

PITCH TRAINING

Pack-Age / Aalto University

School of Arts, Design and Architecture
Department of Art and Media

AGENDA

23.11.23

Theory about pitching

8.30 Welcome words, introduction to training & check in

8.45 How to build an interesting story for a product?

Pitching skills

1) Pitching basics, how to prepare a great pitch

2) Storytelling tips, communicating the value

Presentation skills

3) Voice technique & body language

4) Presentation and interaction rehearsals

Training session

9.15 Pitching round 3 x 20 min.

10.25 Feedback (3 x 7 min.)

10.45 Key takeaways and reflection

(11.00 Working in groups continues until lunch)



CHECK IN



COACH ELSA ERVASTI

Art pedagog, coach, facilitator and author

- Planning learning processes since 2015
- Pedagogic approach, theory & exercises
 - Pragmatic learning methods
 - Art based methods
 - Blended learning

References

Grafia, Music Finland, Slush Music, Slush Talk the Talk, Vertical Accelerator, xEdu, Sampo, Start up sauna, City of Helsinki, Uniarts Incubator, VTT, European Institute of Innovation & Technology (EIT) Food, Shift events Oy



Photo: Katriina Haikala



Master of Arts,
Uniarts Helsinki 2012

Master of Applied Sciences,
University of Helsinki 2011

"I help finns pitch better in work life."

REFERENCES

Coaching artists, visual artists, musicians, actors,
producers, film directors, writers, editors,
journalists...

Music Finland, Slush Music, Taike, Uniarts Helsinki,
Aalto University, Slush Music, Taku, FAO, Turku
YAMK, Åbo Akademi & University of Helsinki



**Pitch! - innostavan tiivistämisen
taito
(Kustantamo S&S 2020)**

**Awarded by Optio magazine
"10 best business books 2020"**

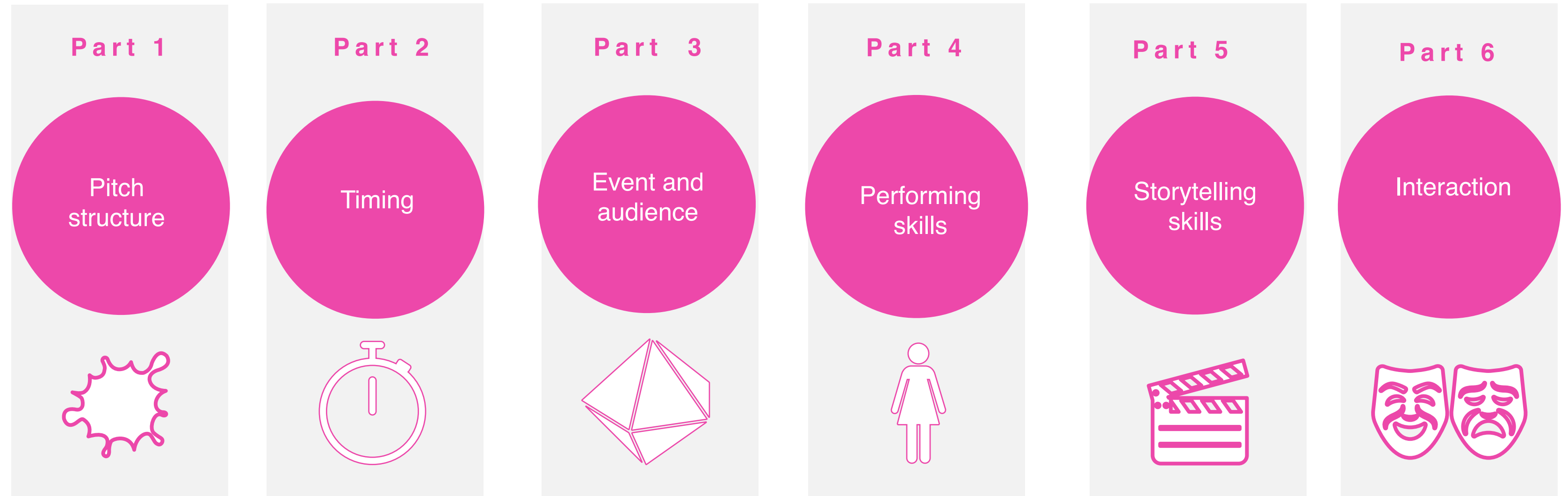


- 1. Miksi luovuus?
- 2. Luova prosessi
- 3. Nyt ideoidaan!
- 4. Luovuus liikkeessä
- 5. Suunnittele luova päivä
- 6. Visuaalinen ajattelu
- 7. Luova kirjoittaminen
- 8. Luovuusopit käyttöön!



