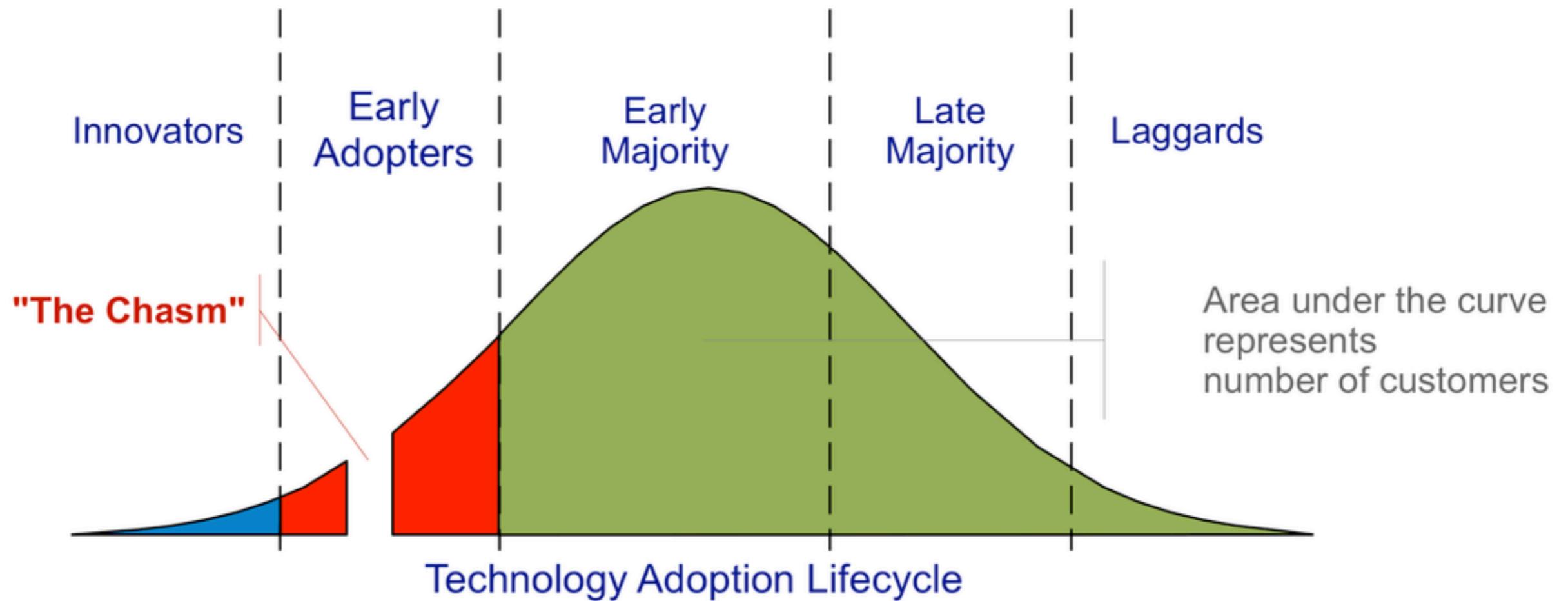
O que seria avaliado...?



A capacidade de “tirar leite de pedra”!



# The Bell Curve





## O candidato inteligente

Vitor Amaral Kiguchi 10274033  
Vidal Gonzalo Flores Rojas 10773029  
Christopher Ricardo Escalante Hallasi 14494432  
Luísa Heise 10705784

## Maitê

sua companheira na busca de imóveis

# SMART DISPENSER

PMR3410 - Empreendedorismo de Base Tecnológica (2023)

PMR3410 - Empreendedorismo de Base Tecnológica

## Tech-Startup: Sagaz

Arthur Ferreira Banhos 11261868  
Lucas Zago Barreto da Silva 11260933  
Lucas de Moraes Souza 11257946  
Roberto Gabriel Gondim Sobral 11258061



## WE WATCH

Fernando Ferreira Doria - 10772219  
Henrique Gropelli - 11280817  
Lucas Borba Pugliese Ribeiro - 10773287  
Nathan Aguiar Carvalho - 10773519



