

Pitching



What is a “pitch”?

~~Deliver a message~~

Make an impact

The “Startup Sauna” formula

- Slogan

Slogan

Set the scene

Helps user understand the context

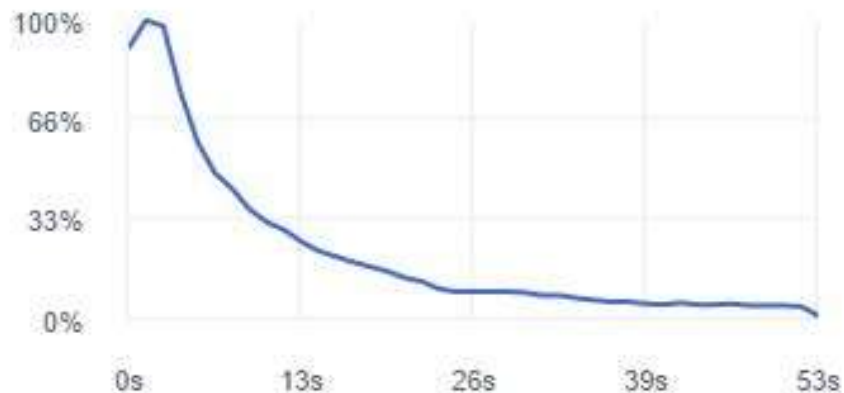
Engage the audience



0:53 Video - 10% Average Percent Watched



Audience Retention



Auto-Played



99%

Clicked-to-Play



1%

The first few seconds matter

To engage with you, your listener must..

- Understand
- Find the topic relevant
- Find the presentation interesting

The “Startup Sauna” formula

- Slogan
- Problem

Problem

=

Who has the problem

+

What is the problem

The “Startup Sauna” formula

- Slogan
- Problem
- Solution

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market

Market

Who are your customers?

Why are they your customers?

How many customers are there?

Where are they?

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model

Business model

How do you make money?

Who pays and when?

For what do your customers pay?

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model
- Team

What makes you a
Team
and just not a group of
Individuals?

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model
- Team
- Traction

Traction = Evidence

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model
- Team
- Traction
- Ask

Ask

is your presentation's

Call to action

The “Startup Sauna” formula

- Slogan
- Problem
- Solution
- Market
- Business model
- Team
- Traction
- Ask

Assignment 1

- Analyse Slush 2016 pitch winner
(Evelyne Rabe/CybelAngel, not Q&A)
- Identify the different pitch elements



Preparing a pitch

Presentation design canvas

Stefano Mosconi



Presentation Design Canvas

Title:

Date:

Evidence	Opening (or Attention)	Purpose	Closing (or Ask)	Audience
	Key message (or Claim)		Occasion	
Introduction			Questions	



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Occasion

At what event are you talking? Is it a private meeting, a funeral, the opening of the Super Bowl. What happened yesterday in the world that might color your speech? What venue are you talking at? Think about those things.

Audience

Who are you talking to? Is it a conference of dentists? A group of engineers? Business people? What do you know about them? Think about what excites them, in what language they speak, what do they love and hate.

Introduction

Someone will introduce you, whether it's your boss, the moderator of the event or the speaker before you. Write here what you want them to say about you and your presentation. If nobody is introducing you, then you will have to introduce yourself, don't be a stranger ;)

Purpose

Do you have to inform (sharing knowledge), persuade (inspiring or convincing people to take a specific action) or simply entertain your audience? Why are you giving this speech or preparing this presentation? What is the world like after your speech? What do you intend to achieve?

Opening (or Attention)

You have to get the attention of your audience at the beginning of your presentation. This may be a story connected to the key message, a graph, an image, a surprising fact. How are you going to do that?

Key message (or Claim)

Every presentation has to have a key message, whether it is that we have to do something against global warming or that your company has to allocate more money to a given project.

What is yours?

Evidence

What are the supporting points of your key message? What kind of data or logic can you use to convince people?

Closing (or Ask)

People remember the last thing you say. What is that going to be? Remind them what was the key message, what action do you want them to take or close with a cracking joke in case you were entertaining them.

Questions

What kind of questions might come after your presentation? What are the things you wanted to say but didn't make it in the body? Think about those and give them to the moderator or a friend in the audience.

Assignment 2

Fill in a Presentation Design Canvas for Evelyne's pitch.

Presentation Design Canvas

Title:

Date:

Evidence	Opening (or Attention)	Purpose	Closing (or Ask)	Audience
	Key message (or Claim)		Occasion	
Introduction			Questions	



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Assignment 3

Create a first draft Presentation
Design Canvas for your team's
Problem Pitch.