Online courses and sound books are scalable creative content.

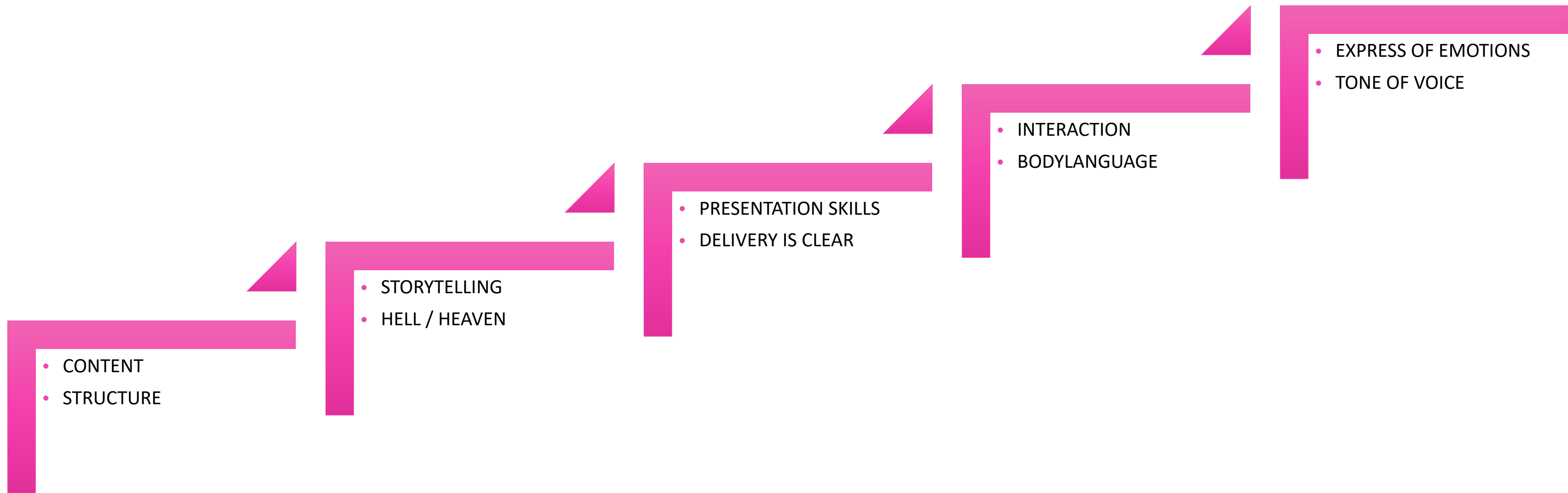
TRAINING ELEMENTS



LEARNING PROCESS

Watching videos of great pitches, making video of your own pitch, pitching to friends will bring best results.

