

# Pitch Deck Storytelling

## Change the World With Stories

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Engineer, Author, & Entrepreneur  
ED, JSY Giving





entire

people group firm

oitus  
GF  
A HONEYBEE

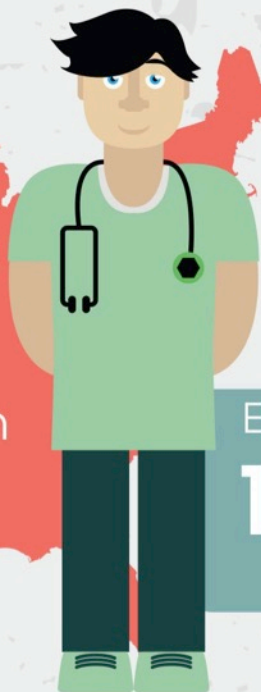
WANT TO BELIEVE  
of Employees  
BANK HALLBORG  
VSE

# LEUKEMIA

By the Numbers  
in the  
United States

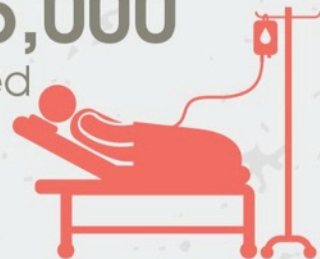
Over  
**327,000**

people are estimated to  
be living with **Leukemia** in  
the United States



**35,000 - 55,000**

people are estimated  
to be living with  
Myelodysplastic  
Syndromes in the US



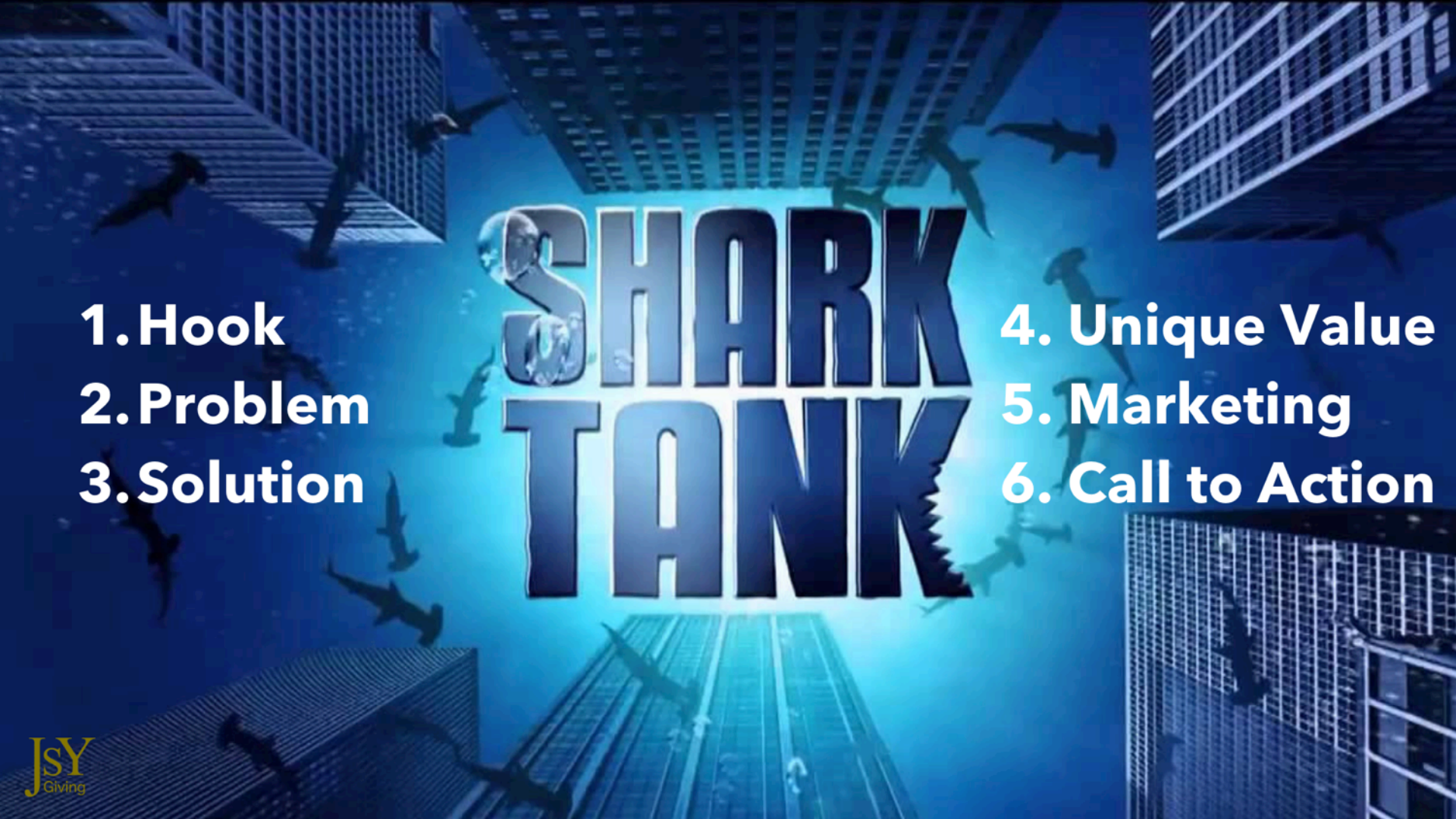
