



daniel@daniel-cronin.com



Daniel Cronin



[dnlcronin](https://www.instagram.com/dnlcronin)



Daniel Cronin



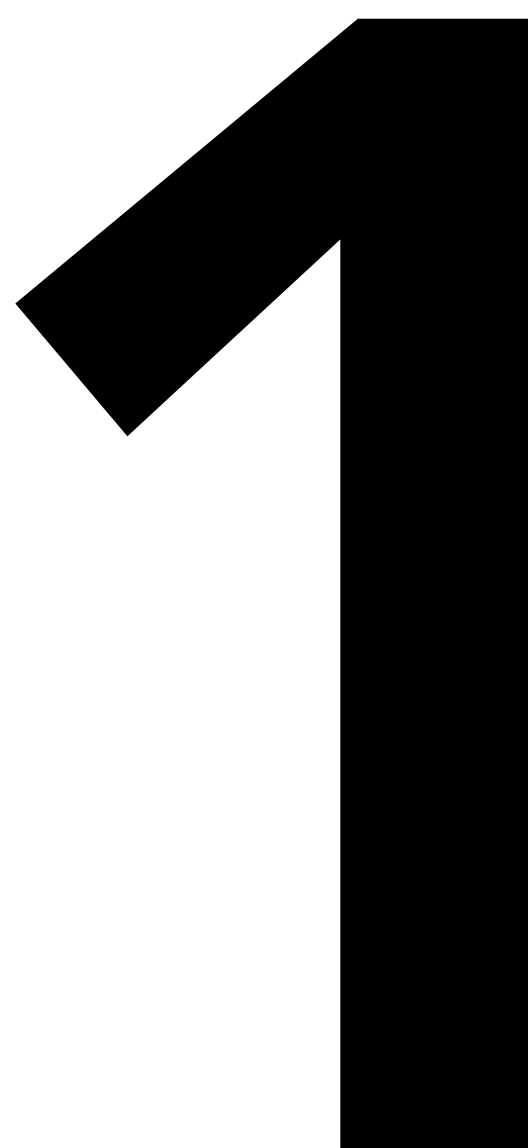


Ich bin Daniel...

6

4

20



2

THE PITCH PROFESSOR



STARTUPS

Ask me anything!



www.slido.com

#EOS25



idee

[i'deɪ]