## Equipe

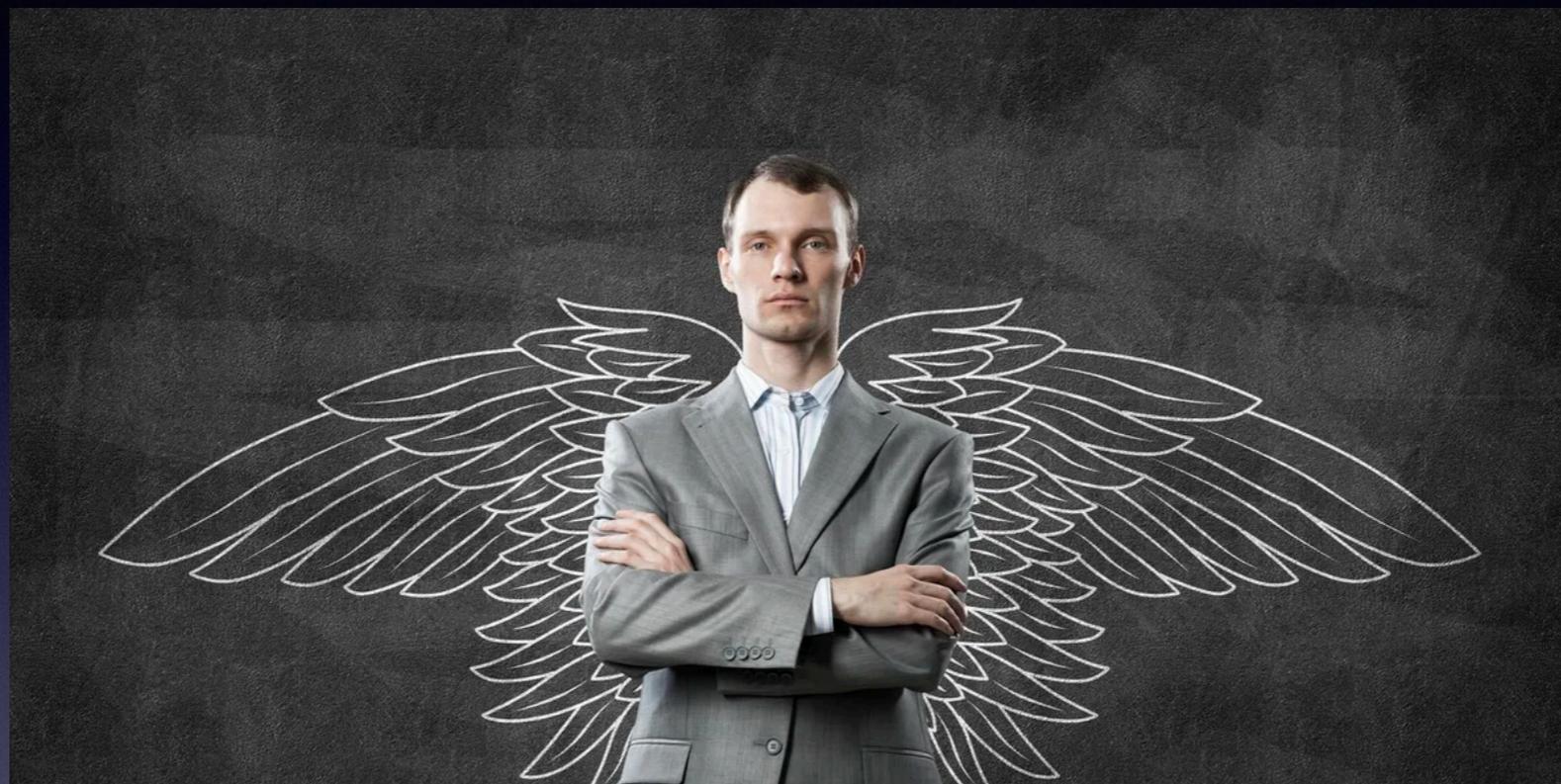
- Bruno Uchôa Brandão e Silva - 12412440
- Gianluca Berardi - 9345849
- Raphael de Souza Cibulka - 11261465
- Rayan Luz Ralile - 12412502



## What's Your Elevator Pitch?

An elevator pitch is meant to be a quick overview of your idea that you can present in the event that you find yourself in an elevator with a potential investor or customer and have just 30 seconds to pitch them.