Every day

**143** Americans  
diagnosed  
with Leukemia





# Stories Have Structure

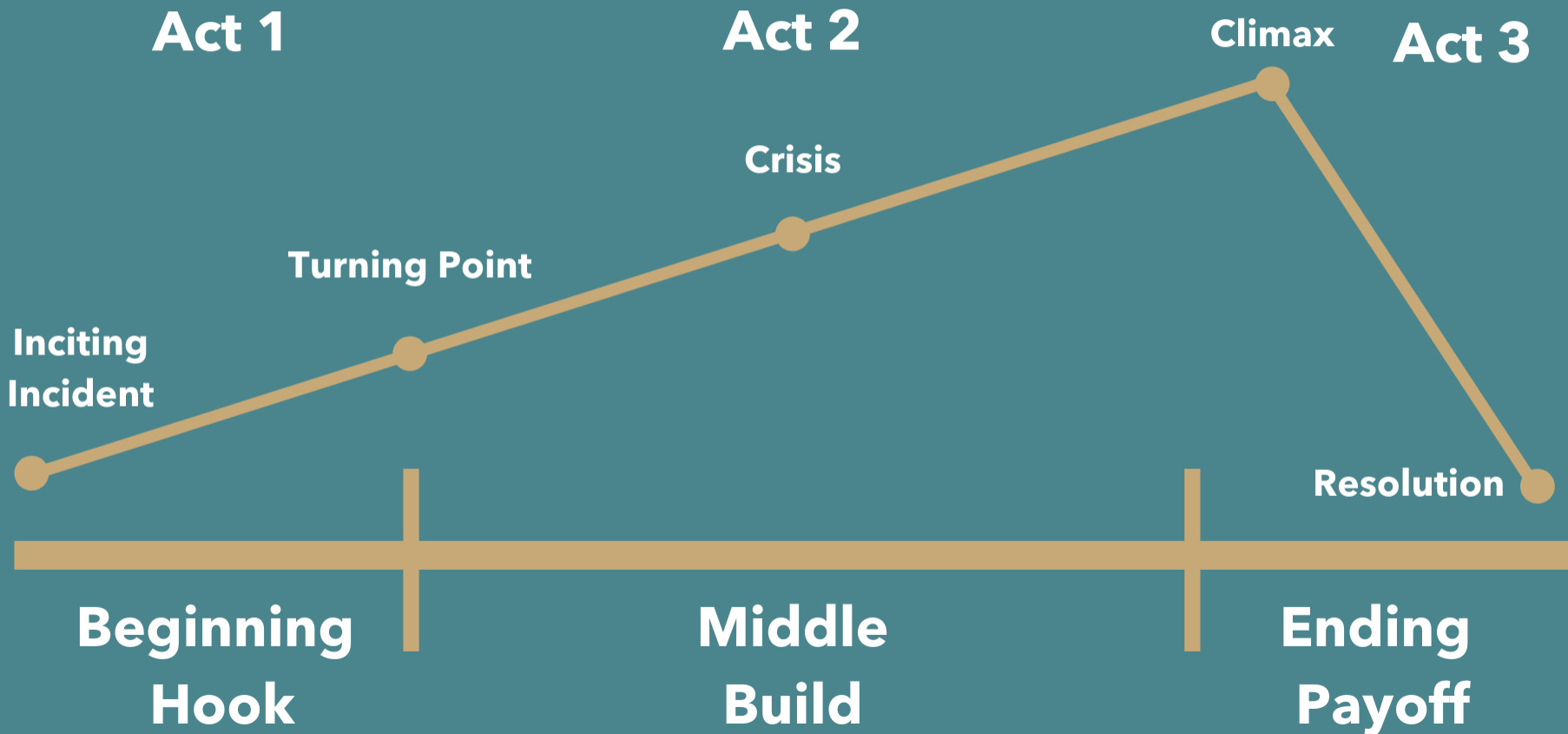


**1. Hook**  
**2. Problem**  
**3. Solution**

**4. Unique Value**  
**5. Marketing**  
**6. Call to Action**



# Three Act Structure

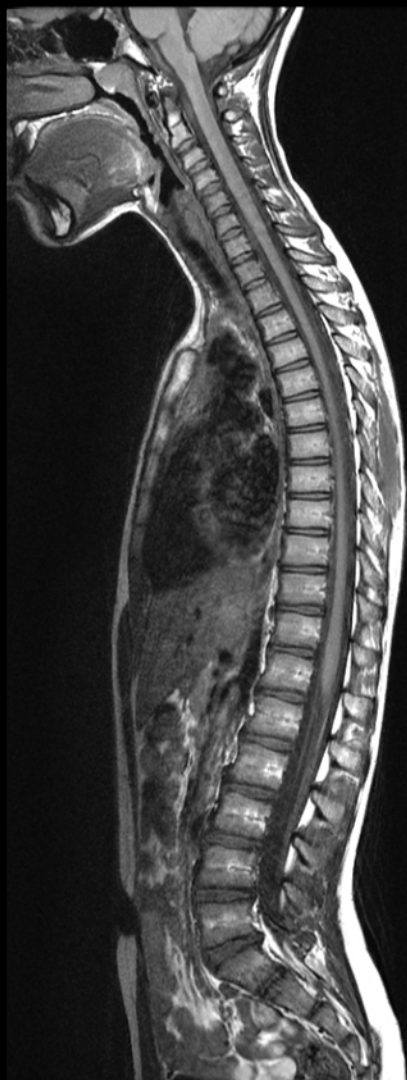






# The Hero's Journey -- Joseph Campbell





# Pitch Deck Story Spine



Big Idea: In a Single Sentence

## Hook

Hero

Pitch  
Target

Intro

Problem  
Personal

Problem  
Impact

The  
Promise

Why

Set The Stage

## Build

Victim

Customer  
Client

Solution

Impact

Others

Unique

How

Show + Tell

## Payoff

Villian

Status Quo

Team

Data