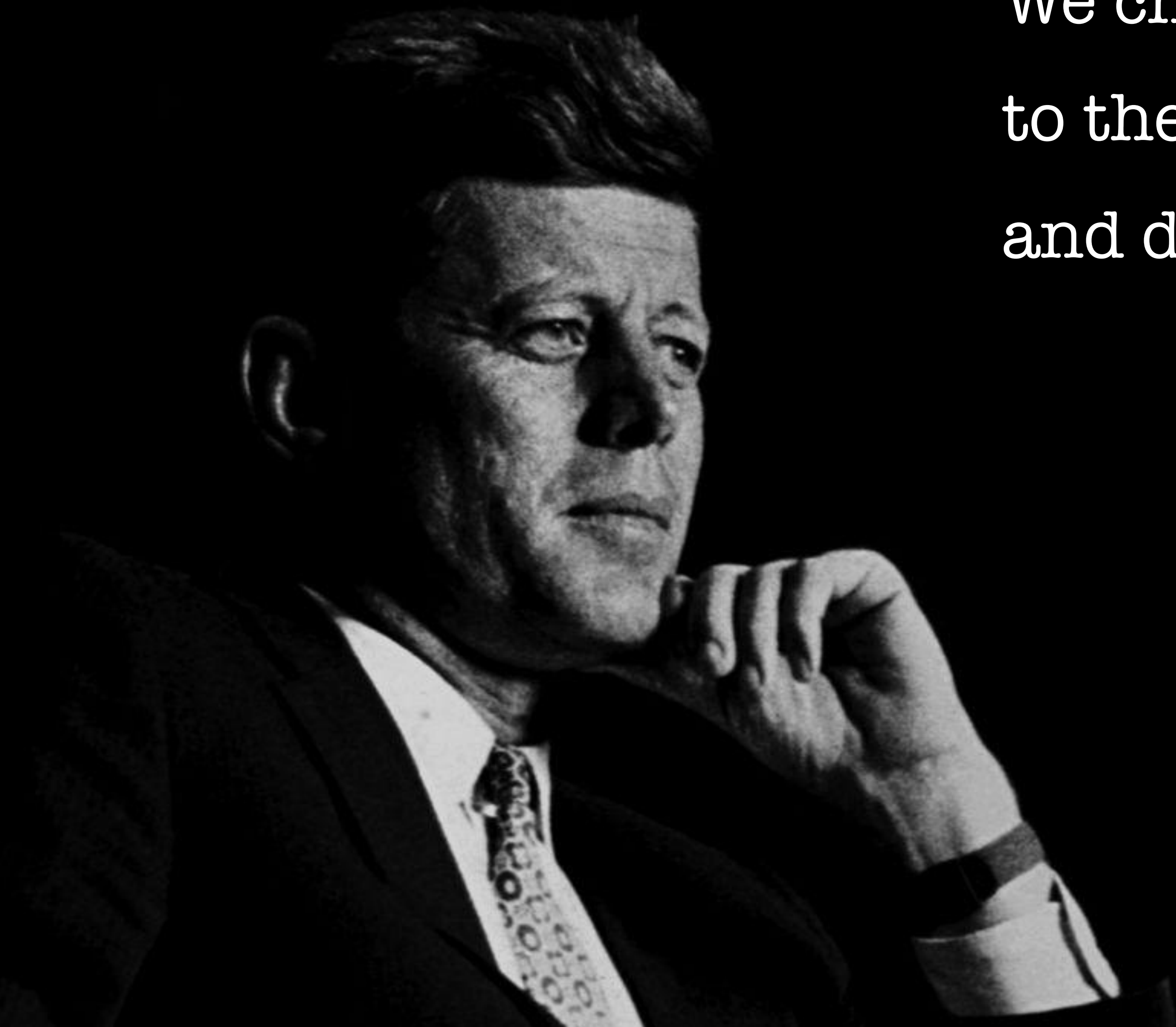
Think big

Moonshot

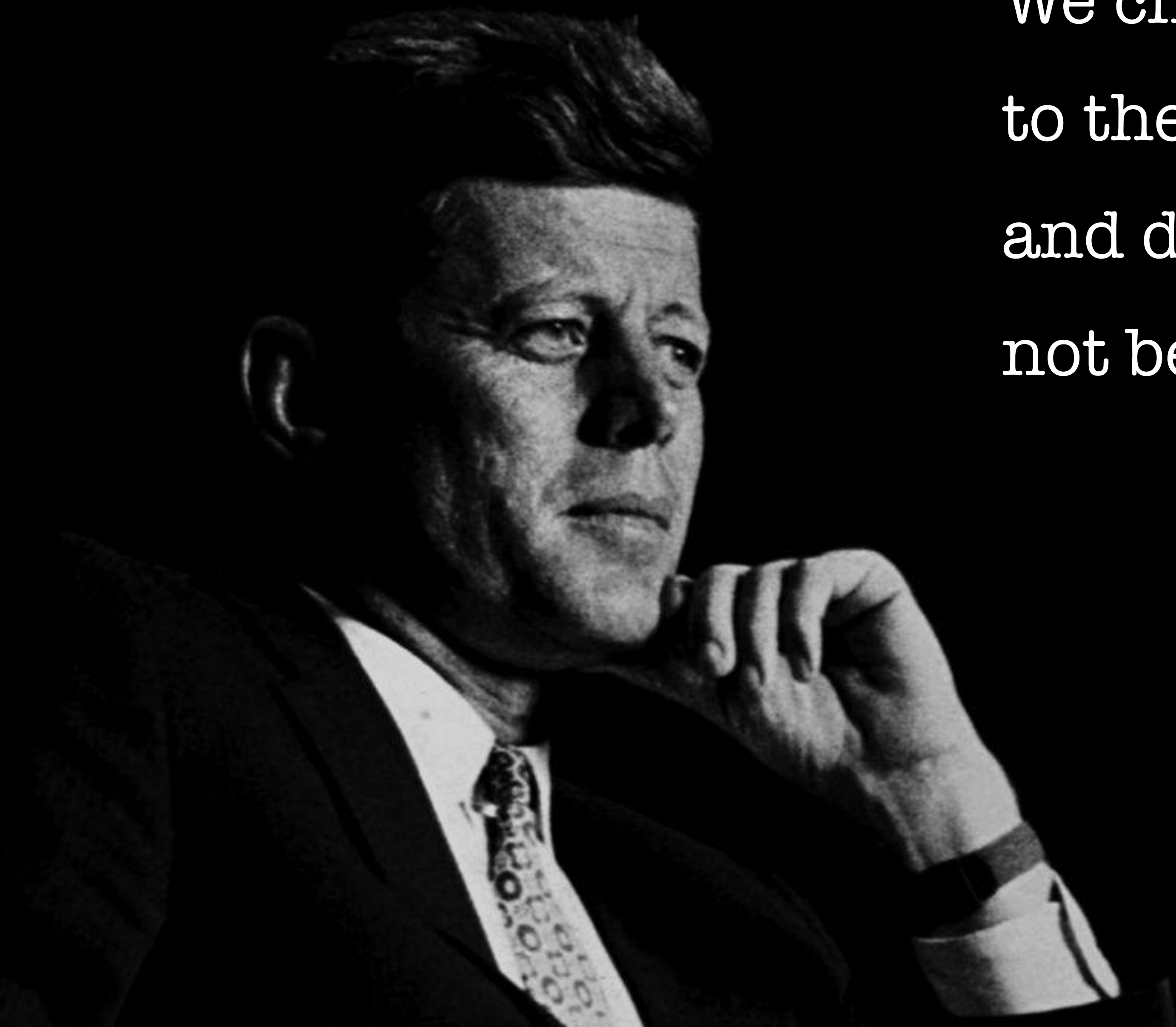
Moonshot



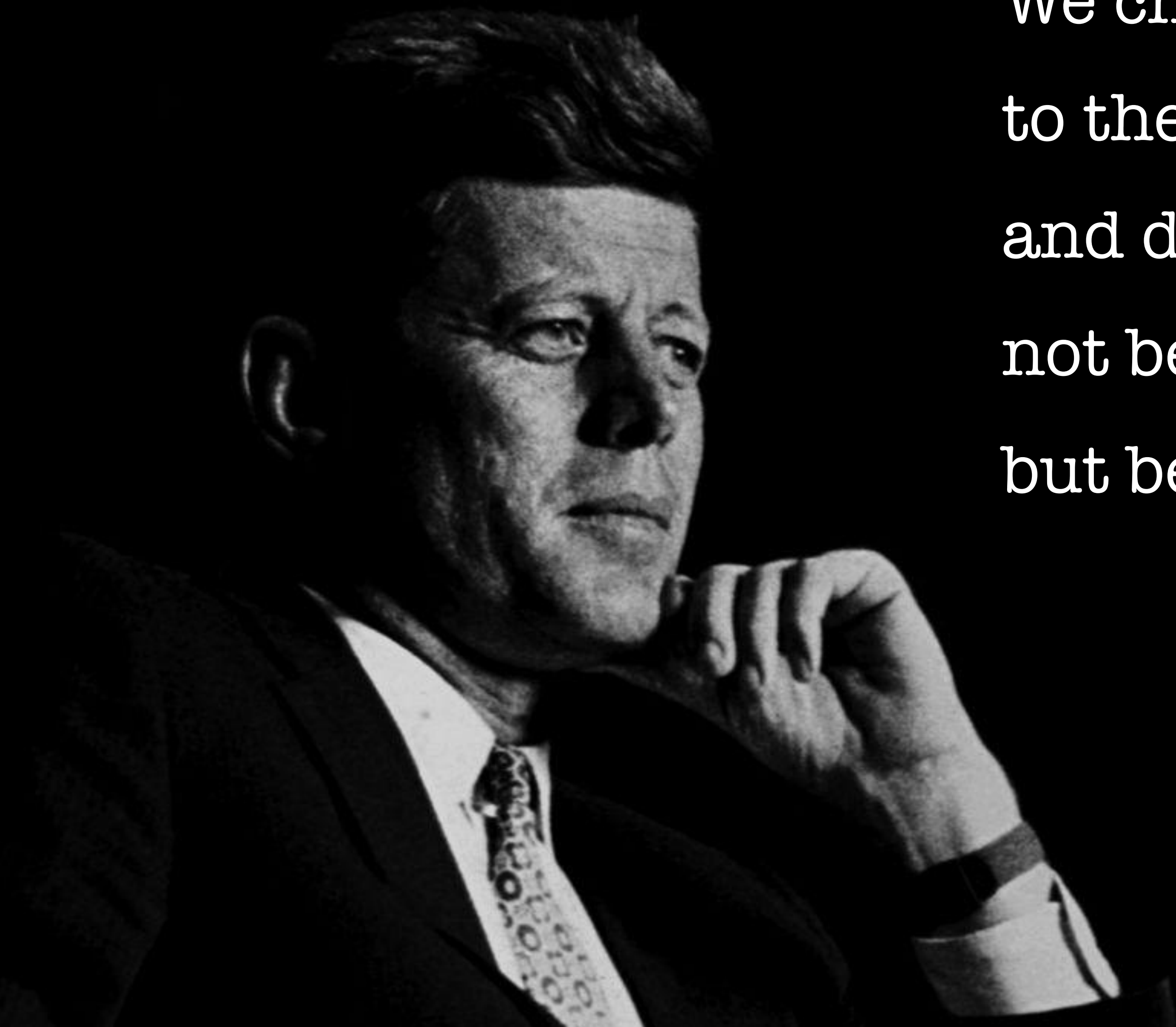




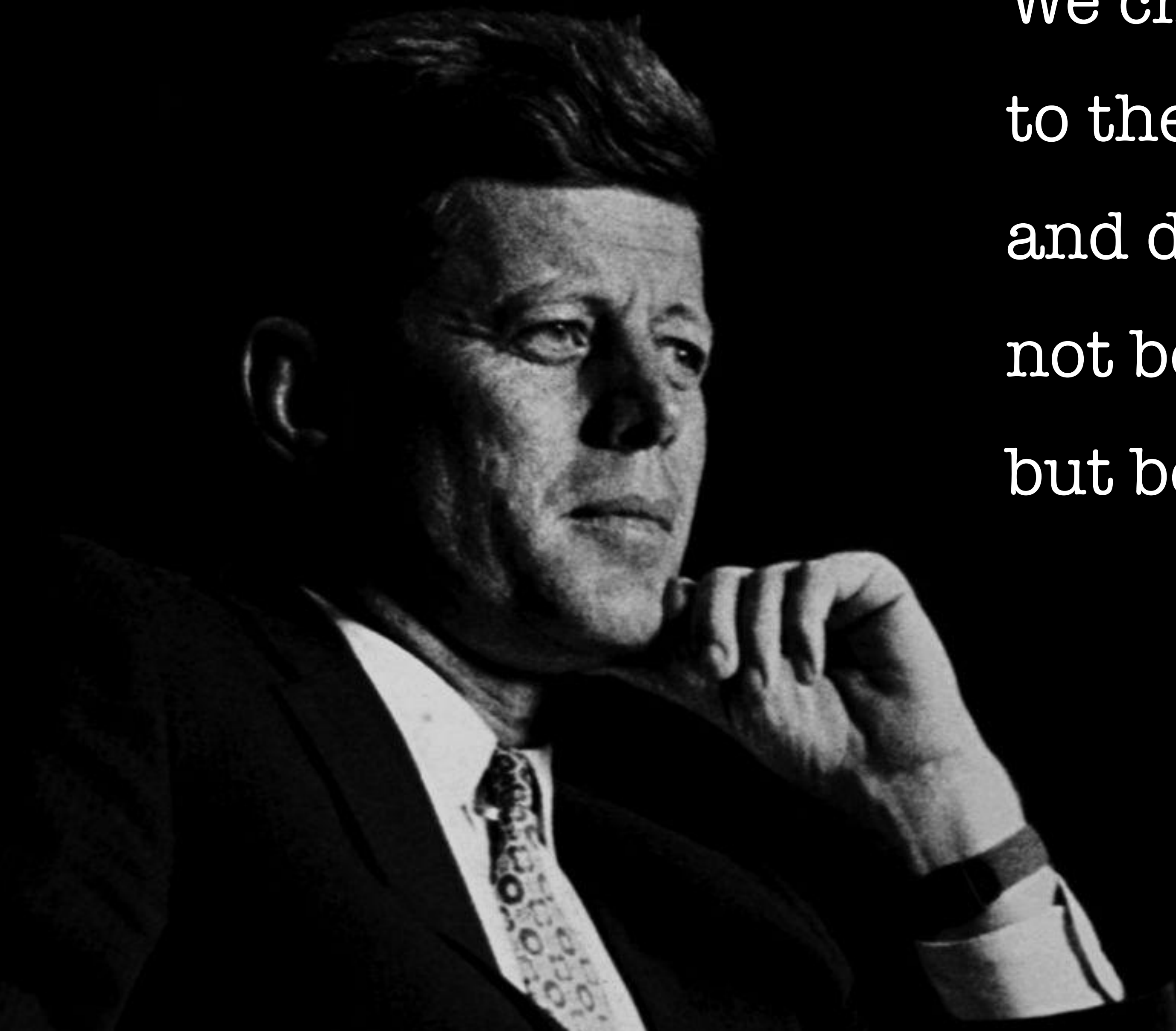
We choose to go
to the moon in this decade
and do the other things,



We choose to go
to the moon in this decade
and do the other things,
not because they are easy,



We choose to go
to the moon in this decade
and do the other things,
not because they are easy,
but because they are hard.



We choose to go
to the moon in this decade
and do the other things,
not because they are easy,
but because they are hard.

[John F. Kennedy / 12.09.1962]

