



## **Access 2 EIC Training “The ART of PITCHING” Tips for the Video Pitch**

### **Introduction**

- How should participants distribute the speaking tasks within the pitch?

Teams may democratize the speaking roles, assigning some of the technical aspects of the project to the technical person whilst other aspects could be covered by other competent. However one person – maximum two should present. But during a proper Q&A session other team members should participate.

First the entertaining individual, then the more confident and then funelling down to the technical part. The first couple of seconds is extremely important to get the attention of the audience.

**TIP:** Never take trained actors/consultants as the video has to be authentic.

- When recalling pitches what are aspects that we tend to remember?

Humans create emotional connections, visual representations are important to create links so that people can recall the pitch. One or two keywords can change the perspective on something; words can set the frame and tone on how everything else is perceived. Framing is important, including non-verbal communication.

### **Requirements for the Video Pitch**

#### **1. Three Key Management People**

- Maximum of 3 people
- Check for titles
- Key persons working on the project

#### **2. Motivation & Commitment**

- Importance of a one-line underlining their objective or commitment in the very beginning (think about numbers/targets/your goals). What are you trying to achieve?
- Setting the tone and frame

- Short bullet points when speaking from a text/reducing information highlighting important points
- Investing time on the pitch

### 3. **Why is it the right team?**

- Highlighting the team aspect, experience working together and complementarity between them.
- Importance of highlighting the experience of the team (each person should speak and highlight their achievements very briefly - delivery is important).
- Providing an overview of how long the team has been working together, how they met and how they started working together.
- Importance of location/area of the speaker in the pitch: how does this reflect on their experience and knowledge.

### 4. **Project idea and how it fits the company strategy**

- Show what is the company strategy (potentially highlighting what the company has achieved and what it wants to achieve in the future)
- In the case of new companies, achievements in academia/projects as well as people's achievements.
- Show the history
- Include the product or the service in a simplified version in the pitch
- Linking personal drive to company strategy
- Help audience understand perceived quality of the project

### 5. **What is the need to reach the goal? What are you looking for?**

- Has to be crystal clear: what exactly are you looking for and why? (financially/product development) What are the next steps?
- What you need and what you are requesting should be rational and based on evidence.
- What will you do if you have all the money in the world? Check the response of the company
- Why now?
  - the need should fit the occasion, feels specifically tailored to this event and to the public
- Remember: include a clear call to action

### 6. **The three "Cs": Competence, commitment and credibility**

- Keywords that illustrate competence, credibility and commitment (for example collaborating with Fortune 500 companies etc.)
- Achievements of individuals/company
- Good to name credible customers, but maybe not have them speak within the pitch.
- First couple of words do not necessarily need to be recorded first. Be warmed up, this helps with a smooth intro.
- Talking slowly may show competence and confidence
- Environment/Location of speaker(s).

- Clothing doesn't have to be a fashion statement; putting some effort into your attire may represent your commitment and thought on the smallest of details.
- Communication is what they say, how they say it, how they look and their context (background). All should fit and communicate the message of competence.
- How speakers are positioned in the video as well as body language - think creatively on how speakers can show confidence in front of the camera. (Walking, moving, positioning)

### **Tech/Setup**

- It's not about being professionally made, it's about the quality of information
- Make an ambitious video
- Check your stage
  - How are we seeing the people? What is going on in the background?
  - More human aspect than less
- Light is the #1 parameter to invest – use daylight or invest on a ring-light
- Audio
  - Use external microphone – at least earphones, headset, airpods
  - Use lavalier (50€ - smartLav) or podcase microphone (shure)
- Camera
  - Zoom – go in HD
  - Use a smartphone to shoot in 4K and improve the quality
  - External webcams – Logitech streamcam – 120€
- Solid Setup
  - Get a tripod
- Editing
  - OBS, Zoom, Loom
- Tips
  - Stand-up
  - Use a presenter
  - Use a second screen
- B-roll and amazing music

### **General tips**

- Plan your story by always thinking:
  - Who is your target audience
  - how long is your pitch
  - what are you trying to achieve
- Avoid “texty” presentations; to act and speak as “humanely” as possible.
- If you make mistakes in the presentation - shoot it again!
- Avoid “obvious” statements (we are a highly disruptive company, we are innovative...)
- Show the product/solution
- Make the product tangible and visible with a similar or simplified example
- Remember to add contact details

- Check for small words that mean a lot and can change the impression from the side of the audience
- Frame - key - hook
  - frame: what is the vibe you are setting?
  - Hook, what is the mental hook people can connect to?

### **Key take-aways**

- Always make a good first impression
- Convey the essence of their idea/project with a little words as possible
- Show the product, make it tangible and easier to understand
- Easy to say - hard to do!
- Practice and practice - fake it until you make it!
- Ask other people for feedback
- The first seconds count, choose the presence of key people on the video wisely
- One core message - and repeat it!
- Earn time
- Sell your vision