Maurya, Ash. Running Lean (pp. 195-196). O'Reilly Media. Kindle Edition.



*Ponha-se no lugar de um "anjo investidor"...*



## Os "tipos" principais de pitches.

pitches "tecnológicos"  
narrativos



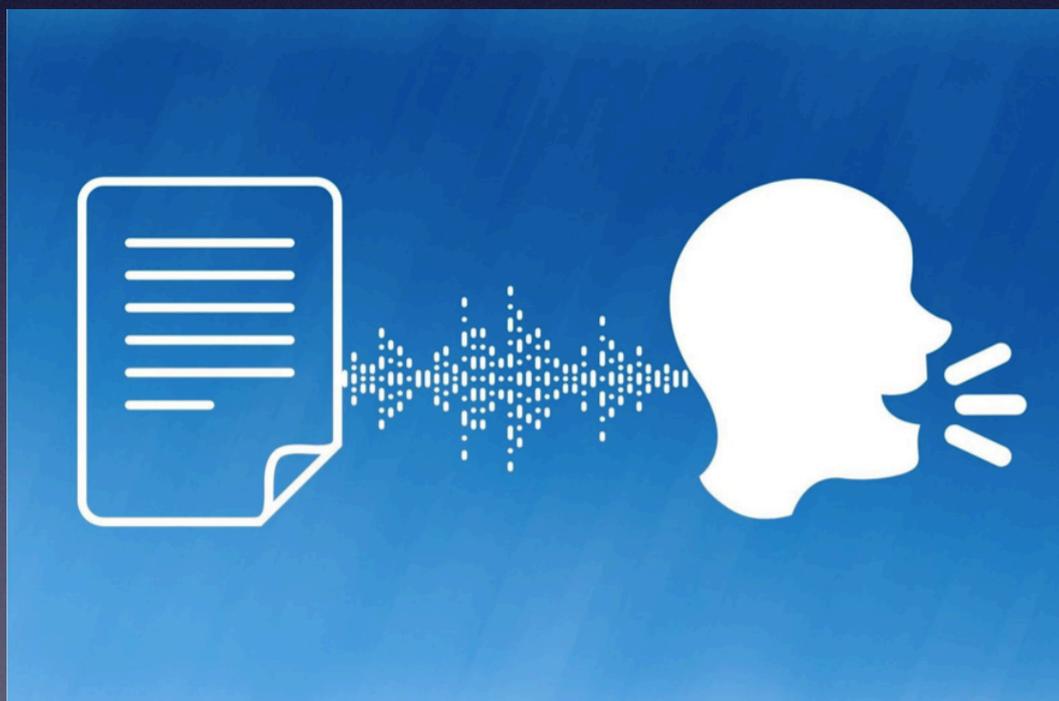
- Criamos um sistema baseado em inteligência artificial simbólica e machine learning para avaliar riscos de inadimplência.



## Os "tipos" principais de pitches.

### pitches focados na solução

- O sistema baseado em IA avalia os riscos de cada usuário com máxima segurança dos dados, disponibilizados apenas para o avaliador.





