



Access 2 EIC Training “The ART of PITCHING”

General Tips on how to plan and deliver an efficient pitch

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