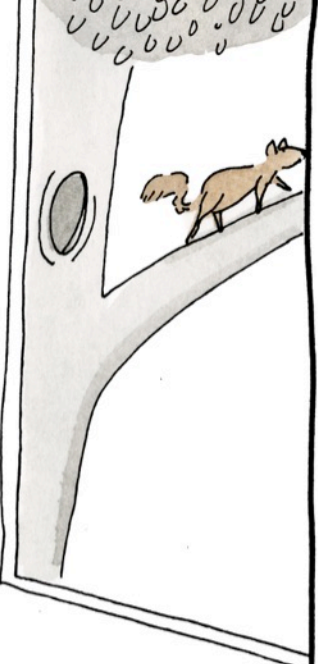
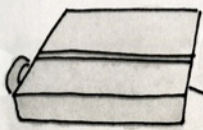
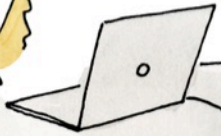
CTA

Outro

Who

Close The Deal

WE NEED TO STAY FOCUSED ON  
OUR MARKETING PRIORITIES AND  
NOT GET DISTRACTED BY EVERY  
SHINY NEW - LOOK, SQUIRREL!



# Inspirational Examples

The Kiva logo consists of the word "kiva" in a lowercase, rounded, green sans-serif font.

Kiva is an international nonprofit, founded in 2005 and based in San Francisco, with a mission to connect people through lending to alleviate poverty. We celebrate and support people looking to create a better future for themselves, their families and their communities.