## Os "tipos" principais de pitches.

### pitches "comerciais"

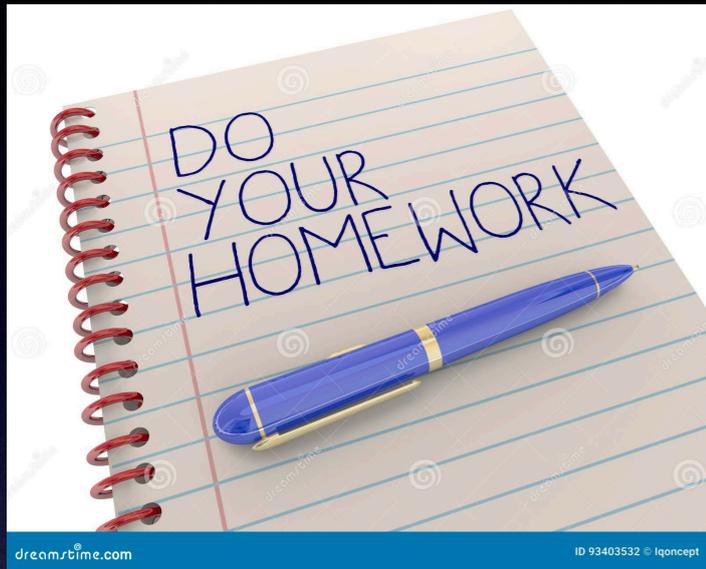


- O sistema reduz em 30% o custo e o tempo de avaliação de riscos para usuários de um sistema de crédito.



O que o "incomoda" em cada caso?

- Na narrativa tecnológica?
- No discurso direcionado à "solução"?
- No discurso "comercial"?

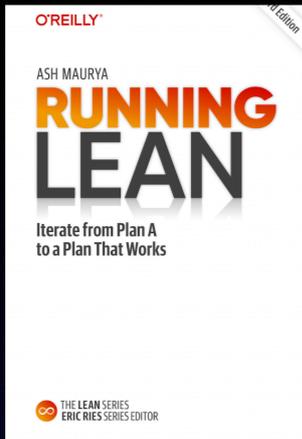


Qual seria o “dever de casa” para preparar um bom pitch?



## Lean Canvas

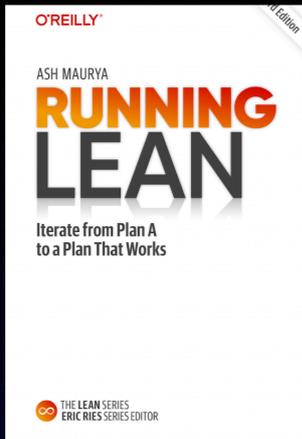
<b>Problem</b> List your customers' top 3 problems	<b>Solution</b> Outline possible solutions for each problem	<b>Unique value proposition</b> Single, clear, compelling that turns an unaware visitor into an interested prospect	<b>Unfair advantage</b> Something that can't be easily copied or bought	<b>Customer segments</b> List your target customers and users
<b>2</b>	<b>4</b>	<b>3</b>	<b>9</b>	<b>1</b>
<b>Existing alternatives</b> List how these problems are solved today	<b>Key metrics</b> List key numbers telling how your business is doing today	<b>High-level concept</b> List your X for Y analogy (e.g., YouTube = Flickr for videos)	<b>Channels</b> List your path to customers	<b>Early adopters</b> List characteristics of your ideal customer
	<b>8</b>		<b>5</b>	
<b>Cost structure</b> List your fixed and variable costs		<b>Revenue streams</b> List your sources of revenue		
<b>7</b>		<b>6</b>		



