



**Western**  
Morrissette Institute  
for Entrepreneurship

# How to Pitch

*Deniz Edwards*

*Director, Morrissette Institute for Entrepreneurship*

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# The President's Challenge



# The President's Challenge

**The 2025 President's Challenge** is to propose a patient's journey that moves us to the top of the rankings amongst those high-income countries regarding access, diagnostic testing, and treatment. Successful solutions must also consider the steps necessary to implement their solution in Canada.



# The President's Challenge

- 1 Page Executive Summary
- 5 min video pitch

**Due by 2:30pm on Fri, Feb 28**



# Pitch Template

- Problem / Customers
- Solution
- Value Proposition / Underlying Magic / Competitors
- Business Model
- Go-To-Market Plan
- Market Potential / Impact
- Team
- Financial Plan
- Key Milestones / Project Plan / Why Now

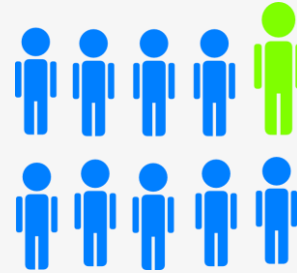
# Problem / Customers

Describe the pain you are alleviating and to what scale is the opportunity.

## Problem Identification



We are going to help *(Describe the Segment)*, who are dealing with *(Describe the Problem)*, which matters because *(Why Does This Matter?)*. This problem exists because *(Root Cause of the Problem)*.



Who is experiencing this problem? How many people experience this? Be specific!!

Be sure to consider the **root cause!**

# Solution

- Clearly explain your solution
- Is it a product/service/policy change etc
- Use visuals as much as possible
  
- How does it solve the problem identified in the first slide?



# Value Proposition / Underlying Magic / Competitors

*Why does your business exist?  
What makes people want to come  
to your business over  
competitors?*

How/why does your solution work?

List Direct  
Competitors and Subs

Highlight Gaps in  
Competitor Offering

Barriers to Entry?

Why You, Not Them?

	Software	Easy to Use	Analytical Transparency	Customer Support	Lead Scoring
salesforce	✓	✓	✓	✓	✓
HubSpot	✗	✓	✓	✓	✓
monday SOLES CRM	✓	✗	✗	✗	✗
zoho CRM	✗	✓	✓	✓	✗

Client Relationship Management

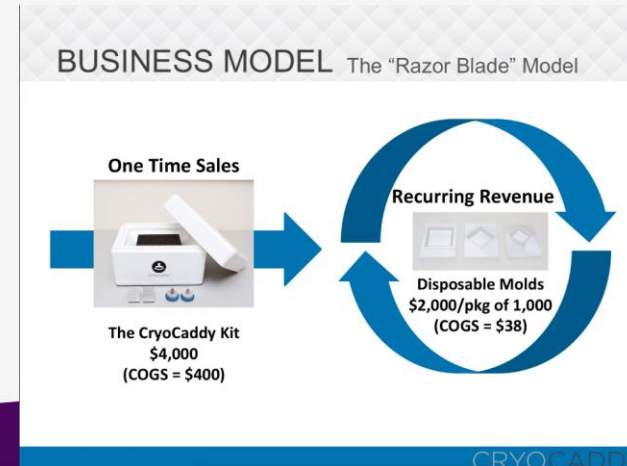
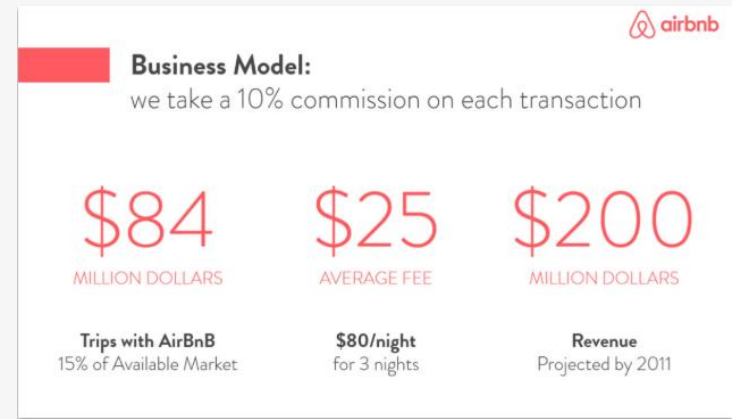
Salesforce fits with our client because it assesses the core need of ease of use while also being the best software for supporting the customer journey. It also promotes capabilities such as AI Lead Scoring in direct alignment assisting with our client's daily operations





# Business Model

- Revenue Model
- Pricing
- Account Size/Value
- Sales & Distribution
- Customer Pipeline
- Note: Can be not for profit or advocacy group, but how are you covering expenses?