PITCH ELEMENTS



PITCHING IN CROSS SECTORS

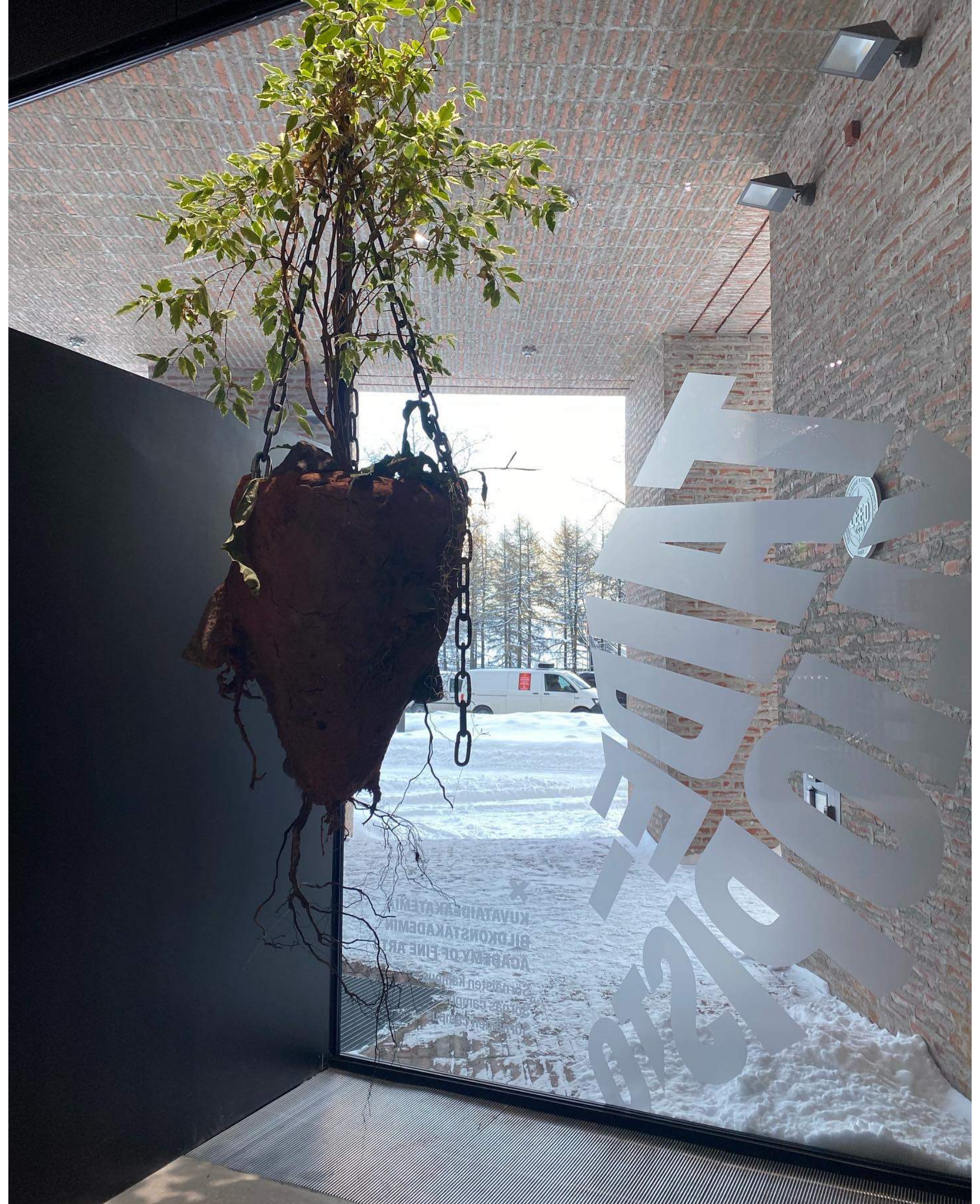
”

How could we
create more
(scalable) creative
business ideas?

We need to pitch creative
concepts in early stage.

Great is not enough, we
need to find the right genre
/ audience / moment /
phenomenon.

*What ever the art form is,
there is always potential to build*
CROSS SECTORAL CO-OPERATION
*in the creative industries
and in other industries as well.*



“Artist’s product is the vision and the inner world.”

-Cilla Back, director

Pitch! - innostavan tiivistämisen taito, 2020



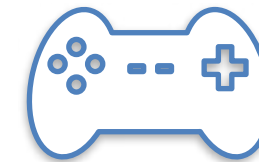


TURNOVER (2022)

