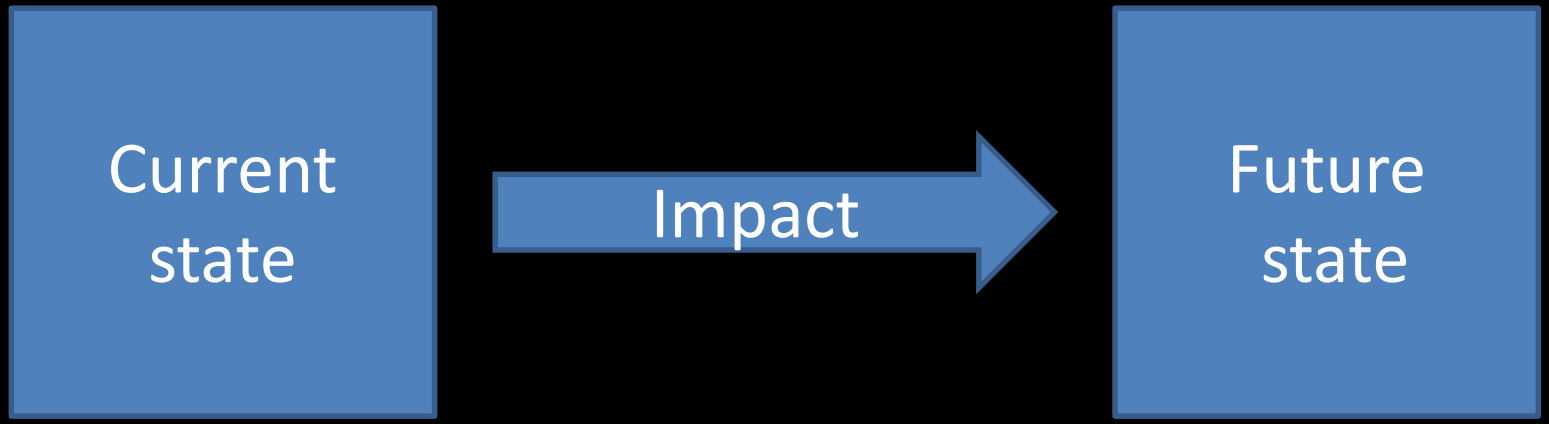
What is a “pitch”?