# Go-to-Market Plan

What is your Plan for Execution? What are some Projected Outcomes?		
Marketing Plans	Sales Plans	Partnership Plans
Product   Price   Promotion   Place   Market share? Payback? CAqC?	How will you <b>communicate your solution's value</b> to the target market? What <b>distribution method</b> is most effective?	What are the <b>gaps in your organization's capabilities</b> ? What <b>partnerships are established</b> to align with the <b>strategy of the firm</b> ?

- How do you reach your customer to get your solution into their hands?



# Market Potential / Impact

- Who are you catering to?
- What are external forces driving this segment?
- SWOT? Changing trends? New technologies? Political Influences?
- Can you quantify the impact?



# Team

- Build credibility
- Why are YOU the team to solve this problem with this solution?
- Be aware of gaps in your team and have a plan to fill them



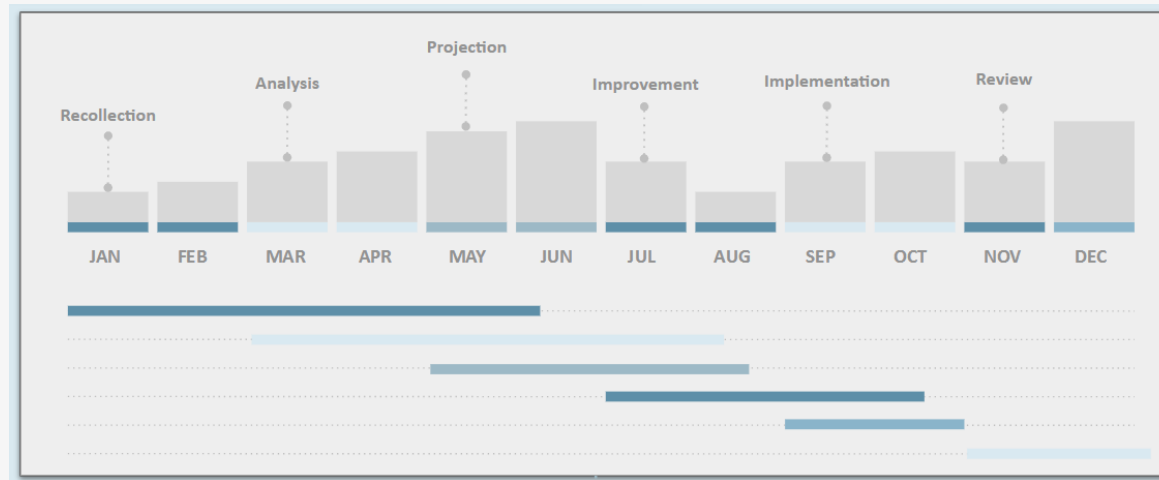
# Financial Plan

- Financial projections
- Your understanding may be limited, but clearly state your assumptions



# Key Milestones / Project Plan / Why Now

- Include dates of key steps: development, user testing, regulatory approval, beta test etc