EVENT INDUSTRY
2600 M€



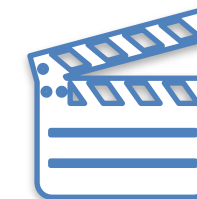
GAME INDUSTRY
2550 M€



PUBLISHING INDUSTRY
2400 M€



AV-INDUSTRY
1600 M€



MUSIC INDUSTRY
150 M€



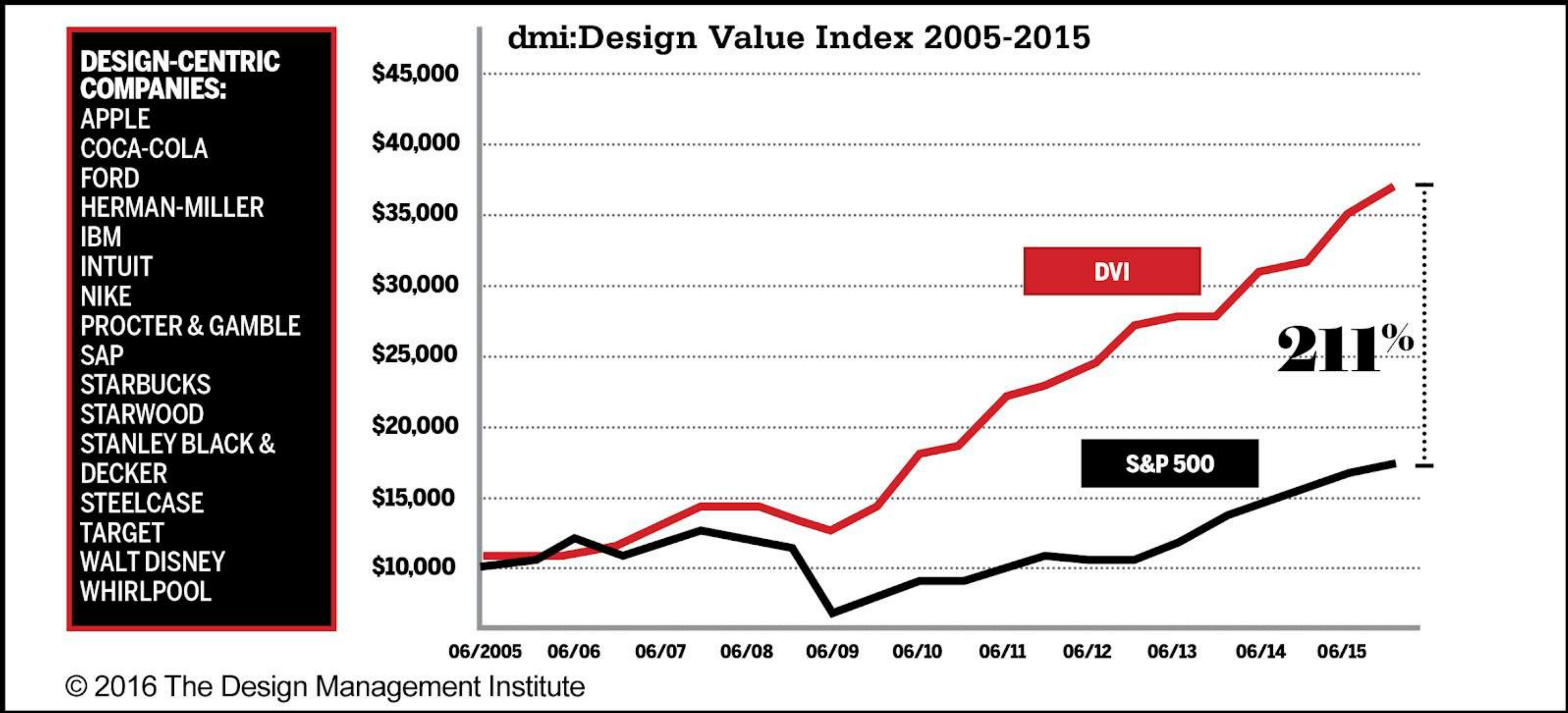
Creative
content

<https://www.vttresearch.com/fi/uutiset-ja-tarinat/luovien-alojen-tilannekuva-julkaistu-uusi-tutkimusmenetelma-paljastaa>

<https://mediabank.businessfinland.fi/l/FPSW2HdQQz9p/f/h7Lk>

Researches from the Design Management Institute shows that creativity is a value that makes a profit.