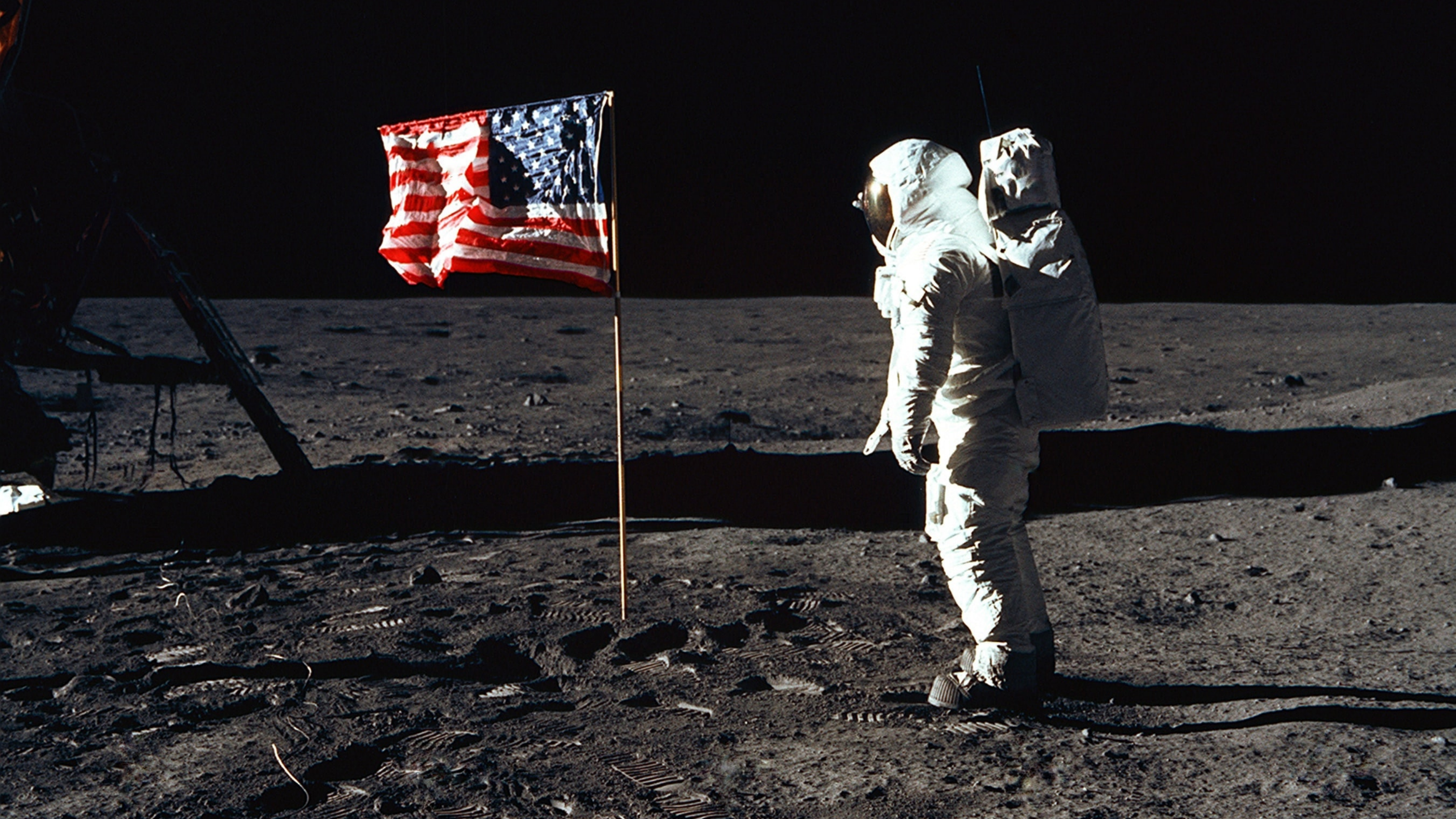
Moonshot

trust the flow

einfach machen

Think big

Think back

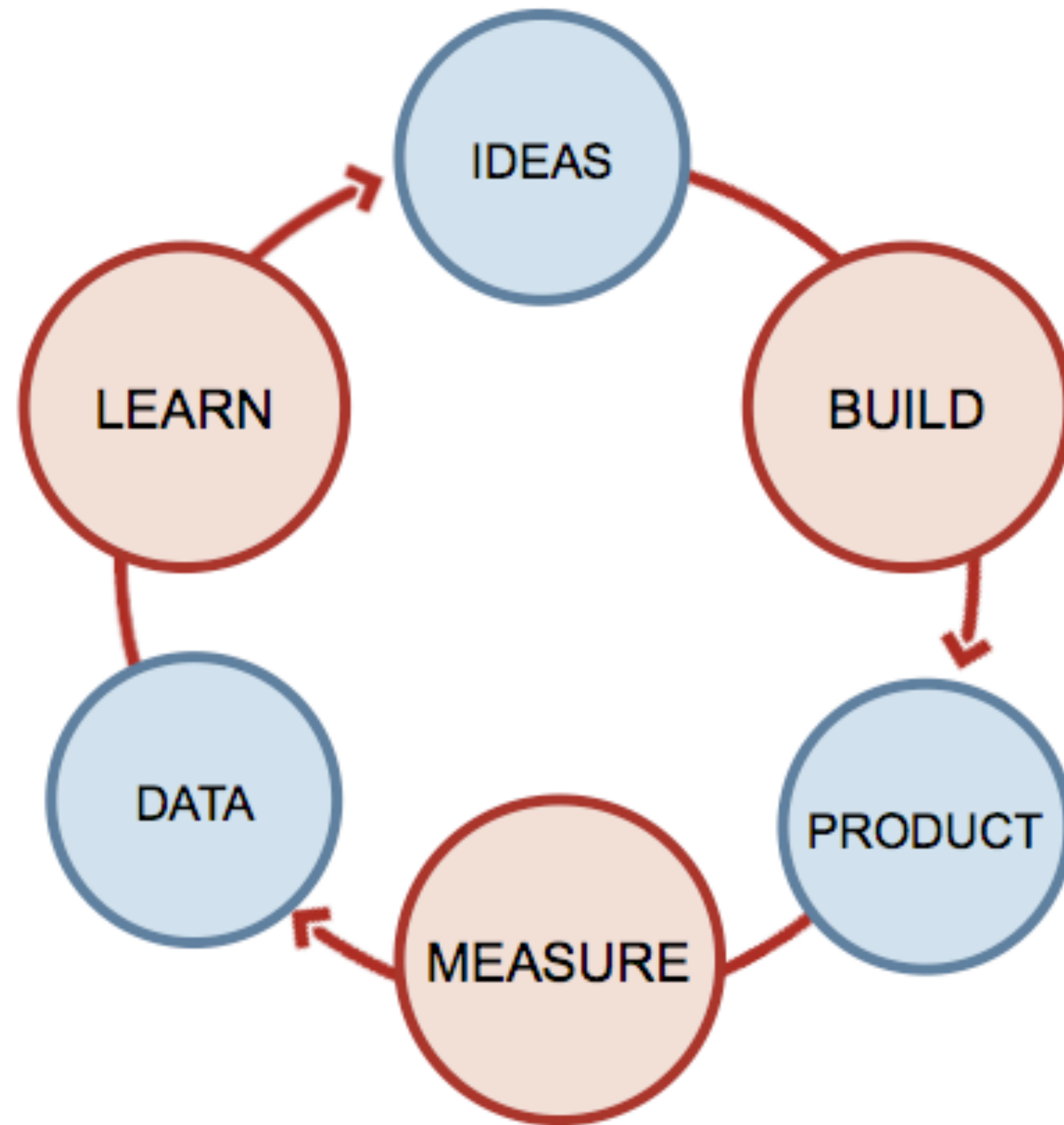






einfach machen

learn



build

measure

Lean Canvas

Designed for:

Designed by:

On:

Day

Month

Year

Iteration:

No.



Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling messages that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
Existing Alternatives	Key metrics Key activities you measure	High-Level Concept	Channels Path to customers	Early Adopters
Cost Structure Customer acquisition costs, Distribution costs, Hosting, People, etc			Revenue Streams Revenue model, Life time value, Revenue, Gross margin	