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# Some Common Pitfalls



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FROZEN SECTION EMBEDDING

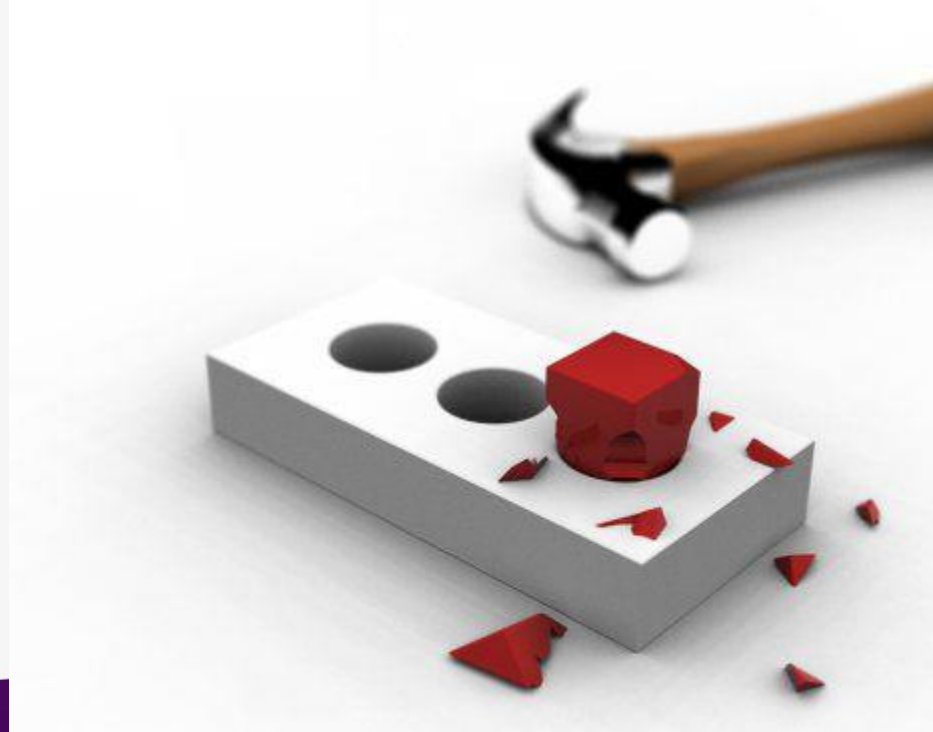
Deniz Temelli, President  
100 Collip Circle, Suite 105  
London, Ontario N6G 4X8  
t: 1-844-899-CRYO e: deniz@cryocaddy.com  
[www.cryocaddy.com](http://www.cryocaddy.com)

The image shows a white, boxy cryostat device with a lid that is slightly open. In front of the device are several small, clear plastic components, likely for embedding or sectioning. The background is a light-colored, textured surface.





# Problem/Solution Fit



# Problem/Solution Fit



# Problem/Solution Fit



# Problem/Solution Fit

- Does your solution DIRECTLY address the problem and its root cause?
- Does your customer WANT a solution?
- Does your solution have an IMPACT?



# Problem/Solution Fit

PROBLEM Intraoperative Frozen Section Embedding

**Excessive use of operating room time**



Intensified by:

Increasing pressure to reduce costs



Driven by:

8-10% increase in case load  
due to demographics and  
Obamacare

+

33% cut to reimbursement  
for pathology tissue exam

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# Problem/Solution Fit

## SOLUTION The CryoCaddy



The CryoCaddy Kit



Embedded Tissue

Study over 234 procedures showed the CryoCaddy *reduced operating time by an average of 29 min (22%)*

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# Problem/Solution Fit

## UNDERLYING MAGIC Novel Features

Feature	Current Method	CryoCaddy	IMPACT
Freezing Temperature	-4°F	-110°F	<ul style="list-style-type: none"><li>- Faster freezing time</li><li>- <b>Better tissue quality</b></li></ul>
Tissue Orientation	Variable	Repeatable	<ul style="list-style-type: none"><li>- No need to readjust slicing blade</li><li>- <b>Improved quality of slide read</b></li></ul>
Location of Freezing	Within the microtome	Within the CryoCaddy	<ul style="list-style-type: none"><li>- Frees up microtome for slicing</li><li>- <b>Improved workflows</b></li></ul>
Operating Time	131 min	102 min	<b>29 min time savings</b>

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# Key Customers and Stakeholders



User

VS



Buyer





# Key Customers and Stakeholders



User

- Who is the user?
- Where do they use it?
- When do they use it?
- How long does it take?
- Does it fit into their existing workflow?



# Key Customers and Stakeholders



Buyer

Who is the buyer?

- Patient
- Hospital
- Outpatient Clinic
- Insurance (Fee codes)
- Reimbursement Program (e.g. ADP)

# Key Customers and Stakeholders

- WHO is benefiting? Is the buyer seeing the cost savings?
- Government as the customer – Do you have an alternative path to market?