Patriot PAWS trains and provides service dogs of the highest quality at no cost to disabled American veterans and others with mobile disabilities and Post-Traumatic Stress Disorder (PTSD) in order to help restore their physical and emotional independence. Patriot PAWS intends to build partnerships with local, state and national organizations to help develop and support this goal.

# Inspirational Examples



We work with non-profits to help them tell better stories. We believe that the non-profit that tells the best story will be the most impactful.



For 20 years, we've been working to improve global #healthcare & the #environment by sending surplus medical supplies to those most in need around the world.

# Inspirational Examples



The world needs your novel



DoSomething.org is mobilizing young people in every US area code and in 131 countries! Sign up for a volunteer, social change, or civic action campaign to make real-world impact on a cause you care about.



# Exercise #1

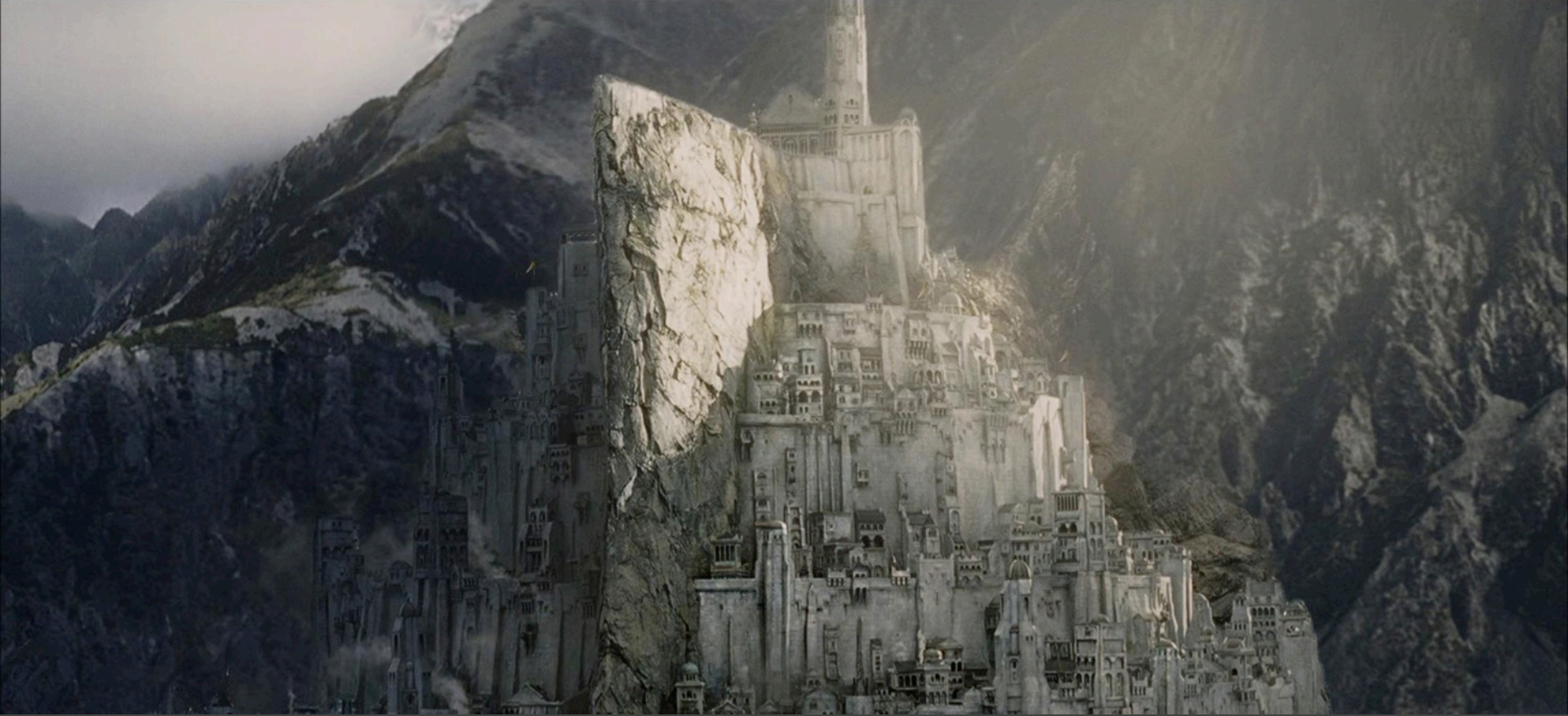
What is Your Big Idea?