einfach machen

„If you want something new,

„If you want something new,
you have to stop doing something old.“

„If you want something new,
you have to stop doing something old.“

- Peter Drucker

Innovation

Inkrementell

Innovation

Inkrementell

Innovation

Radikal

Inkrementell

Innovation



Radikal

Inkrementell

Innovation

Radikal

Kurzfristig

Innovation

Radikal

Kurzfristig

Innovation

Langfristig

Kurzfristig

Verantwortung

Langfristig

einfach machen

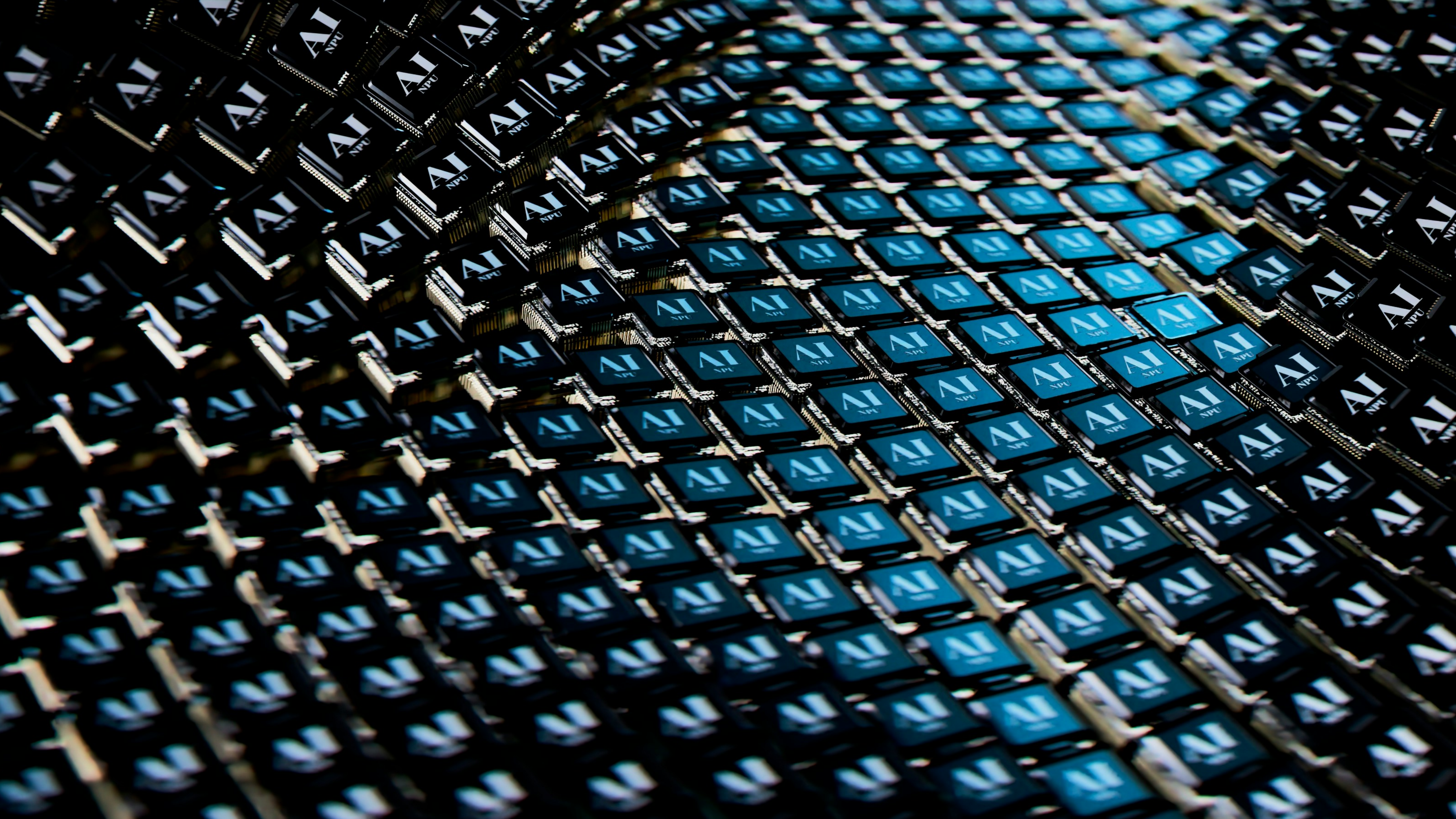
Inkrementell

Innovation

Radikal

Künstliche Intelligenz





ss









Inkrementell

Innovation

Radikal



Inkrementell

Innovation

Radikal

KI

Inkrementell

Innovation

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Inkrementell

Innovation

Radikal

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Inkrementell

Innovation

Radikal

Mensch

einfach machen

einfach denken



**'TOP'
SECRET'**



„Das wird nicht funktionieren“

„Das wurde noch nie gemacht“

„Ich kann mir das nicht vorstellen“

*„Computer sind absolut nutzlos. Sie können nur
Antworten geben.“*

*„Computer sind absolut nutzlos. Sie können nur
Antworten geben.“*

– Pablo Picasso, 1946

„Filme in Kinos sind nur eine vorübergehende Modeerscheinung. Das Publikum will Schauspieler live auf der Bühne sehen.“

*„Filme in Kinos sind nur eine vorübergehende
Modeerscheinung. Das Publikum will Schauspieler
live auf der Bühne sehen.“*

– Charlie Chaplin, 1916

*„Es gibt nicht den geringsten Hinweis, dass
Atomenergie jemals nutzbar sein wird.“*

*„Es gibt nicht den geringsten Hinweis, dass
Atomenergie jemals nutzbar sein wird.“*

