HELLO THERE!
MY NAME IS

DANIEL CRONIN

daniel@daniel-cronin.com

Daniel Cronin
dnlcronin

Clubhouse
THE WORLD IS TEMPORARILY CLOSED
pitching
[ˈpɪtʃ]
art of pitching
art of pitching
art of pitching

Step 1: Baseline / The Perfect Pitch
Step 2: Remote & Video Pitching
Step 3: Train the Trainer
Step 4: Time to Reflect
expectation
my expectation
your expectation
your expectation

Go to www.menti.com and use the code 9589 6698
Have you ever pitched?

<table>
<thead>
<tr>
<th></th>
<th>Yes!</th>
<th>No!</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>17</td>
</tr>
</tbody>
</table>
Your largest audience

- 100 - 200: 7
- 200 - 500: 13
- 51 - 100: 4
- 21 - 50: 2
- 1 - 20: 1
- + 500: 3
How to you rate your stage performances?

- Confident and professional: 3.7
- I'm very nervous: 3.1
- I'll do everything to avoid the stage: 1.8
I'm happier...

- On a real stage: 24
- Online: 8
- Never happy (on a stage): 0

Mentimeter
How many pitches do you assess (in a year)?

- 1 - 10: 14
- 11 - 20: 9
- 21 - 50: 4
- 51 - 100: 5
What are you expecting?

To be able to support my clients better, when they are pitching for the EIC Accelerator

to improve my knowledge to better support SME

Get my framework to support Pitching companies in the EIC

Learning more on how to train companies

to become Good in pitching and can train others

Learn more the Train-the-trainer techniques

Raise the attention and keep the interest of the audience

Learn how to assess a good pitch and pitch well myself!

what are the most important contents of a pitch? how to present them in a most convincing way?
What are you expecting?

- Tips and tricks of a successful pitching
- Learning how to make a good video pitch
- Better knowledge of how to persuade the jury
- Good practice
- To help my applicants improve in the art of pitching.
- Get tips about key points of pitching
- Motivating insights: New ideas on how to pitch
- To train as better as possible enterprise to put them in very good conditions when they will be in face of EIC JURY
- Key elements that make a very good pitch
What are you expecting?

- To recognize what is a good pitch and what is a bad one. To be able to support the companies in improving their pitch.
- Hopefully be able to support companies.
- Personal development, better view on pitching, supporting clients.
- Learn about the perfect pitch and of other’s experience in order to be helpful for the clients.
- Learn tips to transmit to our clients.
- Preparation of presentation for the pitch not supported by the speaking persons (as a part of EICA short proposal).
- Improve expertise on pitching, have stronger skills to support more advanced companies, more insights into pitching techniques.
perfection is a moving target
do what works for you
pitching

[pitʃ]
natural
natural
idea
[ai'diː; -diə]
talk
[toːk]
inspire
[in'spai(r)]
believe
[biˈliːv; be-]
HI,
I’M DANIEL...
THE PERFECT PITCH
A FOOL’S GUIDE TO PITCHING
DANIEL CRONIN
THE PITCH PROFESSOR
STARTUPS
HOW DO I PITCH?
BUT LET’S **START** AT THE VERY **BEGINNING**
WHAT’S THE **GOAL** OF A **PITCH**?
SELL YOUR VISION
GET YOUR **FOOT** IN THE **DOOR**
AND THEN TALK IN DETAIL
time

trust
earn time
build trust
KNOW YOUR AUDIENCE
AND KNOW THEIR PAIN
STRUCTURE
...AT LEAST ONE WAY OF DOING IT
1. ONE-LINER
2. PROBLEM
BFN

BIG F**KING NUMBER
3. SOLUTION
The Chocolate Cake Company

It never melts
The Chocolate Cake Company

It never melts
TRACTION
BUSINESS MODEL
4. NEXT STEPS
Business Plan

? --> Light Bulb --> IF Work

ELSE $$
5. REQUEST
1. ONE-LINER
2. PROBLEM
3. SOLUTION
4. NEXT STEPS
5. REQUEST
6. Q&A
trust
AND **HAVE** A COUPLE DETAILED **BACKUP-SLIDES** PREPARED...
molybdenum

mom

mom-and-pop

mome
„Think like a wise man but communicate in the language of the people.“

—WILLIAM BUTLER YEATS
communication = what you say
communication ≠ what you say
communication ≠ what you say
= what others understand
communication ≠ what you say
= what others understand
Reptilian Brain
Limbic Brain

Reptilian Brain
Reptilian Brain
Limbic Brain
Neocortex
Instinct
Emotion
Rational
Instinct
Reptilian Brain

Instinct
Reptilian Brain

Instinct

ONE-LINER

PROBLEM

SOLUTION

NEXT STEPS

REQUEST
How horny is that then?
ALL NEW PAJERO SPORT

CHOOSE WHAT'S RIGHT
RAO30

R CDU223 22 PD INTL=CD GUNGERFORD VIA RCA 2 1337=LT
MR MRS THOMAS L MARSHALL=
    KINGGEORGE (VIR)=

MARGARET HAD A LITTLE GIRL 6 LBS 8 OZS 8/20 AM BOTH WELL
LOVE=
    RICE=

TOLEDO
GESETZLICH GE SCHÜTZT
WHAT IF SOMETHING GOES WRONG???
IMPROVISE
ADAPT
OVERCOME
OH, AND HAVE A SLIDE WITH YOUR CONTACT DETAILS…
HELLO THERE!
MY NAME IS

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Daniel Cronin
dnlcronin
MVP
MVP
MINIMUM VIABLE PITCH
“SO WHAT DO YOU DO?”
DELIVERING THE PITCH
THE FIRST SECONDS COUNT
HAVE A CLEAR MISSION
GET IN THE ZONE
take your time.
THEN DELIVER THE FIRST BLOW!
BE PASSIONATE
VISUALIZE.
Quarterly Facts & Figures / Q2_2020

- Q2 has proven to have been an uplifting quarter diminishing some of the initial worries created in Q1 after primary observing somewhat declining market demand but we have fought back rather positively.
- At this point you are pretty much going with the flow and keep adding more and more relevant aspects to your presentation.
- Might as well add more, because you are unsure how to memorize everything you want to say so might as well. By the way, let's add 20% to the information - because numbers look great on slides.
- If you've come this far you can read quite fast and your eyes are hurting because you are reading this text instead of listening to me...I'm kind of insulted. Anyway, I think I have made my point.
- Might as well squeeze in another paragraph just to underline the importance and the gravity of my words.
Sequential lifting for quadruplets:

(Assume $\theta_C = 1$)

cycle inequality

$x_{12} + 2x_{21} + x_{23} + 2x_{31} + x_{32} + x_{34} + x_{41} \leq 3$
ENTERTAIN!

ARE YOU NOT ENTERTAINED?!!
DELIVERING THE PITCH
DELIVERING THE PITCH REMOTE
DON'T LECTURE!

Sequential lifting for quadruplets:
(Assume $\theta_C = 1$)

cycle inequality

\[
x_{12} + 2x_{21} + x_{23} + 2x_{31} + 2x_{32} + x_{34} + x_{41} \leq 3
\]
ENTERTAIN!

ARE YOU NOT ENTERTAINED?!!
TELL A STORY
FEAR!
FIGHT OR FLIGHT
PANIC LIKE

AND

YOUR

PANTS

This advice is for the population of the UK and Ireland only.
Just kidding. We're all fucked!!!
KEEP
CALM
AND
CARRY
ON
THE END
KEEP CALM AND BE AWESOME
FUTURE WEEKLY
AUSTRIANSTARTUPS.COM/PODCAST
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