Write 1-2 Sentences

Pick a Word That Describes It



Hero



# Victims



Villain

# Exercise #2

Describe Your Hero/Victim/Villain

Write 1-2 Sentences for Each

Pick a Word For Each One

# Pitch Deck Story Spine



Big Idea: In a Single Sentence

Hero

Pitch  
Target

Victim

Customer  
Client

Villain

Status Quo

## Hook

Intro

Problem  
Personal

Problem  
Impact

The  
Promise

Why

Set The Stage

## Build

Solution

Impact

Others

Unique

How

Show + Tell

## Payoff

Team

Data

CTA

Outro

Who

Close The Deal

# Beginning Hook

## Set The Stage with Why



HEY! WHAT'S  
THE **BIG IDEA?**

Intro





Make Problem Personal



# Problem Impact



# The Promise

# Exercise #3

Set The Stage with Why

Write 1-2 Sentences

Pick a Word That Describes It

# Middle Build

Show + Tell + Brag How



Solution



Your Impact

COMMUNITY



Others





Unique

# Exercise #4

Show, Tell + Brag How

Write 1-2 Sentences

Pick a Word That Describes It

# Pitch Deck Story Spine



Big Idea: In a Single Sentence

## Hook

Hero

Pitch  
Target

Intro

Problem  
Personal

Problem  
Impact

The  
Promise

Why

Set The Stage

## Build

Victim

Customer  
Client

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How

Show + Tell

## Payoff

Villian

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Who

Close The Deal

# Ending Payoff

## Close The Deal with Who



Team

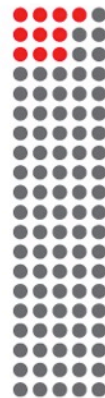


# 1.4 Million

tax-exempt organizations in the  
United States

This includes all 501(c) designations from churches and cultural centers to food banks and disaster relief organizations.

**100x more than the number of Starbucks in U.S.**



# 10%

**of the American workforce**  
(11.4 million jobs)

The third largest workforce in the U.S.,  
behind retail and manufacturing.



# \$370 Billion

Total charitable giving in the  
U.S. in 2015

# 62.8 Million Volunteers



25 percent of the adult  
population — **volunteer**  
their time, talents, and  
energy to making a  
difference.