– Albert Einstein, 1934

Feedback



Feedback

ehrliches Feedback



extreme uncertainty









ANN

STOCKMANN



Gold

FORUM CINEMAS



IRINA

TEL



CINE IAS

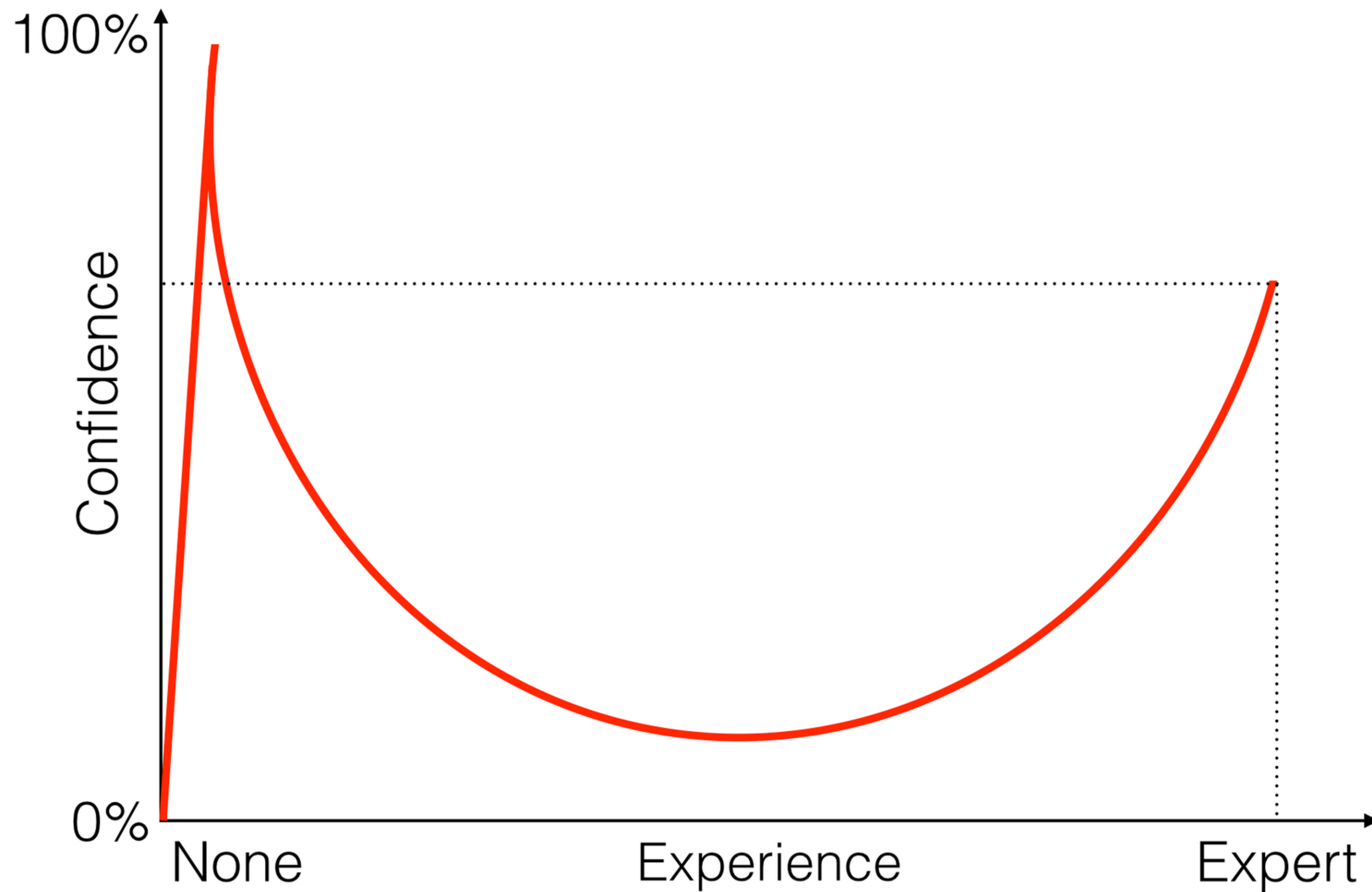
23 PURUCIENS



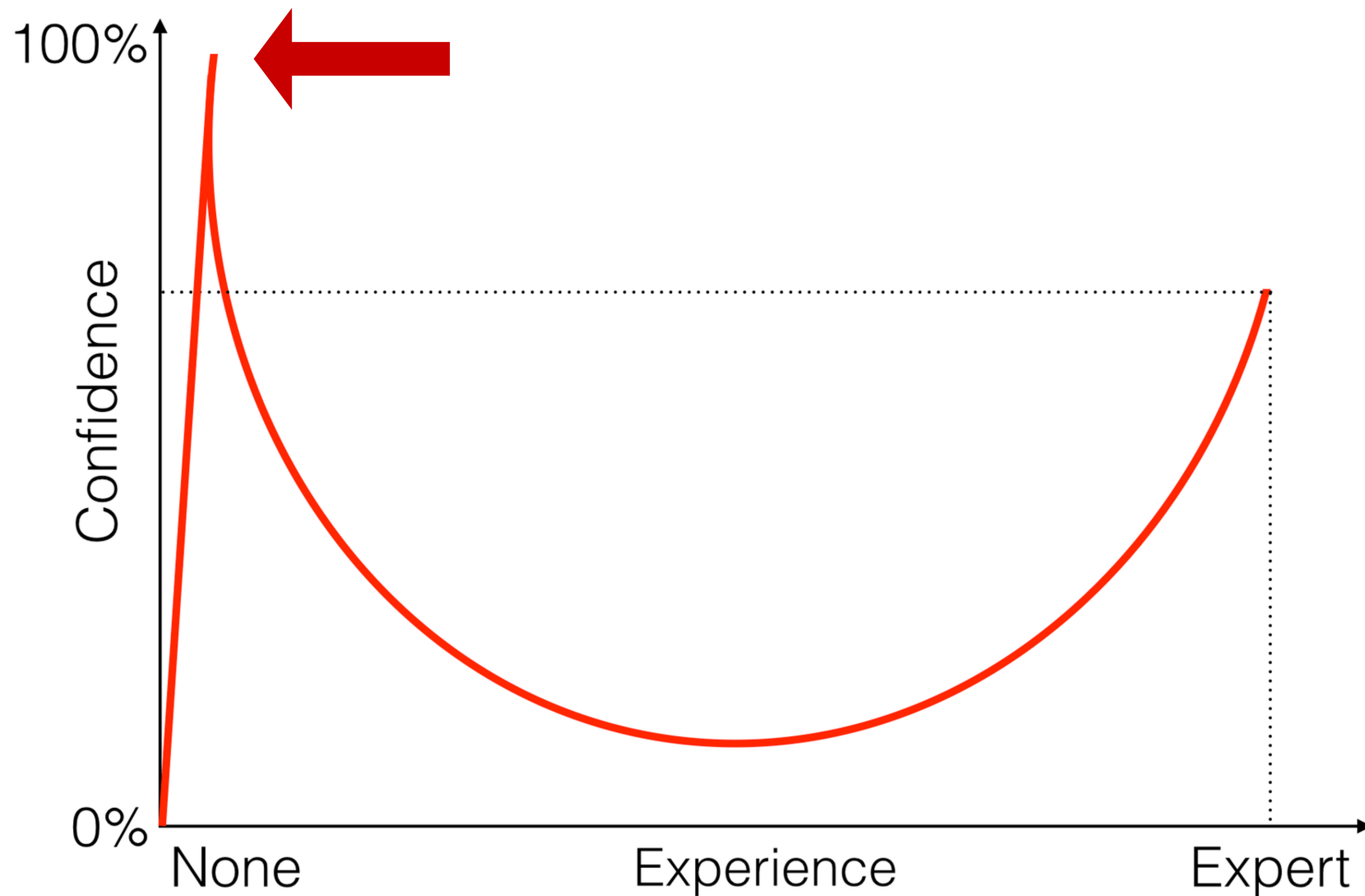
