

Module 6: YOUR LICENSING PITCH – THE BIG DAY

How to Make it Compelling, Engaging, and
Impactful



Land Your

License Deal

TODAY'S GAME PLAN – YOUR LICENSING PITCH

- ❖ COMPANIES FEAR RISK – HOW TO DEAL WITH THAT
- ❖ MAKING FRIENDS WITH *PRODUCT DEVELOPMENT*
- ❖ SEEK OUT AN INTERNAL ADVOCATE
- ❖ HOW TO MAKE YOUR PRODUCT A 'SLAM DUNK'
- ❖ COMPANIES MOVE SLOWLY – BE PREPARED
- ❖ HOW TO STRUCTURE YOUR PITCH

TO REVIEW VERY BRIEFLY

In the last module we discussed the phone pitch ...

- ❖ Whom should you contact?
- ❖ Why a phone pitch is essential
- ❖ Purpose of your phone pitch
- ❖ Key elements of your phone pitch
- ❖ Example phone pitch script
- ❖ Creative solutions to 'Voicemail Hell'

COMPANIES FEAR RISK – HOW TO DEAL WITH THAT

- ❖ People get fired for ‘bad’ decisions – fuels indecisiveness
 - ‘No’ is always the easiest decision – no one gets fired for a ‘no’ decision
 - They are employees, not entrepreneurs – they are risk averse
 - Their focus is current products and fending off competition, not new products
- ❖ Obviously, you need a ‘yes’ from them
- ❖ Do your homework – know their product line and what is offered by their competitors – how they stack up
- ❖ Make your product look less risky, a ‘slam dunk’ for them

MAKING FRIENDS WITH PRODUCT DEVELOPMENT

- ❖ The company has an internal *Product Development* group
- ❖ They are rarely innovative – think Larry, Moe, and Curly
- ❖ *Product Development* may see you as a competitor
 - It is **their** job to develop new products for the company
 - They may view **you** as a threat to them
- ❖ Be appreciative, the humble inventor – **they** are the experts
- ❖ Then, they will be more receptive to you, open to hearing about **your** product



ROOKIE MISTAKE ALERT:

Suggesting you know more than they do

- ❖ Probably you do – about your product and its benefits – but..
- ❖ *Product Development* will sabotage your project if ...
 - You don't show respect for **them** and what they do
- ❖ Even your internal advocate may not support you

Solution: Be humble, be modest, defer to their expertise

SEEK OUT AN INTERNAL ADVOCATE

- ❖ Your key contact may be your advocate – ideal situation
- ❖ Someone in *Product Development* may be your advocate
- ❖ Your advocate will advance your cause after you leave – very valuable
- ❖ No internal advocate? Just respect their expertise, make friends with everyone you can, especially *Product Development*

HOW TO MAKE YOUR PRODUCT A 'SLAM DUNK'

- ❖ Know the company's marketing strengths and weaknesses
- ❖ Show them how your product would be a great **complement** for their existing product lines
- ❖ If there is no additional tooling costs or other costs to manufacture your product – it is lower risk for them
- ❖ Can your product gain new market share for them?
 - Describe how it might take share from a competitor
- ❖ You must be able to deliver on **everything** you say

ROOKIE MISTAKE ALERT:

Suggesting your product will sell millions of units or dollars

- ❖ This marks you as a rank amateur –discredits you
- ❖ No one knows how much **any** product will sell initially
- ❖ You'll seem disrespectful to *Product Development*
- ❖ This will destroy any deal immediately. Don't do it!

Solution: Avoid any statement you cannot factually prove – always be honest and state your assumptions

COMPANIES MOVE SLOWLY – BE PREPARED

- ❖ Any new product is a low priority for them
 - Their current products have predictable sales and expenses
- ❖ After your pitch to them – a decision may take weeks or even months to happen
- ❖ Leave prototypes/samples with them and your **LBP**
- ❖ Follow up with your key contact via email periodically
- ❖ You must balance patience with persistence – stay in touch
 - But don't bug them too often

HOW TO STRUCTURE YOUR PITCH

- ❖ Classic, 3-part pitch works well (Beginning, Middle, End)
 - **Beginning:** introduce yourself and give your **USP**, briefly describe how you conceived your invention idea, quick demo video if appropriate
 - **Middle:** describe **specific** reasons as to how your product would benefit them, enhance or expand their product line
 - **End:** reveal your product to them, describing key features, ask for their feedback, open the floor for Q&A, then discuss next steps, follow up
- ❖ Make sure to exchange business cards, get emails of key contacts – leave samples with them, your **LBP** too
- ❖ Confirm follow up intervals with your key contact, his/her preferred contact method (email or phone)
- ❖ Thank everyone for their time and attention

ROOKIE MISTAKE ALERT:

Playing a lengthy, a detailed *PowerPoint* or video of your product

- ❖ Short videos with impactful demos are valuable
 - No more than 1 – 3 minutes in length
- ❖ Longer videos or slide shows are distracting, boring
 - Boredom is the kiss of death to your presentation
 - They will be drawn to their cell phones – not you
- ❖ You want their **eyes** and attention on you, what **you** have to say and are presenting for maximum impact, engagement
- ❖ You may hold their attention for 15 – 30 minutes max
 - Keep it short, concise, and on point at all times

WRAPPING IT UP

- ❖ Companies fear risk – be prepared to deal with that
- ❖ Make friends with *Product Development*, respect them
- ❖ Seek out an internal advocate for your invention
- ❖ Make your product a ‘slam dunk’ for them
- ❖ Companies move slowly – be prepared
- ❖ Structure your pitch to be short, concise, and impactful

IN THE NEXT MODULE

- ❖ Overview of a 'typical' license agreement
- ❖ What matters **most** and what matters **least**
- ❖ The role of your attorney
- ❖ Ground rules for negotiating your agreement
- ❖ Tips for getting the best deal possible
- ❖ The big picture – keeping it in perspective