What is a "pitch"?

~~Deliver a message~~

Make an impact

Current state → Impact → Future state
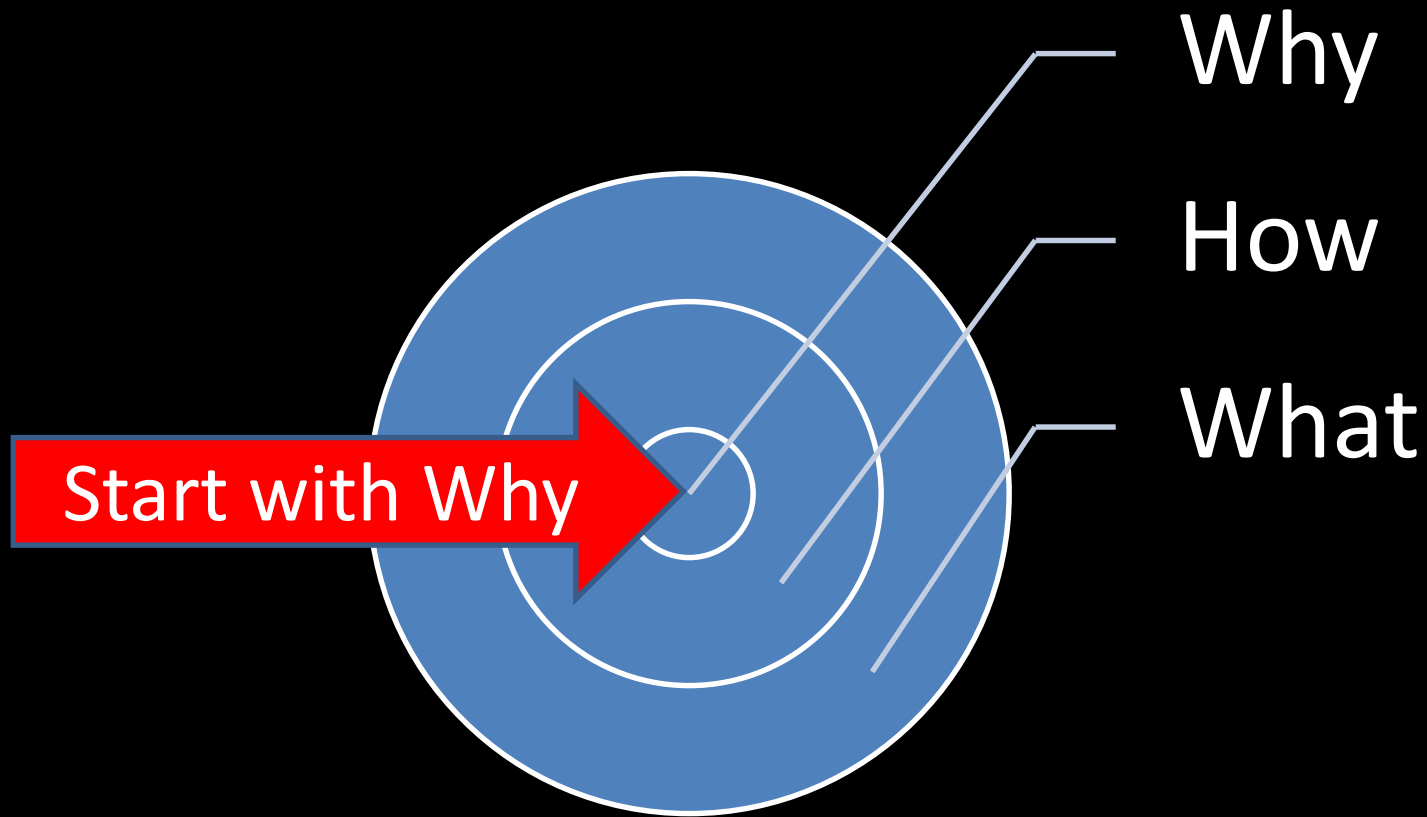
Impact on audience

Nancy Duarte https://youtu.be/1nYFpuc2Umk

Why

How

What

Start with Why

First assignment:
What would be needed for a pitch
to have an "impact"?

10 minutes
Breakout rooms
Collect points on eg Powerpoint

Current state

Problem

=

Who has the problem
(a person or an organization)

+

What is the problem

Two levels of problems

1. Overarching or global

-> the problem is important

2. Individual (or company)

-> the solution is relevant

Second assignment:
What is the problem you solve?

10 minutes
Breakout rooms
Write up your problem definition on e.g. Powerpoint

Future state

You can describe the solution without knowing what it is.

Describe the future state!

"Market" =
Quantifying the impact!

How widely applicable is your solution?

"Business model" =
Can you do it forever?

The "Startup Sauna" formula

- Slogan
- Problem
- Solution
- Market

- Business model
- Team
- Traction
- Ask

http://startupsauna.com/blog/so-you-enrolled-your-startup-to-a-pitching-event-what-now

Third assignment

Analyze this pitch: https://youtu.be/JET5oucIgGE?t=57
What is the customer impact that Emma is proposing?
What is the societal impact that Emma is proposing?

Which elements of a pitch do you find?

Go thru pitch once (not Q&A)
Go back and step through the pitch to answer the questions above

20 minutes

Breakout rooms

Present your findings on e.g. Powerpoint