# Data



Call To Action



# Outro



# Exercise #5

Close the Deal with Who

Write 1-2 Sentences

Pick a Word That Describes It

Stats Raise Eyebrows

Stories Raise Money

Now Create  
Your Pitch

# Let's Hear Your Pitches!

1. Clear
2. Concise
3. Compelling

# Questions?

# Pitch Deck Storytelling

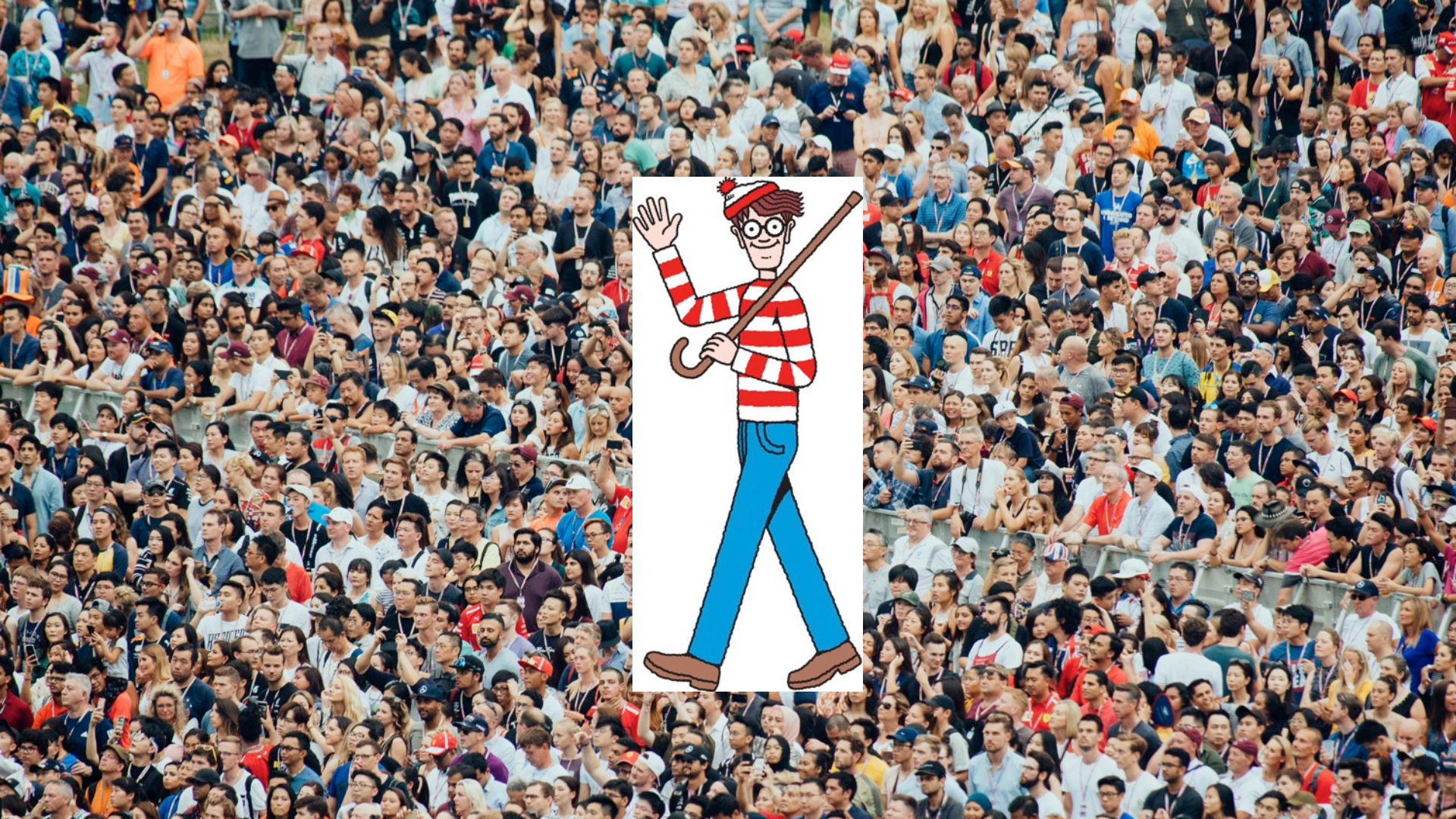
#1 Set The Stage with Why

#2 Donors = Hero

#3 Show, Tell + Brag How

#4 Close the Deal with Who

#5 Stories > Stats



Thanks!



# Appendix



Chaos

Tell Me a Story ...

# The Virgin's Promise -- Kim Hudson



# Save the Cat -- Blake Snyder

Act 1

Setup

Opening Image

Theme Stated

Setup

Catalyst

Debate

Break Into 2

Act 2A

B Story

Fun & Games

Midpoint

Act 2B

Bad Guys Close In

All Is Lost

Dark Night of the Soul

Break Into 3

Act 3

Finale

Gather Team

Execute Plan

Surprise

Dig Deep

New Plan

Final Image

**S-Situation**

**C-Complication**

**Beginning Hook**

**I-Implication**

**P-Position**

**Middle Build**

**A-Action**

**B-Benefit**

**Ending Payoff**











Lab Sensor Solutions



SAN JOSÉ STATE UNIVERSITY

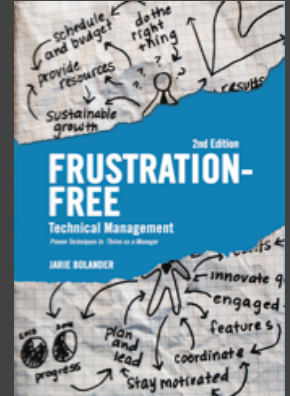


8 Startup Dilemmas All Founders Will Face



Jarie Bolander

JSY Giving



2nd Edition  
FRUSTRATION-FREE  
Technical Management

JARIE BOLANDER



FIRST EDITION  
THE ENTREPRENEUR ETHOS



How to Build a More Ethical, Inclusive, and Resilient Entrepreneur Community

JARIE BOLANDER

7 PR Secrets

ALL FOUNDERS SHOULD KNOW



Jane Yin Bolander  
EDITED BY JARIE BOLANDER

THE DAILY MBA