# A base para um bom pitch: o L-canvas

<b>Problem</b> List your customers' top 3 problems  <b>2</b>	<b>Solution</b> Outline possible solutions for each problem  <b>4</b>	<b>Unique value proposition</b> Single, clear, compelling that turns an unaware visitor into an interested prospect  <b>3</b>	<b>Unfair advantage</b> Something that can't be easily copied or bought  <b>9</b>	<b>Customer segments</b> List your target customers and users  <b>1</b>
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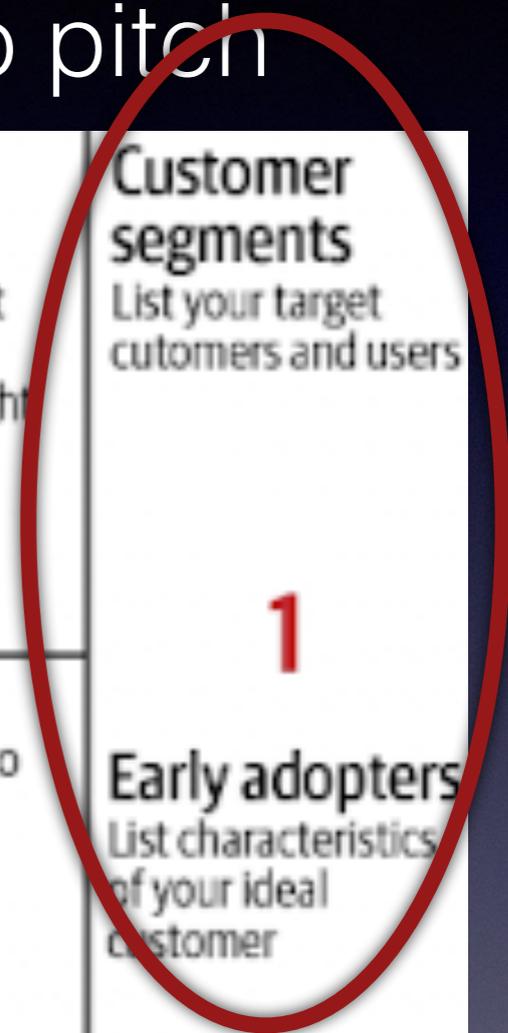


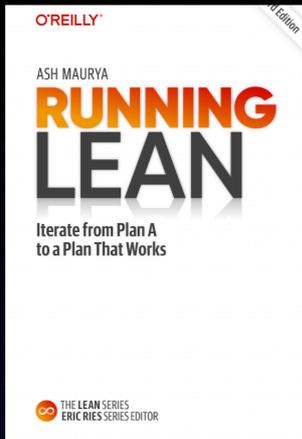


Mas qual a ordem e o foco no pitch

A quem se destina?

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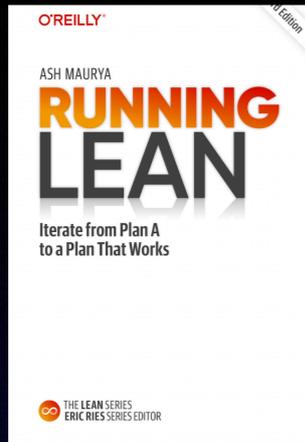




Mas qual a ordem e o foco no pitch

Qual o valor agregado da sua proposta?

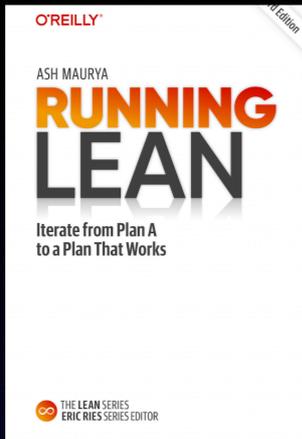
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Mas qual a ordem e o foco no pitch

Qual é a proposta de Startup?

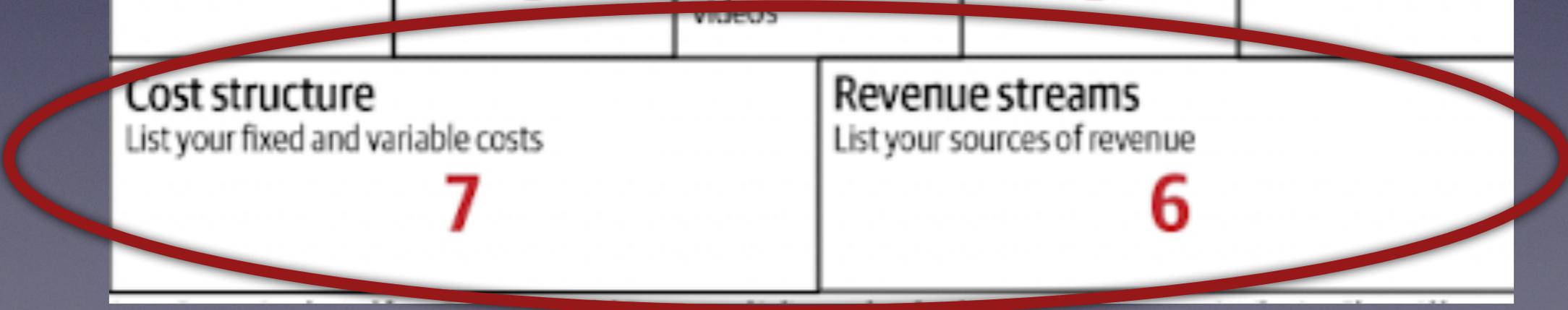
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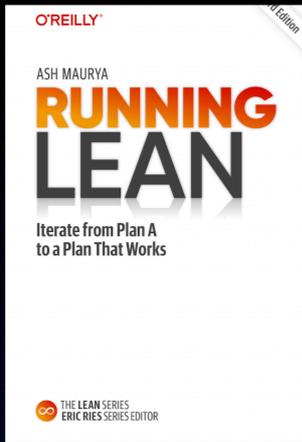


