Pitching Training

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Different Pitch/Presentations Scenarios

Elevator Pitch (30-60 Segs)

3-5 Minutes

15 Minutes…

Email Business Deck


PLEASE NO
HYBRIDS

PITCHING IS ABOUT EMOTIONS-FEELINGS


They Don't
michael jackson
Care
About
Us

FROM ZERO TO LOVE

YOU, YOU, YOU & YOU

Integrity

Passion

Experience

Knowledge

Skill

Leadership

Commitment

Vision

Realism

Coachability

5 QUESTIONS

- WHY
- WHY YOU
- WHY NOW
- SHOW ME THE MONEY
- PROOF


Why?

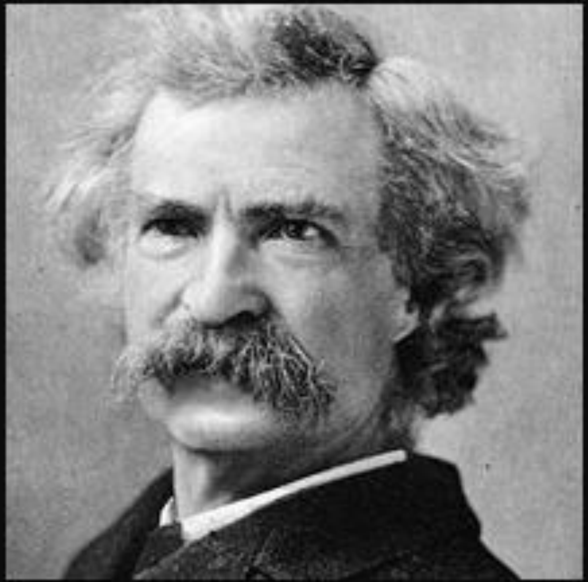

WHAT IS THE PROBLEM?

WHY YOU?

WHY NOW?


SHOW ME THE MONEY!


YOU GOT
ANY PROOF?



If it is a Miracle, any sort of evidence will answer, but if it is a Fact, proof is necessary

~ Mark Twain

Keep in mind investors are looking for:

a. Business Model
b. Team
c. Innovation
d. IP

MISTAKES TO AVOID

Sometimes, investors say no. And sometimes it is because entrepreneurs commit the following mistakes while pitching:

- Ask an NDA before sharing the idea
- Sending your executive summary or
- business plan unsolicited
- Miss important points like traction, team experience, and even problem
- Show unrealistic projections
- Pitch your ideal investor first
- Not doing your homework on the investor.
- Assume investors know the problem you are solving

- When you pitch virtually, make sure to have a stable connection, proper lightning and a clean background.
- When you pitch in person, master your body language and don’t be nervous.

Very important concept

- Too long. Audience Will disconnetc.The module will allow to understand and put in practice the main concepts and elements to be considered when defining the business models beyond your product/service, invluding the different targeted clients and the revenue models you intend to develop.
- Through mix of lectures, Q&A sessions and practical exercise, this module will allow to highlight how the concepts and tools presented will help strenghtening your business idea and practice. own experience.
- Starting from more general discussion that would stimulate all of you, a series of more specific follow-up workshops will be provided, with the aim to discuss further details and/or address the specific needs of the most advanced ideas and businesses.
- At the end of this module you will be able to finetune your busines approach and maximise your definition of targeted clients/users, as wel as your overall impacts and profitability.
- **This is too long, you Will lose their focus**
- The module will allow to understand and put in practice the main concepts and tools to be able to further specify your business model in terms of investments needed, cost-structures and expected revenues through time in order to pay-back initial investments.
- Through mix of lectures, Q&A sessions and practical exercise, this module will allow to understand and master at least at a general level the key elements to transform your idea into a business plan that can be assessed by investors and financial partners.
- Starting from more general discussion that would stimulate all applicants, a series of follow-up workshops will be provided, with the aim to discuss further details and/or address the specific needs of the most advanced ideas and businesses.
- At the end of this module you will be able to finetune your busines plan and understand your financial needs as well as the potential revenues and profits you aim to generate
- The module will allow to understand and put in practice the main concepts and elements to be considered when defining the business models beyond your product/service, invluding the different targeted clients and the revenue models you intend to develop.

- Through mix of lectures, Q&A sessions and practical exercise, this module will allow to highlight how the concepts and tools presented will help strenghtening your business idea and practice. own experience.
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Sometimes, less is more.

~ William Shakespeare

SIMPLE SENTENCE:

1 subject + 1 verb

I'm happy.

She exercises every morning.

They take the bus to work.


The Little Person by your ear…
SO WHAT?
Expect nothing, Question everything.

Pitch Success Factors

1. KNOW YOUR AUDIENCE, FIND COMMON GROUND

2. PRESENT YOURSELF TOGETHER WITH YOUR PRODUCT

3. CATCH ATTENTION WITH STORYTELLING

4. BE AUTHENTIC, HUMBLE AND OPEN-MINDED

5. BE CONCISE

6. ROCK THE Q&A

7. PRACTICE, PRACTICE, PRACTICE

Before creating the content for your pitch, make sure you think about the following questions

- What‘s the single greatest thing about your startup?
- What are your startup‘s 3 biggest achievements so far?
- What are the 3 main assumptions your startup is based on?
- What are the 3 things your target audience MUST remember from your pitch?
- What‘s the worst thing people could think about your startup after the pitch?
- What‘s the most critical question you could get after your pitch?
- Why? Why you? Why now? Economic Engine? Any proof?

Pitch Structure - Elevator Pitch

1. Intro - Only your First name
2. Problem - Facts, Figures, Emotions
    - How did you discover the problem
    - How can the audience relate to it
    - Connect the audience by asking questions (without expecting an answer)
3. Solution - Status, Traction
    - What is your solution?
    - Traction (Users)
    - Physical object (Prototype stage)
    - Not enough time to make a demo!
4. Need - Call for Action
    - Financing (Capital Need, Use of Funds)
    - Team Member (Qualifications, Tasks)
    - Partners (Testing, Pilots)

ANY QUESTIONS?

[Annexes]

Long version

Structure your pitch including the following topics:

1. Highlights *(*optional)*
2. Problem
3. Solution
4. Product
5. Market Size
6. Competitors Landscape
7. Business Model
8. Go to Market
9. Metrics
10. Team
11. Financials
12. Funding & Use of funds *(*for investors deck)*