50 m

Dunning Kruger Effect

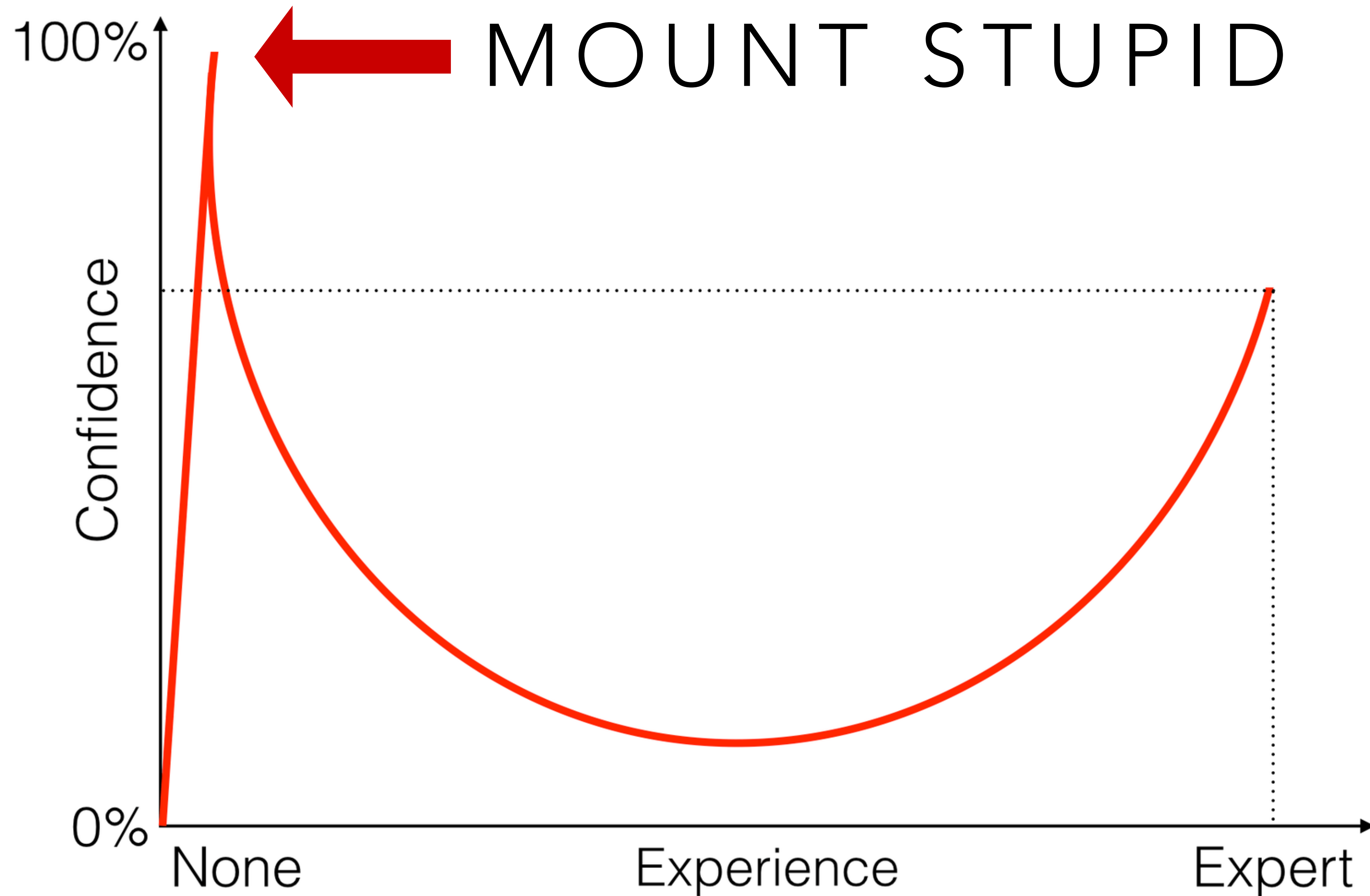
Dunning-Kruger Effect



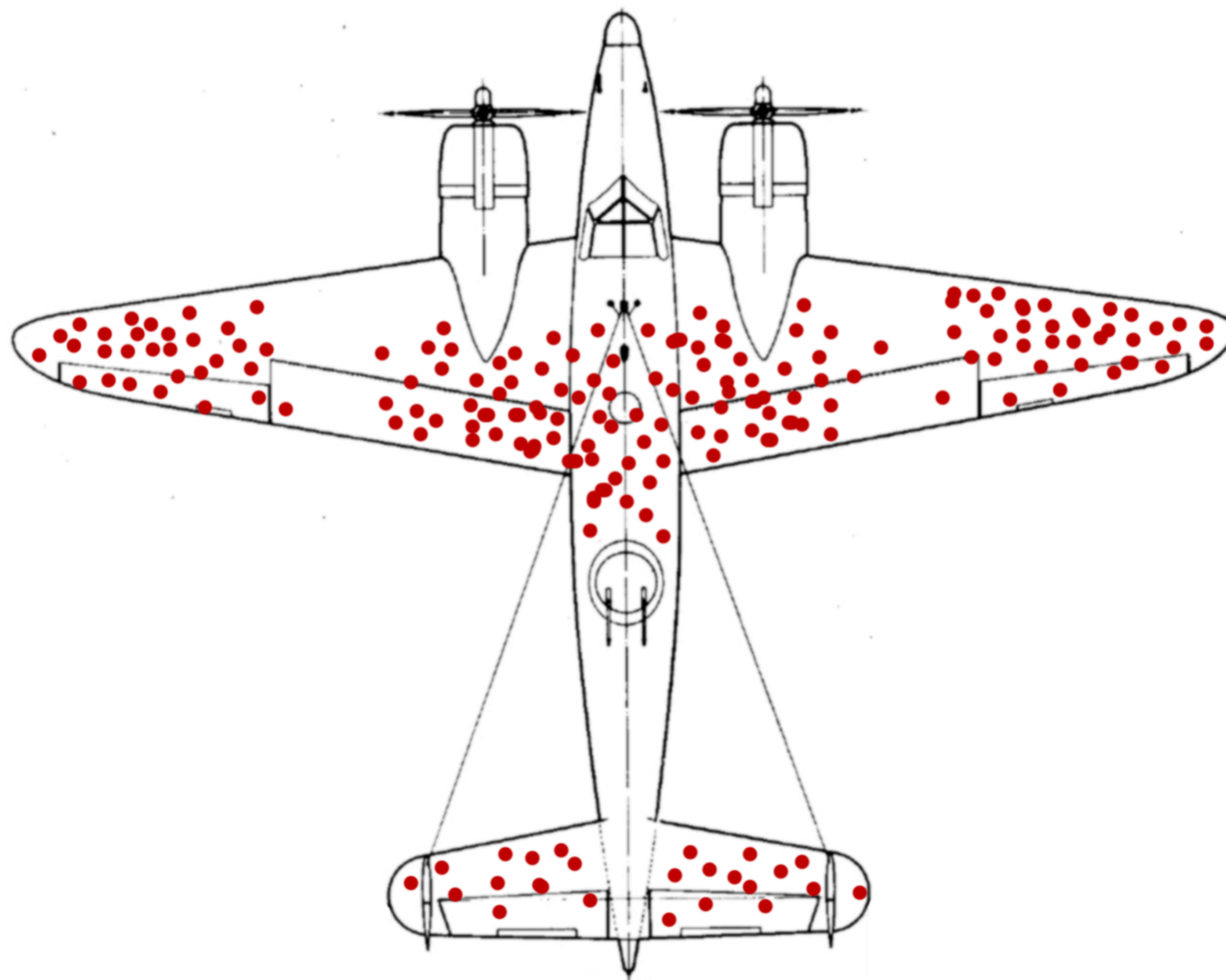
Dunning-Kruger Effect

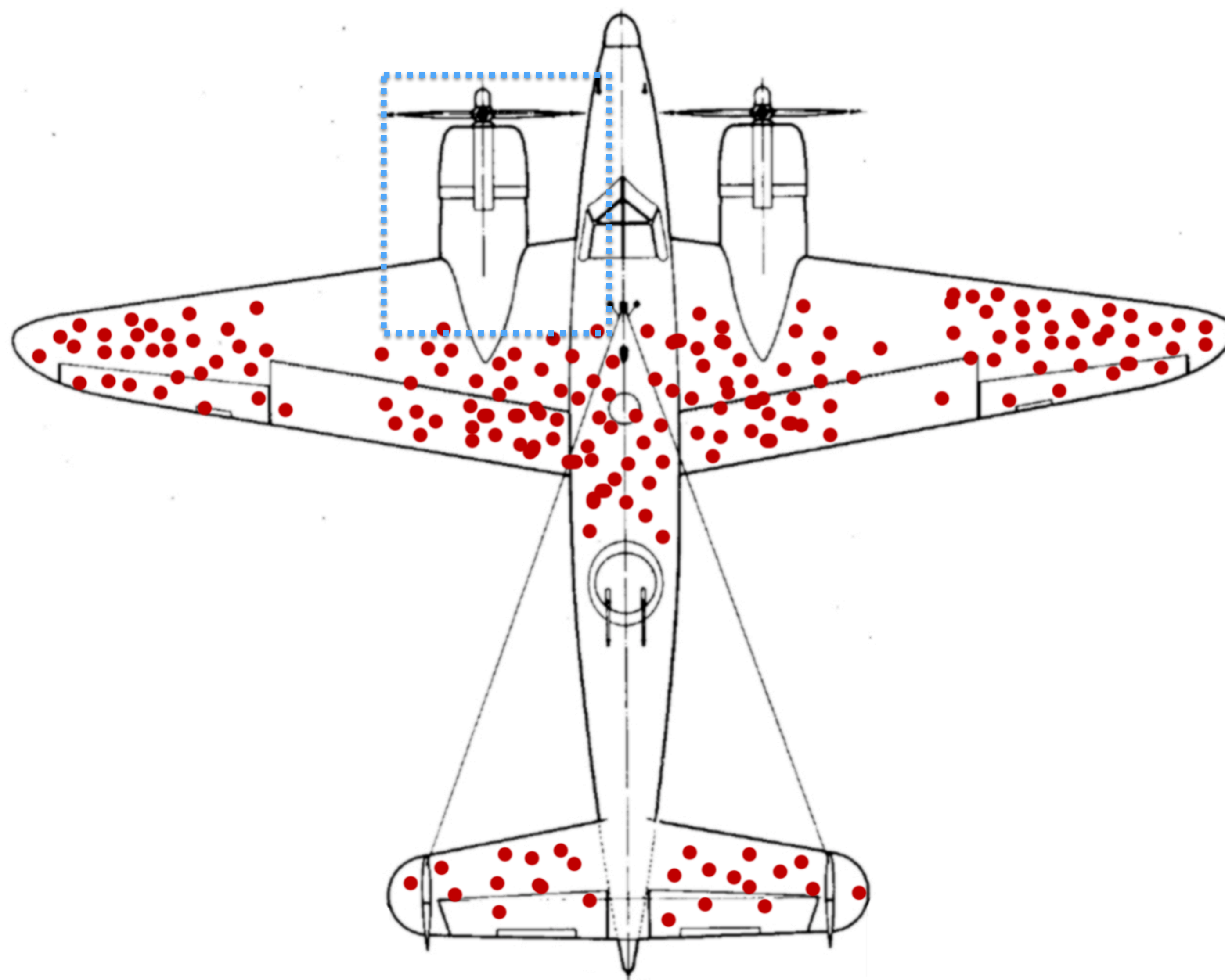


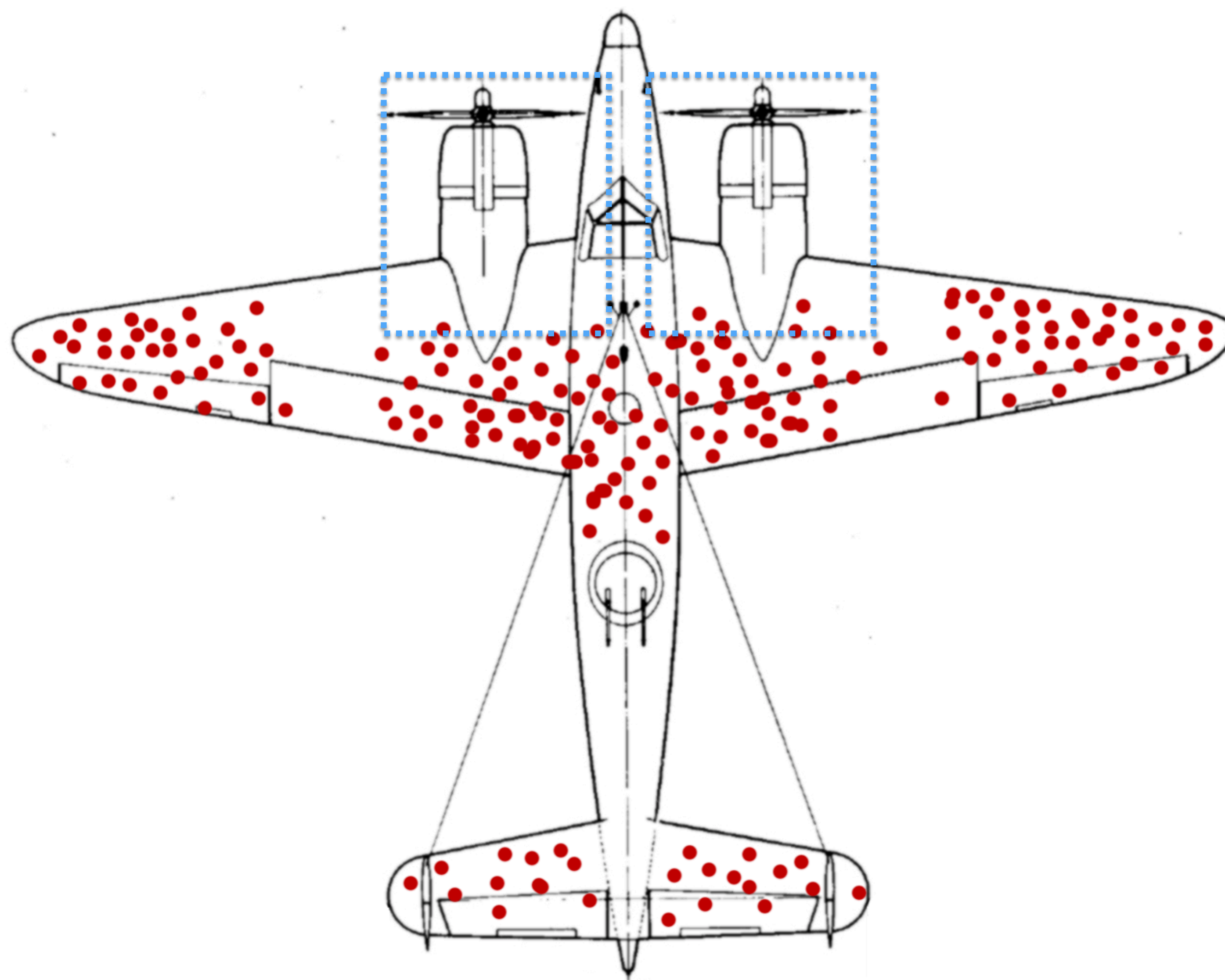
