What is the goal of your pitch?

★ It’s a conversation starter
★ Earn time and build trust >>>
  ○ Put information on something people agree already and then build on it
  ○ Know the pain of the audience: not just assume their pain based on our own values and perspective
  ○ Pitch for the worst-case scenario in the pitch session
  ○ Pitch is a conversation starter. It has to earn you more time. To make the right person to ask questions.
  ○ Pitching is not lecturing; it is essentially entertaining
  ○ People memorize stories, not just pure facts
  ○ Start with WHY

Preparing

★ Know your audience – observe them, find out videos, what is the language they speak, how can we align ourselves?
★ Know their pain – do not assume things based on your own perspective (tooth example)

Structure

- One-liner
  ○ Example: “Hi, I am Daniel. I am CEO of Shazam. Shazam identifies music.”
- The problem
  ○ Don’t waste time
  ○ You are sitting at home and you are listening to a song you love, but you don’t know it’s title
- BFN - Use a Big Fucking Number
  ○ Never lie – but push your clients to the right numbers
  ○ Can all people in the team speak the same language?
- Solution
  ○ Don’t tell how to make the product, but focus on how it looks like, what is the experience
○ Show the solution – and then earn the questions (but how does it do it? > algorithms)
○ Team – slide, earn time and build trust

● **What are others doing?**
  ○ Packaging and presentation
  ○ Increasing the „perceived quality“ – it does not really change the quality of the product

● **What makes it different?**
  ○ XY-axis, 4 areas
  ○ You don’t need to know everything, say „I don’t know“ (but I know who knows), this helps build trust

● **Traction**
  ○ External validation – crucial key

● **Business model**
  ○ How does this fit to my strategy
  ○ How do I earn money – and how do I support your cause (Sustainability, Green Deal etc)

● **Supporter**
  ○ If you have some prominent persons supporting your company, present them

● **What is the picture and language that you convey?**
  ○ Pay attention to details
  ○ See the energy of your audience
  ○ Are you authentic?

● **The next steps**
  ○ Timeline
  ○ Request

● **Q&A**
  ○ If you are on a virtual space, max out the screen of the participants and see how their bodies react, minimize slides
  ○ Be always confident when you reply.
  ○ Pause speaking, even if there is an awkward silence.

“Think like a wise man but communicate it in the language of the people”

**Tips**
● Most pitch-decks are lost in the first 2 slides.
● You should build trust by targeting the emotions of the audience and start talking rationally after the solution is presented
● Check your vocabulary when speaking on a foreign language
● Check for cultural differences
● Give context to something people know
Contact details

Think about your Minimum Viable Pitch: who are you? What do you do?

Delivering the pitch

- The first seconds count – gain attention, maintain attention
- Have a clear mission – „what is my mission for today?“
- Mentally build up for that moment – book „Shudo“ from Nike Founder
- Take your time.
- Deliver the first blow.
- Maximum attention mode
- Use tactical pauses
- Let people be natural
- Attention economy – how to start a video, what do you like, what do you dislike
- Think of nice speeches and keynotes, be passionate
- Visualize
- Tell a story
- Fear – bravery is about being scared but still doing it
- Be aware of what is going on in the body

Content

- Eye contact
- Give people time to transition and relax – focus on that work, when doing the video
- Simple language and slowly
- Clean and simple slides
- You are not doing a theatre performance – it does not need to be perfect, just underline what you are doing.
- Not necessary to subtitle – at least if not using for facebook/linkedin