

## Overview

As startup founder, you know that investors should be as excited about the potential impact of your innovation as you are. And yet, like many entrepreneurs, you struggle to get investors engaged during your pitch, leading to frustration and missed opportunities on both sides. You may feel as though you are dumbing down your technology while the investors think you don't understand business.

Sound familiar? If so, you may be pitching a great investment opportunity, but your audience isn't hearing you.

The "Perfect Pitch" Workshop is designed to help you tune your words for the ears of your audience so that they do get it: they will understand how your invention is the foundation for a successful business. When they understand, they will be willing to put in the time and energy to understand your technology and to invest money in your company.

In the workshop, you will learn a simple, straightforward process for:

- Addressing the 10 aspects of your business that are critical to your success;
- Incorporating those issues into an engaging and compelling pitch; and
- Identifying any major holes in your business plan.

The workshop is highly interactive, providing you with many opportunities to practice your elevator pitch. You will also get practical tips and tools for avoiding mistakes that even seasoned entrepreneurs make when they pitch, for developing and delivering your presentation, and for strengthening any weak parts of your value proposition.

At the end of the day, one entrepreneur will have the opportunity to deliver their 10-minute pitch and receive an hour of live coaching in front of the audience.

## About Linda Plano

Linda founded Plano & Simple based on her experiences at the Massachusetts Technology Transfer Center (MTTC) where she was officially the Associate Director and unofficially both coach and "yenta" to literally hundreds of entrepreneurs for the state of Massachusetts. Her clients have gone on to raise well over \$250M in equity and grant funding.

Linda's success as a coach is based on a unique combination of training in technology (PhD Materials Science & Engineering, Stanford; BS Physics, MIT), experience in executive management and new business development in companies ranging from very early stage startups to multinational conglomerates and innate ability to communicate complex ideas simply in both words and graphics.

In addition to coaching, Linda has managed over a dozen major investor pitch events including conferences showcasing about 200 emerging clean energy businesses and early stage life sciences companies. She also helped to produce 50 smaller events, each featuring one coached entrepreneur pitching to a hand-picked group of experts who then provided candid feedback and advice.

Her work in entrepreneurship led to awards from the Massachusetts Technology Leadership Council, the MIT Enterprise Forum of Cambridge and the Global MIT Enterprise Forum, as well as board seats on the Massachusetts Renewable Energy Trust, the New England Clean Energy Council and both the local and global MIT Enterprise Forums.



## Comments from past attendees

You took us from .....hey we have a good idea to .....hey here is \$125,00 from two respected companies to invest in RadiantLink. That would not have happened if we had not attended that workshop that day.

*Aura Lee MacPherson*

Best things about the workshop: The structure - 10 Questions - can be used by companies to \*focus\* on creating their pitch... your presentation style: very engaging and easy to listen to. Can tell you actually care about us.

*Chantelle J.*

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The amount of room/ peer interaction was invaluable. As a small business owner, listening and receiving positive feedback/ criticism is significant in how to best prepare a sales or investor pitch. You don't get that kind of feedback working on a pitch at 1 AM by yourself.

*Brennan T*

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Having the opportunity to \*write\* the pitch and revise the pitch. I was worried that it was just going to be a lesson with no practical application. Very helpful to get pen to paper!

*Kirsten M.*

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Your stories were helpful and interesting. You have so much knowledge and experience. "It's a conversation, not a presentation" - good \*easy\* -> simple quote to remember.

*Doug M.*

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I really liked how it was very relevant to technology-based businesses. Unlike so many entrepreneurship presentations, it was all relevant to a technology business.

*Regan G.*

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All the content was clearly outlined with the 10 Questions which helps immensely in creating a pitch from scratch.

*Aubre B.*

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It was systematic, which made it comprehensible. Taking the questions one by one made it simple to put together the "Perfect Pitch"

*Zafer B.*

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The interaction with the audience and passion felt from Linda. Liked the step-by-step approach going through each question at a time. Great workshop. Enjoyd it and took a lot from the day.

*Trenton M.*

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Intense, logical, comprehensive in terms of what has to be covered in a pitch. B) the questions are an excellent "checklist" and will benefit both companies that are pitching and investors - will save time all around.

*Michael L.*

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Thanks I had a good learning day with no yawns whatsoever! First of all, I really enjoyed the workshop today and it was worth it because the complexity and big picture of business was good to see put simply. A) straightforward constructive criticism and advice; b) learners should be prepared, not defensive because you want to help quickly and as painless as possible.

*Angela P.*

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### **Contact Information**

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