Dunning-Kruger Effect

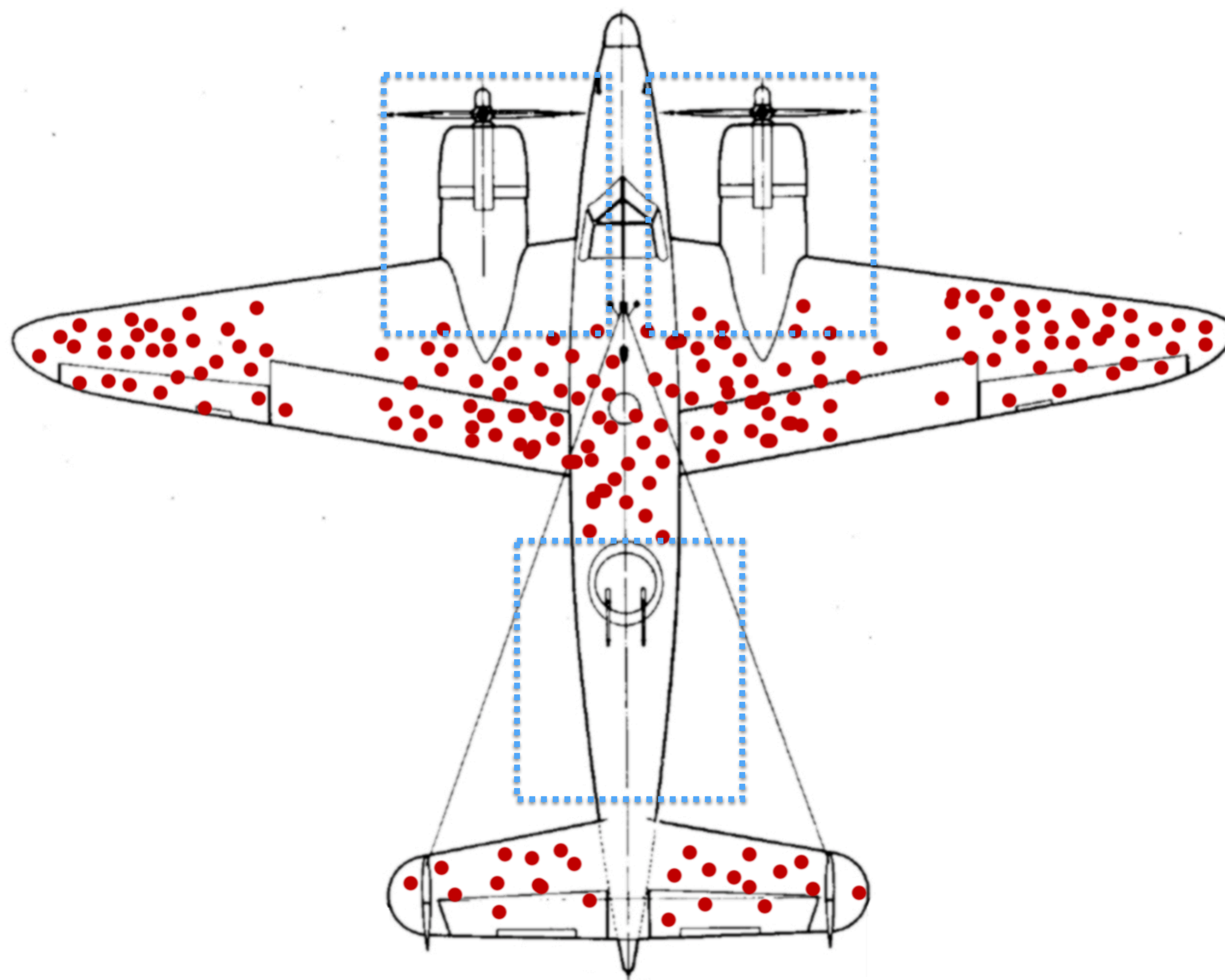


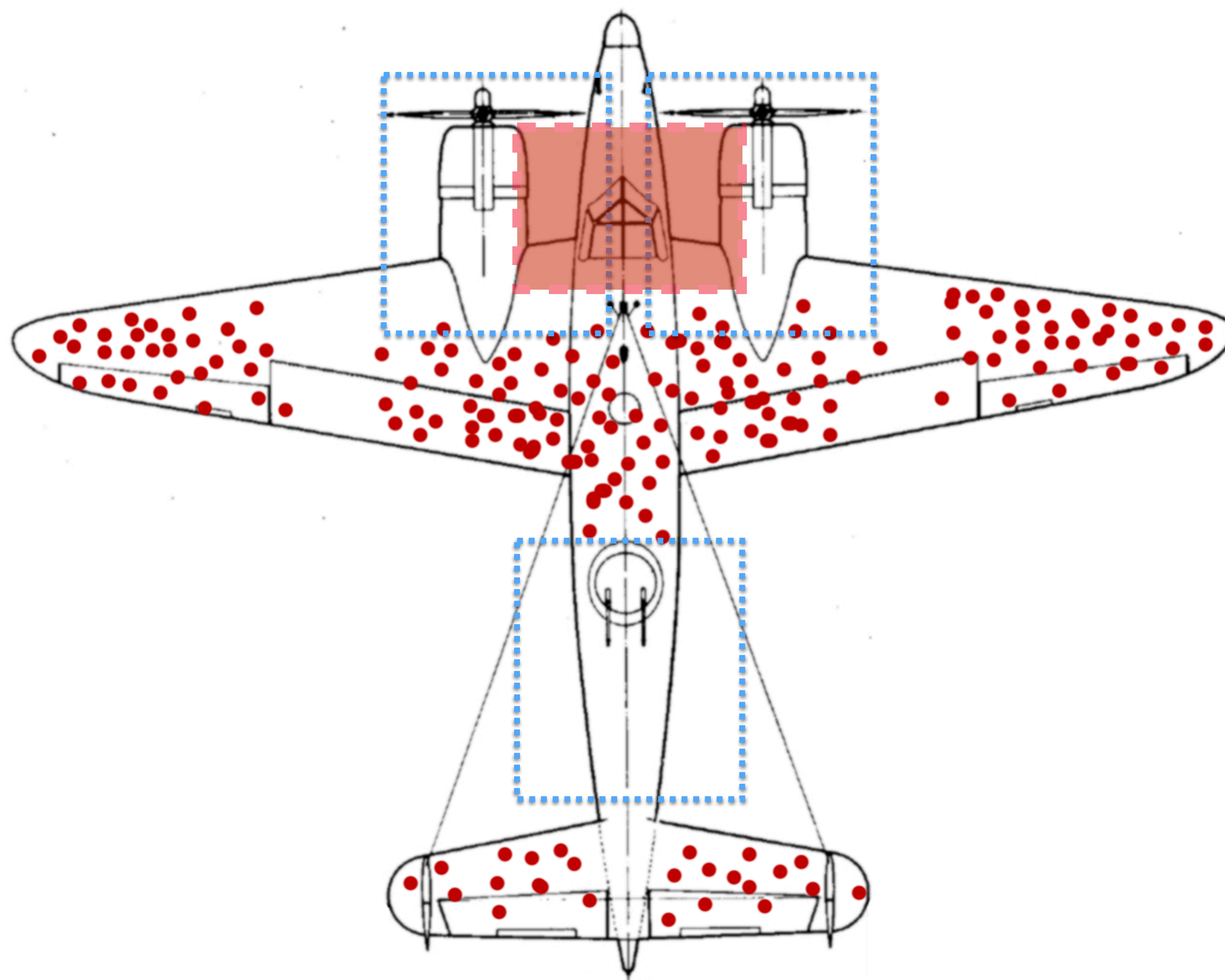
1. ExpertInnen hinterfragen









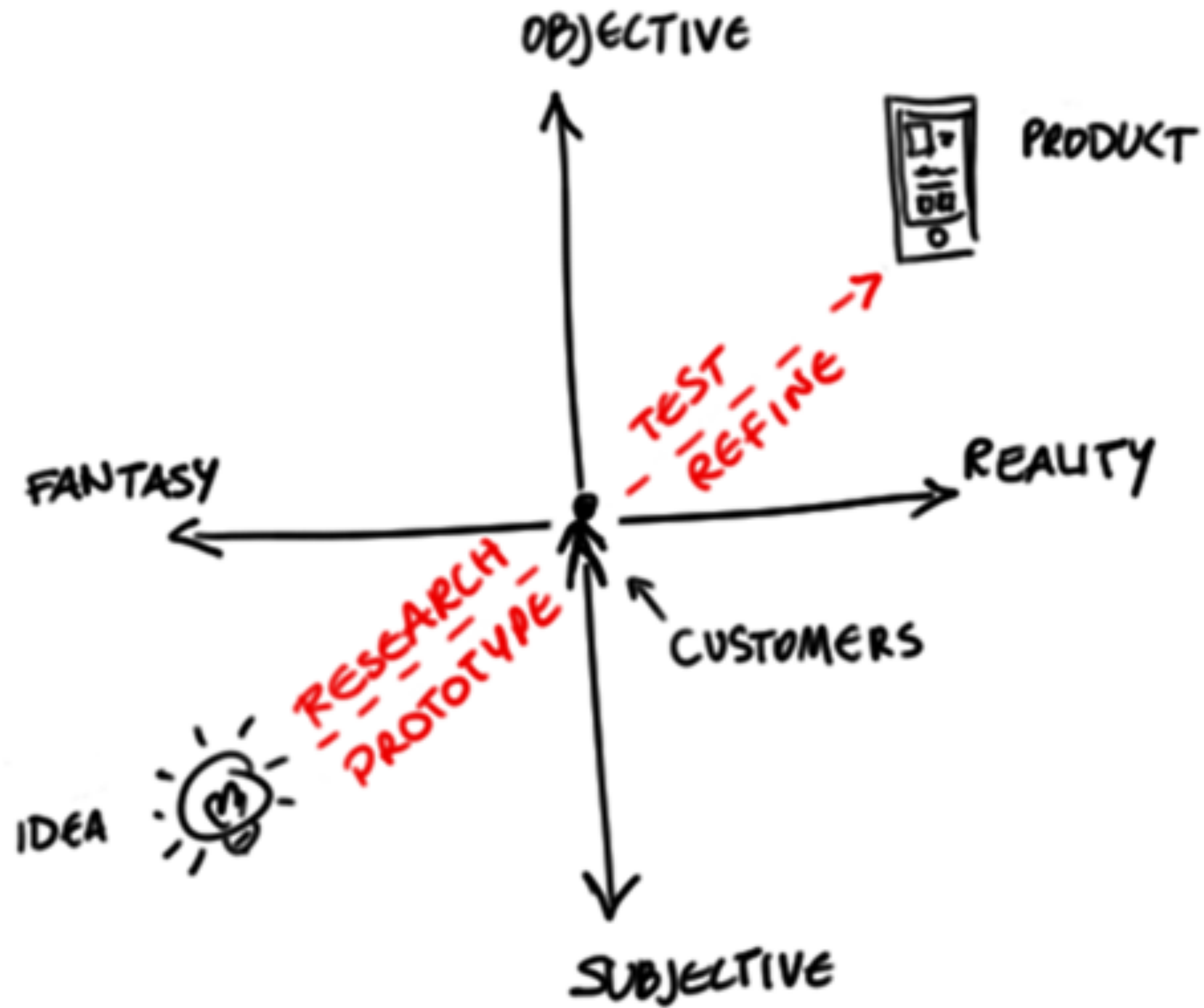


survivorship bias

what am I missing?