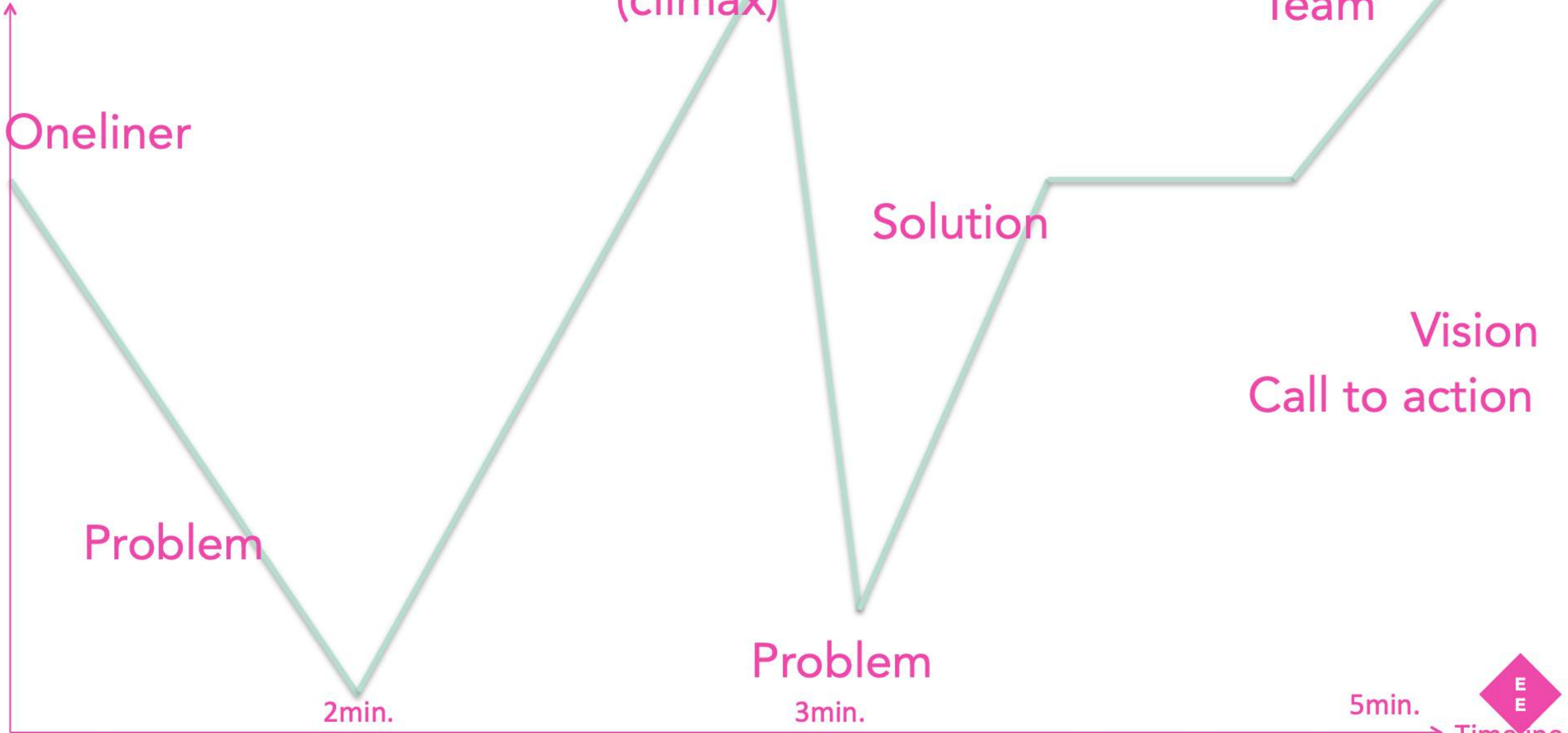
The Design Management Institute's 2015





PITCH A STORY

Tension



Oneliner

Solution
(climax)

Business model
Team

Solution

Problem

Problem

Vision
Call to action

2min.

3min.

5min.



Timeline



Solving the global waste crisis.

Kamupak solves the issue of single-use packaging waste with digital circular packaging system. System consists of reusable takeaway packaging, digital deposit and borrow system as well as environmental impact data.

PITCH

- ① **Oneliner - In 7 words - what kind of creative idea do you have?**
- ② **Problem - Who has a need?**
- ③ **Solution - Product, service or idea as a solution.**
- ④ **Creative concept / vision / idea / method / genre / skill / demo**
- ⑤ **Value for the customer and customer's customer (value chain)**
- ⑥ **Scalable business model**
- ⑦ **Team**
- ⑧ **Vision**
- ⑨ **Call to action / Ask**

WHAT IS YOUR ONELINER

- Write a one-liner that describes who does what to whom?



