

Marla





\$25,000





A photograph of a family of four on a television set. On the left, a woman with long dark hair, wearing a pink sweater, stands with her back to the camera, holding a white envelope. In the center, a woman with short blonde hair, wearing a brown button-down shirt, stands facing the family. To her right, a man in a blue button-down shirt holds a young girl. The girl is wearing a white long-sleeved shirt, a green skirt, white socks, and orange shoes. The background features a blue wall with two large framed abstract paintings. The floor is dark blue.

WITH HER PARENTS MARK AND
LAURA OLMSTEAD.
GOOD MORNING.

57° 25%
9:16 HRC



NEW QUESTIONS ABOUT CHILD PRODIGY

Charlie Rose Reports On 4-Year-Old Artist Marla Olmstead

2005

FEB 22

CORRESPONDENT

REBECCA LEUNG

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In most ways, 4-year-old Marla Olmstead is just like any other child her age. She goes to pre-school, plays with dolls, and loves to draw and paint.

But Marla paints unlike any other kid in the world. She's signed her name to dozens of works deemed breathtaking by fans of abstract art. She's garnered international attention, and her paintings are selling as fast as she can finish them -- for as much as \$24,000.

And that's where the mystery comes in: How is it possible that a girl so young and so small can create works of art that many say are so sophisticated and so complex? Correspondent Charlie Rose reports.

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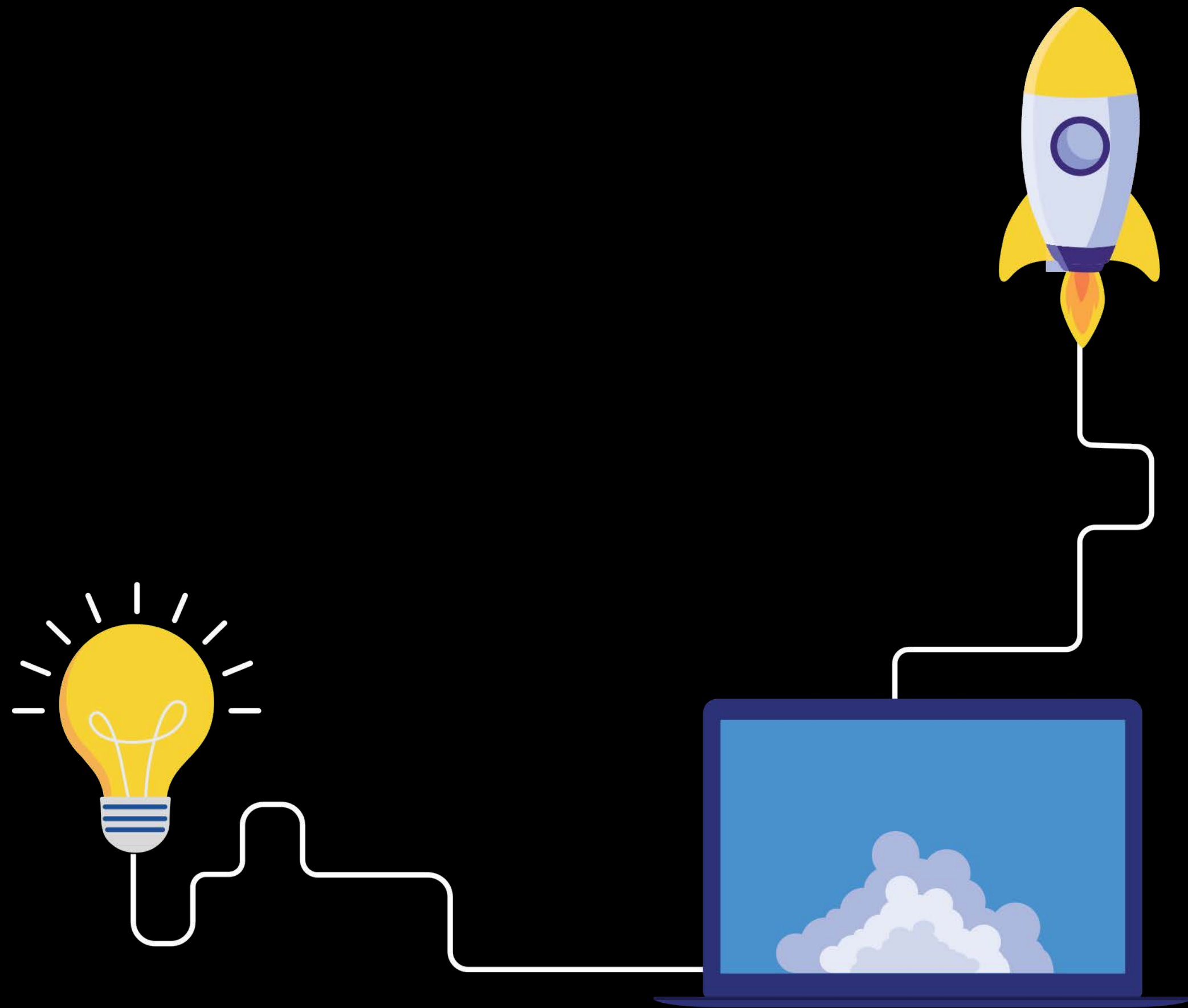
Humans love a great story.