~~Deliver a message~~

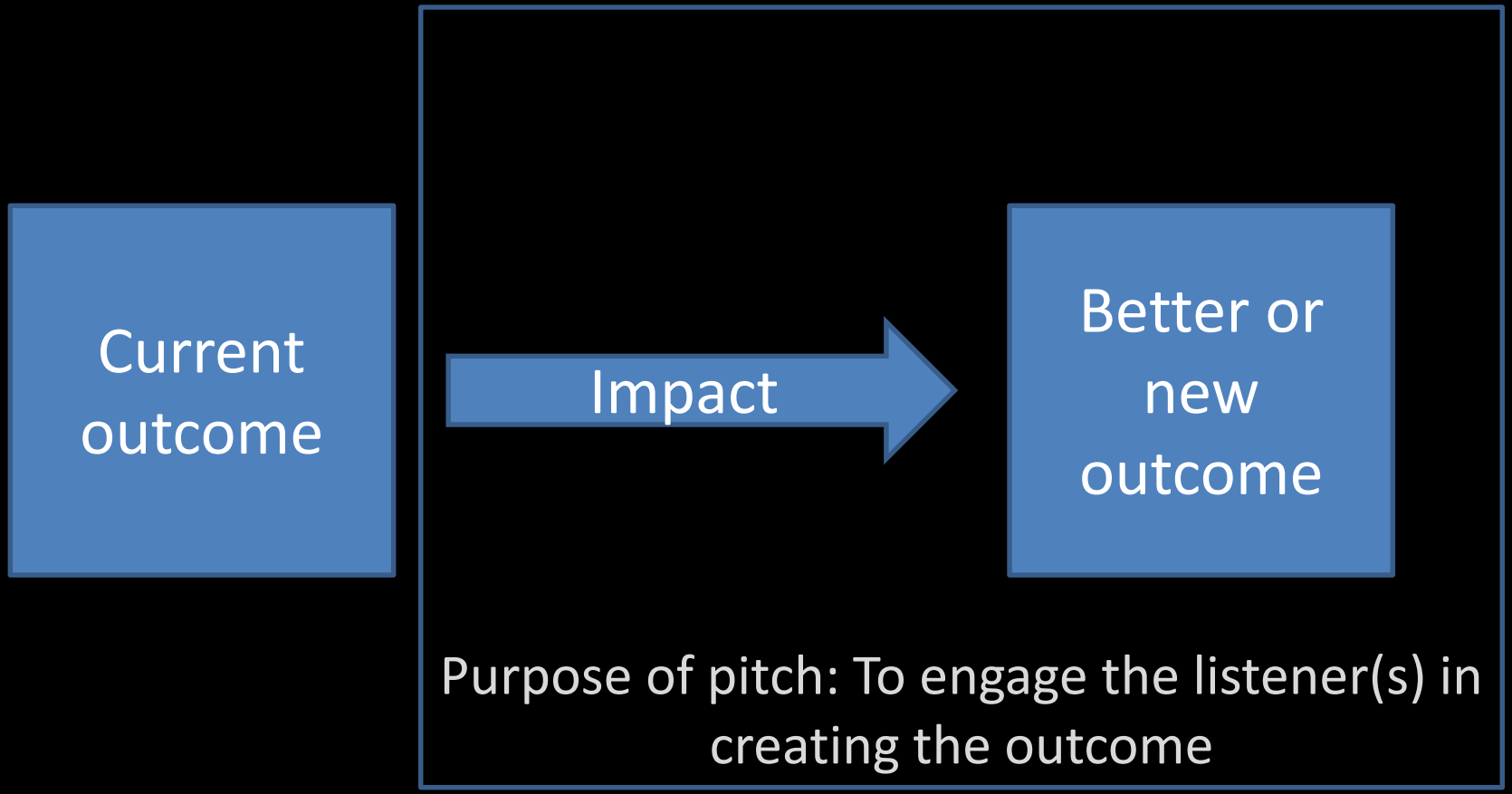
Make an impact

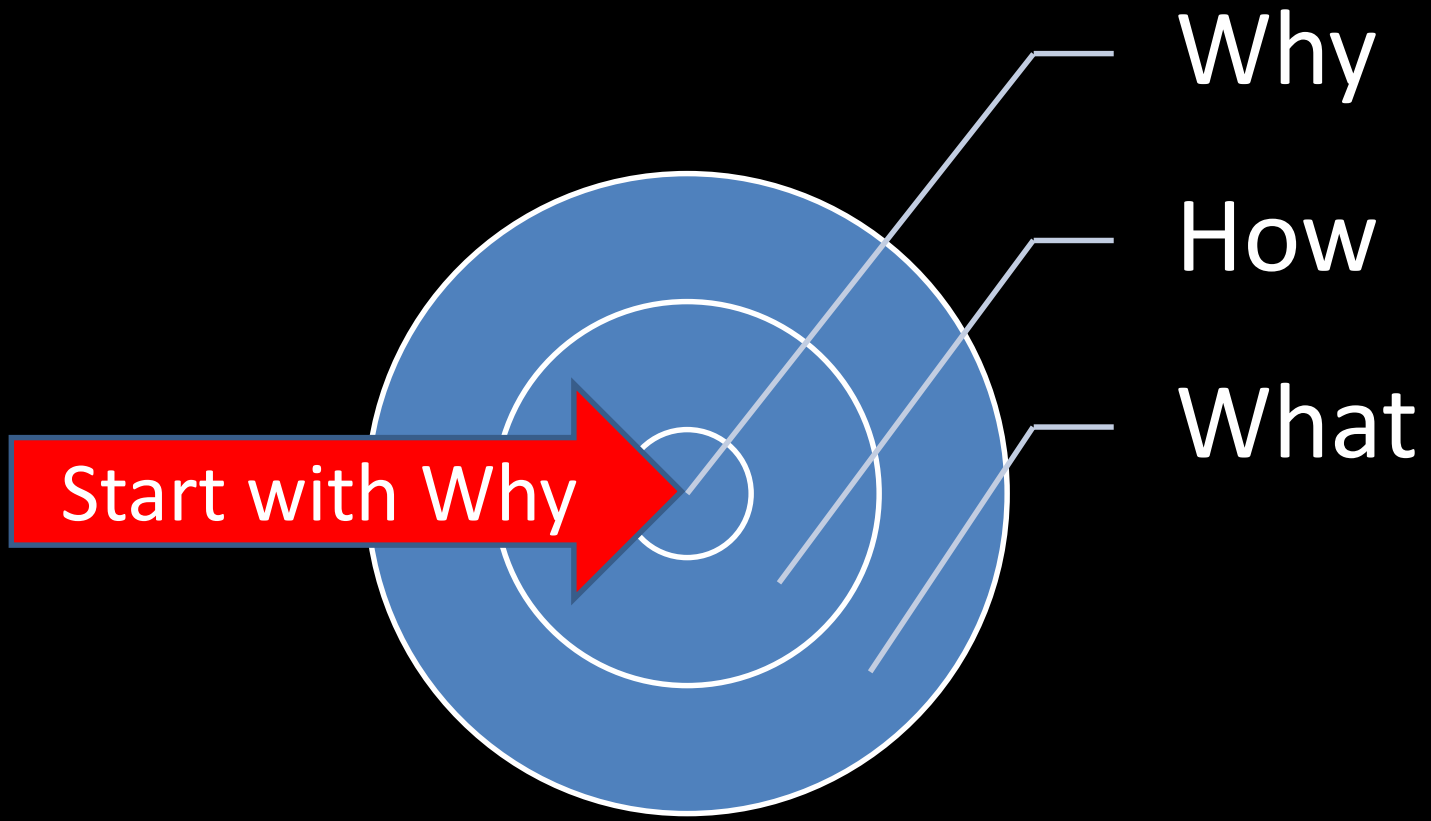
What impact do you want to make?

Make an impact on your audience with the impact of your topic



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


Current outcome
Impact
Better or new outcome
Purpose of pitch: To engage the listener(s) in creating the outcome



https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action Simon Sinek

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

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~~ case” =

Why should ACRE invest?

“Business ~~model~~ case” =

Why should L&T invest?

Please, now..

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