Example: Spotify's one-liner for consumers

"Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world."

STORYTELLING: CASES + POTENTIAL CUSTOMERS INTERESTS

- Tell interesting and relevant stories about your potential customers or projects with customers.



TELL A STORY

- COMPANY STORY
- BUSINESS STORY
- COMMERCIALIZATION STORY
- SUCCES STORY
- A GREAT THING THAT HAPPENED TO YOUR START UP
- FAIL STORY - WHAT DID YOU LEARN FROM MISTAKES?
- CASE STORY - A GOOD REFERENCE STORY TO TELL ANYONE TO
- A FRAME STORY – STORY WITHIN A STORY
- PIXAR PITCH



WRITING EXERCISE: PIXAR PITCH

- **Few years go...** (I met one guy who proposed me to help start ups with stage presence)
- **Every day...** (I thought how could I help start ups? I did not understand about how to build a company)
- **Until one day...** (I went to an accelerator to listen to teams who had great ideas but poor skills on presenting them and I understood the problem)
- **Because of that...** (I started to think what could be the most valuable thing for them to learn from the performative approach I learned in the Theatre academy)
- **Until finally...** (I realized that start ups need the same knowledge and the exercises as the actresses since the stages are big and the skills are really useful to stand out from the crowd and be convincing in front of big audiences)



EXERCISE: USE DATA

”Spotify, according to its numbers, **controls just under a third (31%)** of the global market, more than double that of **Apple AAPL 0.0% Music (15%)**, its nearest rival. Indeed, Spotify has a bigger share of the market than **Apple Music and Amazon Music AMZN +0.2% (in third place with a 13% share) combined.** ”

Forbes Jan 19, 2022

<https://www.forbes.com/sites/eamonnforde/2022/01/19/spotify-comfortably-remains-the-biggest-streaming-service-despite-its-market-share-being-eaten-into/?sh=3b8a84663474>



EXERCISE: TELL INTERESTING FACTS

”By 2028, the education system could be barely recognizable.

Students will receive educational content and trainings tailored to their specific needs.

AI will also determine optimal educational strategies based on students' individual learning styles.”



EXERCISE: TELL A PROBLEM AND A SOLUTION

PROBLEM:

Pirate Bay - nobody pays for musicians and music producers.

SOLUTION:

Spotify - A platform where musicians get paid for their music.



PROBLEM

- Describe a problem.
- Describe a megatrend or comment on news, find a crucial facts and numbers and newest researches.
- Tell something to stop the listener not listening you!
- Paint a picture of hell.



SOLUTION

- Tell how you solve problems or challenges.
- They can be small or big.
- Tell how you do it.



PITCH

- ① Oneliner - In 7 words - what kind of creative idea do you have?
- ② Problem - Who has a need?
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- ④ Creative concept / vision / idea / method / genre / skill / demo
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- ⑥ Scalable business model
- ⑦ Team
- ⑧ Vision
- ⑨ Call to action / Ask



**What are you pitching and why?
Are you solving global challenges?**



**Can someone make an intro for you?
Do you have networks to get a contact?**



**Is there a real need or ready audience?
Great idea is not enough.**

A silhouette of a man in a suit is shown from the back, looking upwards towards a bright light source at the top center. The background is dark with numerous small, out-of-focus lights (bokeh) scattered throughout. The overall mood is contemplative and aspirational.

PRESENTATION AND INTERACTION SKILLS

WHY YOU?