We place a high value on a great story.

Except when it turns out to be untrue.

The Launch Path.

Eight steps to a successful startup.



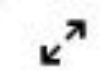
- 1) Listen to the waves.
- 2) Innovate, Iterate, Validate.
- 3) Get Uncomfortable.
- 4) Draw the landscape.
- 5) Frame a funnel.
- 6) Engineer an economic model.
- 7) Create a capital strategy.
- 8) Be a master storyteller.



Warren Buffett

Berkshire Hathaway Inc Class A
\$719,000.01

+\$666,800.01 (+1,277.39%) Max time



Legend chart





Warren Buffett





Warren Buffett



“Learning effective public speaking skills changed my life”.



**“In the modern world of business,
it is useless to be a creative,
original thinker unless you can
also sell what you create.”**

-David Ogilvy, 1964

Pitch decks.



10 simple points about pitch decks:

10 simple points about pitch decks:

1. It's not really about the deck.

It's about storytelling. Most people build slides and then try to figure out what the story is. I like to start by writing out the story first. If you create a solid narrative, then building some slides to go along with it is easy.

10 simple points about pitch decks:

2. It's really a conversation starter.

**A pitch deck is not going to sell the deal.
Its purpose is to spark a conversation that leads to
selling the deal..**

10 simple points about pitch decks:

3. Resist the urge to use AI.

Authenticity matters more than ever today.

Use all the AI tools for research, but then write your own story and build your own slides.

10 simple points about pitch decks:

4. You are auditioning for the role of CEO.

Nobody invests in slides. Nobody invests in ideas.

They invest in impressive founders.
Be one of those.

10 simple points about pitch decks:

5. Think about your desired outcome.

Usually it's for them to be so intrigued they want to have another meeting. You aren't going to sell the deal on the basis of one pitch.

10 simple points about pitch decks:

6. Three minutes, ten slides.

Your base pitch deck should be around ten slides that you can present in around 3 minutes, giving an overview of the opportunity. Once you have that, it should be easy create versions of different lengths for different purposes and different audiences.

10 simple points about pitch decks:

7. People will only remember 1-2 things.

Decide what you want the key takeaway to be. Remember that the person you are pitching to will tell someone else about it.

What do you want them to remember?

10 simple points about pitch decks:

8. Don't hire a designer or use a template.



Allison Byers @apbyers · Apr 13, 2022

I HATE it when investors tell founders to hire designers for their decks.
Such a waste of time and money.

Focus on getting the right content, narrative flow, making slides easy to read, and confidently presenting. Hiring a graphic designer isn't getting you a check.

Replying to @apbyers

10 simple points about pitch decks:

9. Be able to pitch without slides.

If you don't have a great story you can tell without slides, you don't have a great story.

10 simple points about pitch decks:

10. Relax and slow down.

**The best pitches don't seem like pitches.
Again, it's about telling a memorable story.**

Things that might be part of your story:

Why are you the exactly the right entrepreneur for this venture?

What problem are you solving?

What's your secret sauce?

How will your venture make money?

What does the current competitive landscape look like?

How big is the opportunity?

How are you going to efficiently acquire customers?

What are your initial capital needs, and what milestone will that initial capital get you to?

This is not a definitive list, of course. Every venture is different. But you should be able to, in about 3 minutes, tell an interesting story that incorporates most of these key points and leaves the recipient intrigued and wanting to hear more.

Be a master storyteller.

Perhaps the most important skill for a startup founder to have.



Eric Bahn 
@ericbahn

My historical progression on what it takes to lead a great company:

In my 20s, I thought it was all about product.

In my 30s, I thought it was all about sales.

In my 40s, I'm realizing it's all about great storytelling.

Eric Bahn, Venture Capitalist

“Every great entrepreneur must have the ability to tell a crisp, clear, and compelling story about what she’s working on, and why it matters.”

-Me

crisp, clear

Brevity brings clarity.

Turning something complex into a simple story is difficult.

**Story is the oldest compression algorithm.
It strips away noise and surfaces what actually matters.**



It's not just pitching for money.

Startup founders are pitching every day.

Pitching is really storytelling.

Leadership skills are storytelling.

Facts tell. Stories sell.





**“All great speakers were
bad speakers first”**

Ralph Waldo Emerson

Humans love great stories.



Humans love great stories.



Humans love great stories.



Humans love great stories.



Humans love great stories.

Be a master storyteller.