1. ExpertInnen hinterfragen
2. What am I missing?





1. ExpertInnen hinterfragen
2. What am I missing?
3. Version 1.0 nicht als IST beurteilen



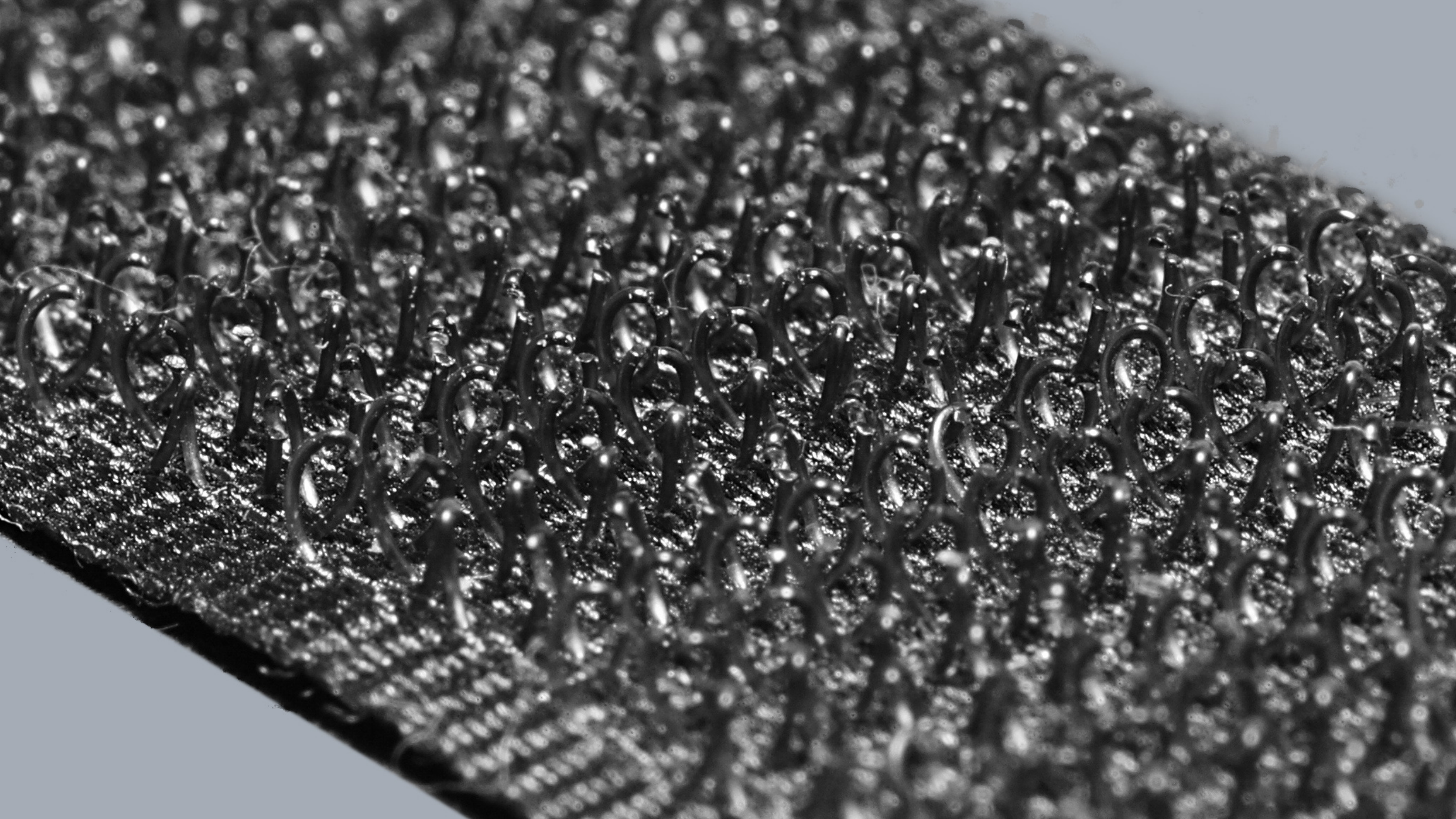


1. ExpertInnen hinterfragen
2. What am I missing?
3. Version 1.0 nicht als IST beurteilen
4. Don't stare in the horse's ass



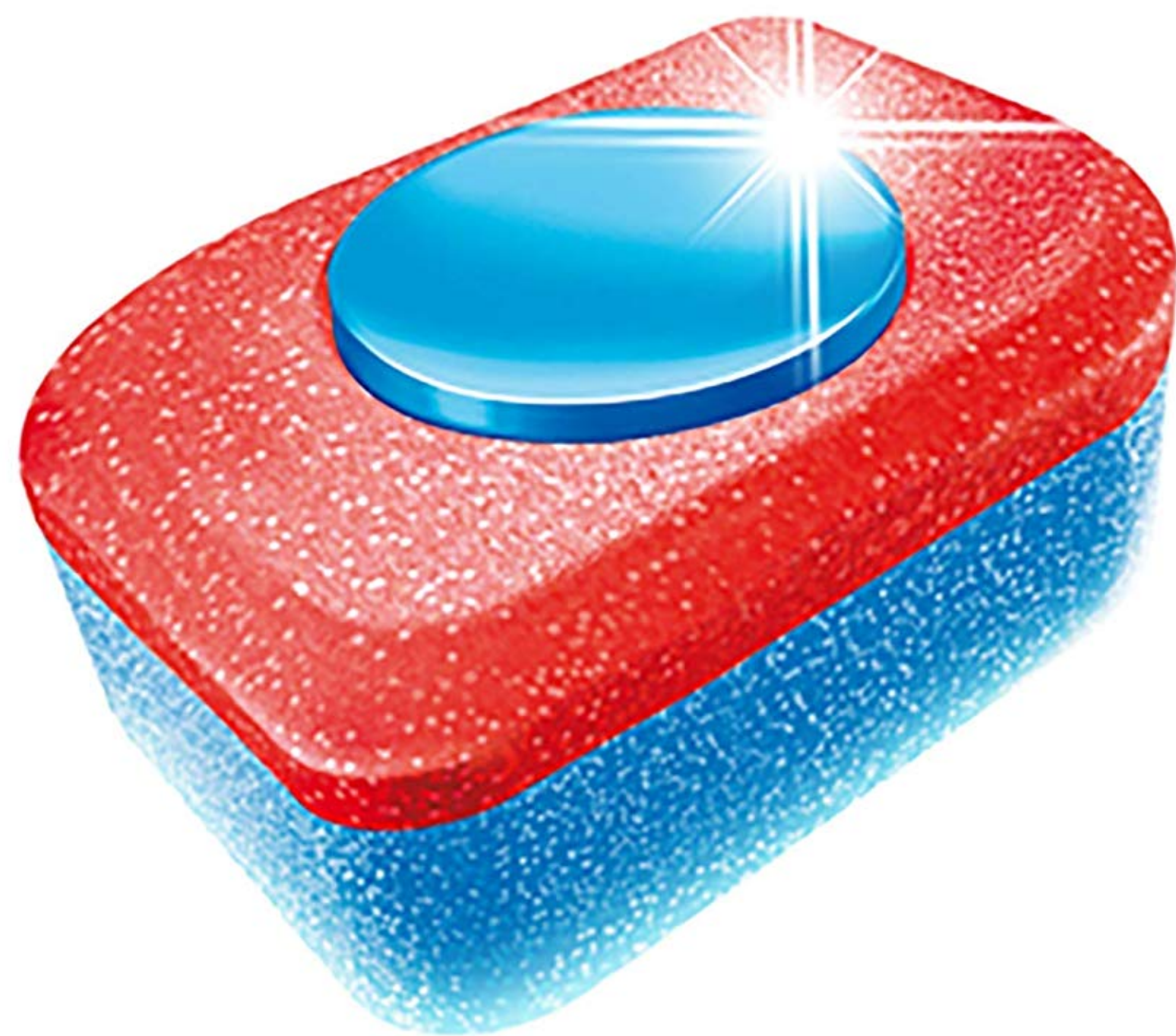
© George de Mestral







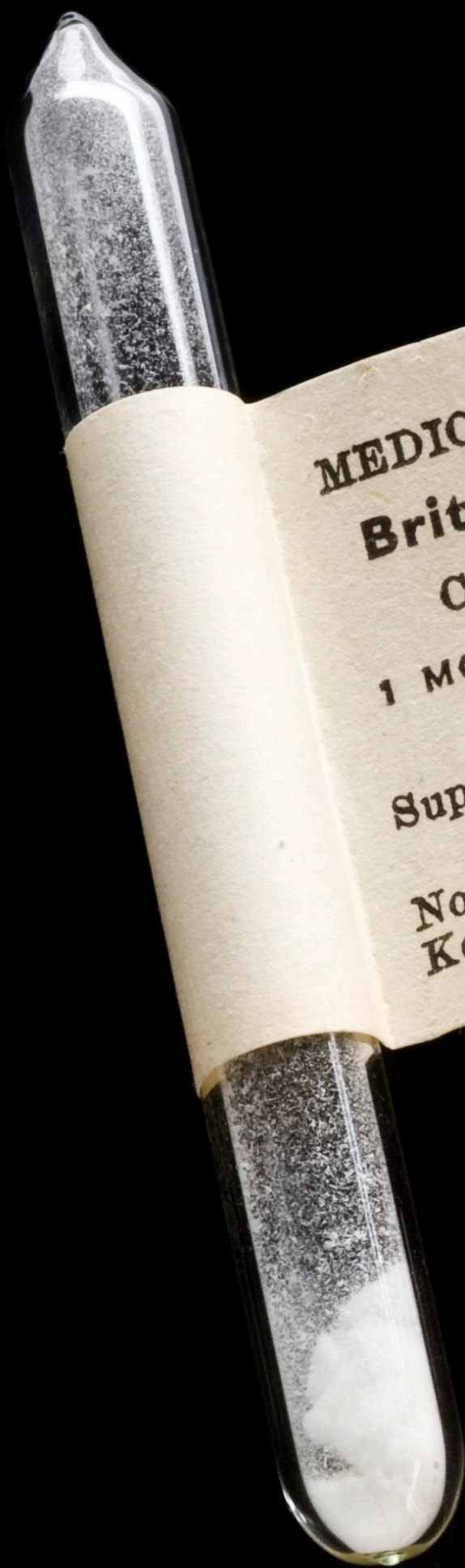
1. ExpertInnen hinterfragen
2. What am I missing?
3. Version 1.0 nicht als IST beurteilen
4. Don't stare in the horse's ass
5. Geh mehr raus...





1. ExpertInnen hinterfragen
2. What am I missing?
3. Version 1.0 nicht als IST beurteilen
4. Don't stare in the horse's ass
5. Geh mehr raus...
6. Probier mehr neue Dinge





MEDICAL RESEARCH COUNCIL
British Standard Penicillin

Contents = approx. 30 mgm.
1 MGM. = 1600 INTERNATIONAL
UNITS OF PENICILLIN

Supplied by The National Institute for
Medical Research, N.W.3
No. **43** Issued **27.4.46**
Keep Dry. Store at 0°C. or below.



Contents = approx. 30 mgm.
1 MGM. = 1600 INTERNATIONAL
UNITS OF PENICILLIN

Supplied by The National Institute for
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No. **43** Issued **27.4.46**
Keep Dry. Store at 0°C. or below.

1. ExpertInnen hinterfragen
2. What am I missing?
3. Version 1.0 nicht als IST beurteilen
4. Don't stare in the horse's ass
5. Geh mehr raus...
6. Probier mehr neue Dinge
7. Mach mal eine Pause



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[Daniel Cronin](#)



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Erfolgreich pitchen!

Nr.1 in Marketing/Neuerscheinungen auf Amazon

amazon





daniel@daniel-cronin.com



Daniel Cronin



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Daniel Cronin