- Why are you the best one to take the company and business idea to to the next level?
- Focus: Owning the space
- Non-verbal communication is much more important than words
- Getting the attention of the audience with high/low status
- Read the body language of your audience



BALANCING

Body language: using your hands and whole body

Voice technique - variation of your voice

Interaction - making sure the audience is participating in different ways

Expression of emotions - deliver a clear emotional message



BODYLANGUAGE

- You or slides?
- Building excitement with taking space, supporting with clear body language
- Moving much in space makes your message smaller, taking a good spots
- Highlight the most important parts of your speech
- Balance with you presenting in the space



ARTICULATION

- R-P-T-K-R-P-T-K
- s-s-s-s-sh-sh-sh-sh
- FT-FT-FT-FT
- Vocals A-E-I-O-U-Y build the melody line
- 1. Articulate words and lines of your presentation almost “too clearly”
- 2. Slow down your speaking speed
- 3. Make breaks, they are powerful



INTERACTION

- Know what status level you are towards to your listener
- Reactive communication style => status changes & reactions take place
- Keeping up the interest of the listener
- Take good care of the time!



EMOTIONS

- What emotion can you deliver?
- What visuals make audience feel something?

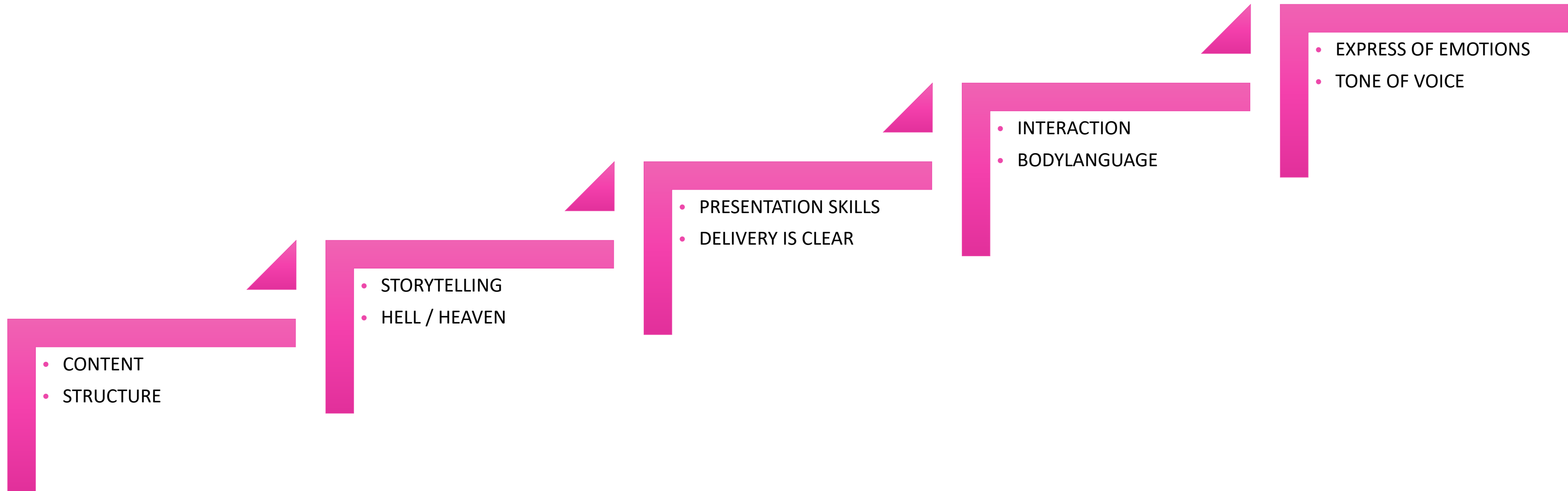


SIMPLYFY SO THAT ANYONE CAN UNDERSTAND

- **Language - use simple words instead of difficult words**
- **Compare research methods to simple things from every day life**
- **Try to find a way to describe your educational business idea the easiest way as possible.**
- **Repeat the important words and key points.**
- **Use photos and infographics.**



PITCH ELEMENTS



OPEN STAGE



AGENDA

Training session

9.15 Pitching rounds 3 x 20 min.

10.25 Feedback (3 x 7 min.)

10.45 Key takeaways and reflection



KEY TAKE AWAYS

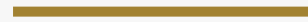
- Prepare a logical pitch with and tell why do we need the creative idea / concept
- Tell stories, people learn and understand better from stories
- Focus in your audience, have a clear call to action for the listener



REFLECTION



QUESTIONS?



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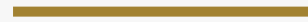
elsa.ervasti@gmail.com

The Pitch!-book



Pitch!-innostavan tiivistämisen taitto (Kustantamo S&S)

THANK YOU



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