



6M's

Magic Sauce

Step-by-step guide to building your elevator pitch and cold outreach





What is it?

The 6M's are the traditional 5M's and 1 for Mission (you'll see in a minute) and what it encapsulates and builds is an elevator pitch, cold outreach blurb or impact slide (it's pretty versatile).

Most people are only paying proper attention for around 90 seconds of a pitch. You need to give people a reason to continue listening/reading and peak their interest. Sleeping from the audience or snoring noises are not a great sign (unless they're a narcoleptic, in which case it's not their fault!).

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What do I include?



Why is this stuff important?

You need to include the following as a rule:-

It's a concise and clear summary of what you do and your mission statement (we'll come to what one of those is in a minute)

Next you need the 5 m's (6 when you include Mission):-

- 1. Momentum - so traction revenue, growth, MRR or any other KPI's that display momentum that will grab interest**
- 2. Market - Just the TAM at the moment - we've got a module on how to work that out so you can come back to that**
- 3. Machine - the tech, why specialise, what problem does it solve**
- 4. Management - headline stuff "a team including a previously exited founder/rockstar CMO/startup experience.**
- 5. Money - Raising how much for growth/iteration, etc.**

Mission

So what's a mission statement?

mission statement

noun

a formal summary of the aims and values of a company, organization, or individual.

"a mission statement to which all employees can subscribe"

Forbes posted a blog explaining the four fundamental questions you need to answer in a mission statement as:-

What do we do? (What is your product or service?)

How do we do it? (What's the mechanism for giving people that?)

Who do we do it for? (Who's your audience)

What value are we bringing? (The differentiator)

Here's Amazon's as an example: " To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

As Simon Sinek says in his now infamous YouTube video, "People don't buy what you do, they buy why you do it". So Amazon's statement of intent above not only covers the audience, but the "why" too. "To be the Earth's most customer-centric company".

Momentum

If you're an early stage company, don't get hung up on not being huge or hitting massive numbers yet. Focus on key stuff you've achieved to date.

It could be as simple as:-

"Since beta launch in January, we've built our MVP, onboarded our first 5 paying customers and have LOI's with 3 national companies"

Or..

"We launched in 2020 and gained a proof of concept by gaining 200 trial users to our Freemium model and 10 of these have converted to paid accounts."

It's just an indicator that shows progress and execution. Anything that goes beyond an idea into execution is attractive to an investor somewhere.

Market

There's a module dedicated to working out your market size accurately, but at this point you just want a headline number. Calculating this is in the "TAM" module. If you do that first we won't judge, honest.

It could be as simple as:-

"We're aiming our solution at the 100m gaming laptop users globally"

Or..

"Our solution is providing a disruptive, essential product to the \$10bn accounting software industry."

You're just showing a glimpse at this point, you can show off some research later that validates your market assumption. You can also tell people to zip up at this point if they want to dig into the market because you'll come to that later!

Machine

Really high level time again. They don't want to know about your back end wizardry or fantastic UI.

It could be as simple as:-

"Our technology enables people to track soil quality (and therefore take measures to improve it) using our sophisticated IoT devices and simple platform."

Or..

"Our AI-driven SaaS platform will free up 100 hours in any enterprise finance team each week by providing analytics normally created in spreadsheets."

You want people to look at that statement and for people to identify what it does, why it's cool and why it's different. Again, you delve into why it's cool, what it does and why you're different further on, but this gives them a reason to wait for those slides.

Management

Sell yourselves in under 10 words....

It could be as simple as:-

"We've got an experienced, balanced and successful team that includes founders that have raised investment and exited previously (Revolut, Google)."

Or..

"We have founders with a combined 25 years experience in the industry and thousands of connections having helped a company save/grow by 'x' in 'x'"

You want one sentence on stuff that's relevant to the blended experience and skills of the team, highlighting relevance to what you're doing now. If you've started a company before, or raised investment previously, include it. If you've exited something before, even better.

Money

Let's not go into EVERYTHING here either. Just what you need and broadly why you need it.

It could be as simple as:-

"We are raising 300k under EIS/SEIS to help us achieve £1m revenue by 202x."

Or..

"We're looking for investment of 300k under EIS/SEIS to put the product in the hands of 10,000 people by 202x."

This sets your stall out early because you're attaching an ROI and clear outcome to the amount you're raising. It's nice that it'll pay for platform developments, marketing, 20 hires and a beautiful.ai subscription, but they don't need to know that at this stage. It's important that there's a tangible outcome. They don't want to know that it'll pay for test and iteration, that's a given.

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What will that look like?



What does that look like on a slide?

Again, we're trying to be concise and just give enough information to get people to read on. We're not talking clickbait here, but creating FOMO (Fear Of Missing Out).

You'll see on the next slide that we've been a bit ambiguous around the product because the market size should be enough to get people to read on. We've even included the market size in the 'Machine' section to keep it concise.

You want nice, big, simple blocks of text on slides to enable you when presenting to fill in around the text with your own personality and for it to act as a prompt.

On the flip side, if you're sending this deck, it should follow a familiar narrative and hit them early with what they can expect to see from the rest of the deck.

You could also use this as part of your cold outreach email to gain interest to get them to open your pitch deck.

Finally, because you've taken the time to narrow this info down into something so concise, it can become your elevator pitch when asked, 'what is it you do?'

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- **Our mission is to enable startup founders and investors of all backgrounds to get the best knowledge and materials they need to achieve their goals**
- **We've generated £70k in Y1 proving concept and we've launched our MVP**
- **Our AI/ML rich platform will enable the global market (\$25bn) of founders and investors to get access to the best curated and original data, products & content on the web to do what they do best, freeing up time and reducing risk for all.**
- **Our team has helped startups raise £35m in the last 3 years (Pikl, Watr, LandApp, Brighchecker), with 1 recent exit.**
- **We are raising £300k under SEIS/EIS to reach £1m Revenues in Y1**
- **Nominated for Norfolk Business Awards and part of 2020 EDP Future 50**

So what do you do next?

Once you've got your mission on the slide, feel free to revisit this slideshare, because it's some important shit right here.

This module at least frames this elevator pitch/cold outreach blurb/impact slide nice and early so you can think about how you want to structure the information that goes into it. Too many people neglect this piece thinking it's merely a segue to the meaty stuff. It is, but if you're going for a 3 course meal you'd notice a trash desert and it would colour your opinion or anticipation of what's to follow. This needs to be the mouth-watering entrée.

So, keep in mind the versatility of this informatio and review it once you've completed the other modules and see how the initial wording changes.