# Mas qual a ordem e o foco no pitch

Qual é o negócio?

<b>Problem</b> List your customers' top 3 problems  <b>2</b>	<b>Solution</b> Outline possible solutions for each problem  <b>4</b>	<b>Unique value proposition</b> Single, clear, compelling that turns an unaware visitor into an interested prospect  <b>3</b>	<b>Unfair advantage</b> Something that can't be easily copied or bought  <b>9</b>	<b>Customer segments</b> List your target customers and users  <b>1</b>
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Mas qual a ordem e o foco no pitch

Qual o diferencial Competitivo?

<b>Problem</b> List your customers' top 3 problems  <b>2</b>	<b>Solution</b> Outline possible solutions for each problem  <b>4</b>	<b>Unique value proposition</b> Single, clear, compelling that turns an unaware visitor into an interested prospect  <b>3</b>	<b>Unfair advantage</b> Something that can't be easily copied or bought  <b>9</b>	<b>Customer segments</b> List your target customers and users  <b>1</b>
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<https://www.anjosdobrasil.net/pitch.html>

## Como fazer um pitch



*O pitch é uma ferramenta usada pelos empreendedores para “vender” o projeto da sua empresa para potenciais investidores. O tempo de apresentação é curto (entre 3 e 10 minutos) e deve trazer informações que sejam capazes de chamar a atenção do anjo, como:*

1. **Why should I care?**
2. **Why should I believe?**
3. **Why should I join?**



Cover slide

Quem é você?



**Pitch Deck**

Book rooms with locals rather than hotels



Definição do problema,  
motivação

Público alvo



**Problem**

**Price** is an important concern for customer 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.



Solução  
Produto/serviço

Tecnologia



**Solution**  
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



Processo de negócios  
Por que investir

← Investimento



Market Validation

craigslist.com

670,000  
TOTAL USERS

couchsurfing.com

17,000  
TEMPORARY HOUSING LISTINGS

In SF & NYC from  
7/09 to 7/16



Why should I care?



Retorno do investimento  
Proposta \$



Startup

Why should I believe it?



Why should I join?



Mostre o produto/serviço  
ou Protótipo

← Confiabilidade





Lucas Moreira - o que parece o "tio" na foto ao lado - será o anjo. Na foto aparece com a equipe do primeiro semestre de mecatrônica vencedora do competição de startup de PMR3100.





**LUCAS MOREIRA**  
CBA SEMENTES

**COMO SER  
UMA STARTUP  
INOVADORA**

cobizz  
**NINGUÉM  
te CONTOU**  
2ª TEMPORADA



AGTECH

## Especialistas dão dicas de como buscar anjos investidores para startups

Redes de profissionais dispostos a colaborar com networking, aporte financeiro e consultoria estão ao alcance de empreendedores interessados em alavancar negócios

4 min de leitura

ALANA FRAGA

08 FEV 2021 - 07H45 | ATUALIZADO EM 08 FEV 2021 - 07H45



<https://globorural.globo.com/Noticias/Agtech/noticia/2021/02/especialistas-dao-dicas-de-como-buscar-anjos-investidores-para-startups.html>



Como será a apresentação dos pitches?

Vocês podem simplesmente trazer a sua apresentação para a aula.