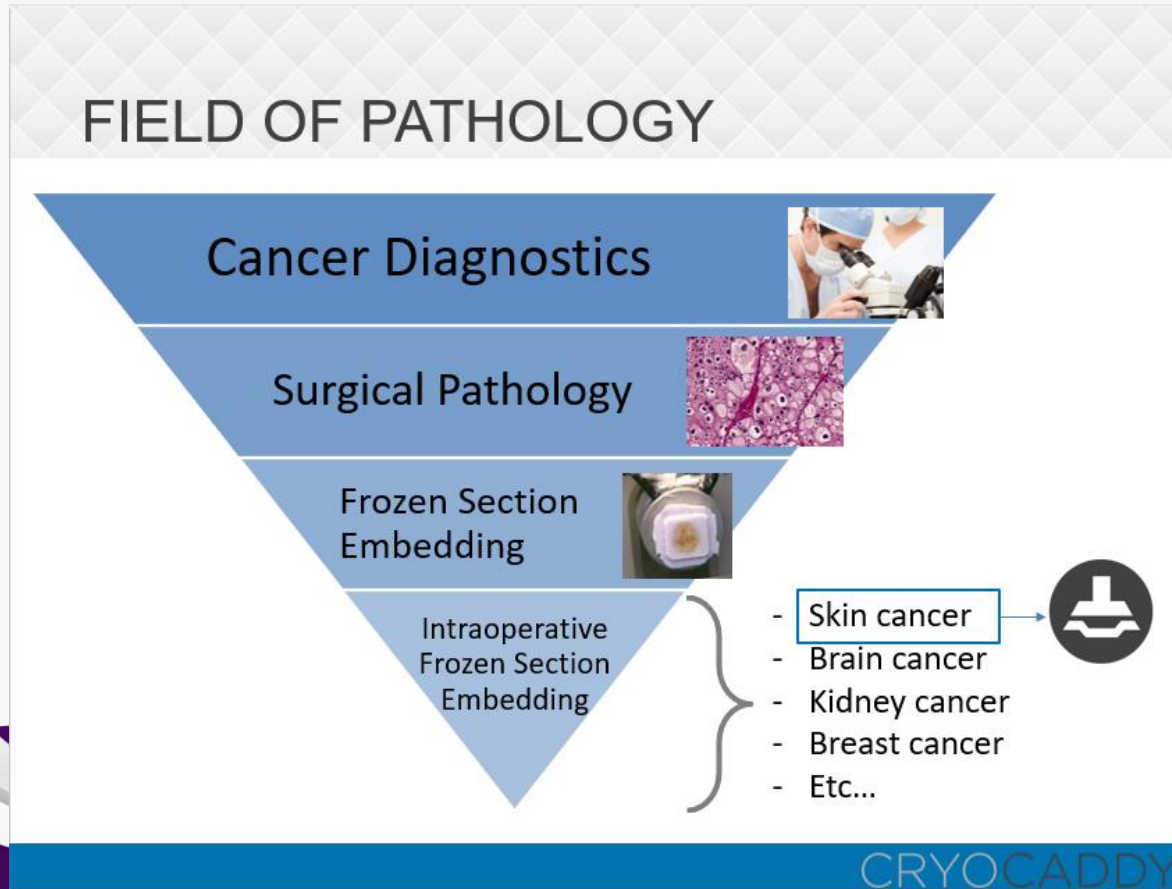
# Segmenting Customers



How to segment customers:

- Demographics
  - Sex, age, geography, income
- Psychographics
  - Character traits, values etc
- Disease State
- Credentials
- Hospital size

# Segmenting Customers



# Segmenting Customers

## TARGET MARKETS Mohs Surgery

There are **1,300 Mohs surgeons** in North America

Each surgeon does an average of **1,100 surgeries annually**



**\$5.2 million in kits sales**

**\$5.72 million in recurring annual slide sales**

- Most Mohs surgeries are done in for-profit dermatology clinics
- Clinics generate average annual revenue of \$1.5 million from Mohs surgeries
- Decreasing surgery time by 29 min, results in 28% increase in throughput and revenue



Use of the CryoCaddy could result in an additional \$420,000 in annual revenue making the value proposition and sales pitch clear

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Partnership



# Segmenting Customers

ACMS AMERICAN COLLEGE OF MOHS SURGERY

FIND A SURGEON ASMH MEMBER LOGIN

ABOUT ACMS MEMBERS ACMS FOUNDATION MEDIA CAREER CENTER CONTACT US

## Find a Surgeon

Welcome to the ACMS Surgeon Finder. Populate one option below to locate a surgeon close to you.

To search within the U.S. or Canada, please enter a city and select a state/province OR enter ZIP/postal code.

City: seattle State: Washington Zip: Within: 10 miles

To search outside the U.S. and Canada, please enter a city and select a country. OR To search by name, please enter only the last name of the surgeon.

Country: Last Name:

Search







# Hook

Quickly captivate the audience and reel them in.



Clap



Quote or Story



Question



# Getting Pitch Ready

- **Practice Being Dynamic**
  - Record it and play it back to yourself
  - Get in front of an audience
- **Incorporate Visuals**
- **The Audience wants to listen**, and there's nothing to fear.
- **Confidence** is key! *You are the expert.*





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**Thank You!**

*Deniz Edwards*  
*[dedwards@ivey.ca](mailto:dedwards@ivey.ca)*

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