Cada grupo exhibe o seu pitch em 3 minutos e teremos até cinco minutos para perguntas e comentários do anjo.



Depois das apresentações e dos comentários do “anjo” cada equipe deve escolher outra equipe e comentar a respeito do trabalho dela em 3 minutos.



Seria bom chegarem no horário da aula (11:00h), e certamente não podem estar ausentes na apresentação do seu próprio grupo.



## Avaliação

### Trabalhos em grupo:

1. Proposta de criação de uma startup de base tecnológica
2. Proposta de produto/serviço e modelo de negócio
3. Proposta completa (apresentação no modelo pitch)

1. Proposta: 20%
2. Projeto preliminar: 30%
3. Projeto com BP + Pitch: 50%



### 3. Projeto com BP + Pitch: 50%

Nota do projeto (escrito/canvas)

Nota dada pelo “anjo”

Nota do pitch dada pelo professor



[https://elements.envato.com/presentation-templates/pitch?cl=3&cl\\_cta=sat](https://elements.envato.com/presentation-templates/pitch?cl=3&cl_cta=sat)

All Items / Presentation Templates

## Pitch Presentation Templates And Themes

Here you can find 33,037 templates and themes. Take a look at the entire library. Make your presentations look the best!

### Filters

#### Refine by

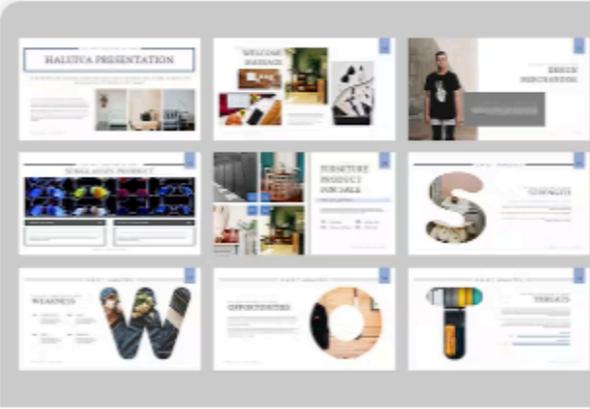
#### Applications Supported

- Keynote 10,789
- PowerPoint 12,947
- Google Slides 10,671

Related: animation investor marketing pitch pitch deck powerpoi Sort by Relevant



**Pitch - Keynote Template**  
By Slidehack

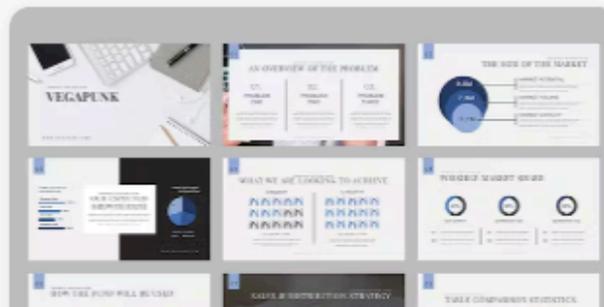


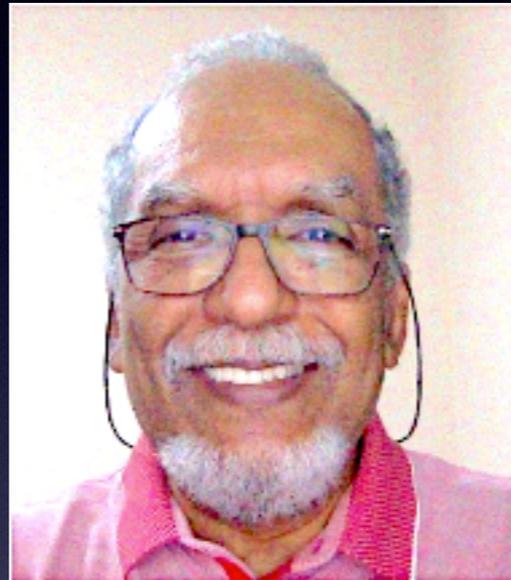
**Haluiva : Pitch Deck Keynote Template**  
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Perguntas?