



Pitch like a pro!

An introduction to pitching and pitch techniques

The Generator Team



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What makes a great pitch?

THE
GENERATOR



What makes a great pitch?

THE
GENERATOR



Great pitches..



Tell a story



Make it personal



Keep it simple

Great pitches..



Tell a story



Make it personal



Keep it simple



Slides are
the side
dish to the
main meal!

The Gaddie Pitch

So you know how...

Pick your audience

Describe your
problem

Well what we do...

Share your solution

Add your unique
value proposition

In fact...

Tell us about
your traction

The Gaddie Pitch

THE
GENERATOR

So you know how...

So you know how content creators want to develop beautiful content quickly, easily and cheaply but are limited in the tools available that tick these boxes?

Well what we do...

Well, what we do is allow anyone to make gorgeous and original designed content with an online platform that is simple and cheap to use.

In fact...

In fact, even though we're only a few months old, we already have thousands of people around the world using our tools.



Now your turn!

On your own, write your Gaddie Pitch

So you know how...

Pick your audience

Describe your
problem

Well what we do...

Share your solution

Add your unique
value proposition

In fact...

Tell us about
your traction



Now your turn!

Share your Gaddie Pitch with your neighbour

So you know how...

Pick your audience

Describe your
problem

Well what we do...

Share your solution

Add your unique
value proposition

In fact...

Tell us about
your traction

Building your two minute pitch

THE
GENERATOR

TELL A
STORY



PROBLEM
STATEMENT

+

WHAT DO
YOU DO?



KEEP IT
SIMPLE

+

BRING THE
NUMBERS

#

MARKET SIZE,
TRACTION

+

UNIQUE
INSIGHT



SECRET
SAUCE,
COMPETITIVE
ADVANTAGE

We know this because....
We are different because...
Our competitors don't have...

Building your two minute pitch

THE
GENERATOR

TELL A
STORY



PROBLEM
STATEMENT

+

WHAT DO
YOU DO?



KEEP IT
SIMPLE

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MARKET SIZE,
TRACTION

+

UNIQUE
INSIGHT



SECRET
SAUCE,
COMPETITIVE
ADVANTAGE

+

MONEY



BUSINESS
MODEL, HOW
YOU WILL
MAKE MONEY

We plan to make money by...

- Subscription model
- Charge per customer
- Enterprise agreements
- Advertising

Building your two minute pitch

THE
GENERATOR

TELL A
STORY



PROBLEM
STATEMENT



WHAT DO
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KEEP IT
SIMPLE



BRING THE
NUMBERS



MARKET SIZE,
TRACTION



UNIQUE
INSIGHT



SECRET
SAUCE,
COMPETITIVE
ADVANTAGE



MONEY



BUSINESS
MODEL, HOW
YOU WILL
MAKE MONEY



BUILD
CREDIBILITY



TEAM, SKILLS,
EXPERIENCE

Our team is made up of...
Collectively, we have xx years of experience in..
We have been part of...

Building your two minute pitch

THE
GENERATOR

**TELL A
STORY**



**PROBLEM
STATEMENT**



**WHAT DO
YOU DO?**



**KEEP IT
SIMPLE**



**BRING THE
NUMBERS**



**MARKET SIZE,
TRACTION**



**UNIQUE
INSIGHT**



**SECRET
SAUCE,
COMPETITIVE
ADVANTAGE**



MONEY



**BUSINESS
MODEL, HOW
YOU WILL
MAKE MONEY**



**BUILD
CREDIBILITY**



**TEAM, SKILLS,
EXPERIENCE**



THE ASK!



**CALL TO
ACTION,
SUPPORT,
MONEY**

Today we are asking for...

- \$xx to help us achieve...
- Connections to...
- You to sign up to...
- For people with experience in...

Building your two minute pitch

THE
GENERATOR

TELL A
STORY



PROBLEM
STATEMENT

+

WHAT DO
YOU DO?



KEEP IT
SIMPLE

+

BRING THE
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#

MARKET SIZE,
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PLUS

UNIQUE
INSIGHT



SECRET
SAUCE,
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MONEY



BUSINESS
MODEL, HOW
YOU WILL
MAKE MONEY

+

BUILD
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TEAM, SKILLS,
EXPERIENCE

+

THE ASK!



CALL TO
ACTION,
SUPPORT,
MONEY



Spot the pitch components

THE
GENERATOR



Pitching with credibility and charisma

- Audiences form an opinion on speakers in **7 seconds**
- Credibility, charisma and intelligence are rated the same **with and without audio**
- Hand gestures suggest more charisma
- Smiling suggests greater intelligence



Think Texas

Stand

Stand Swagger

Stand

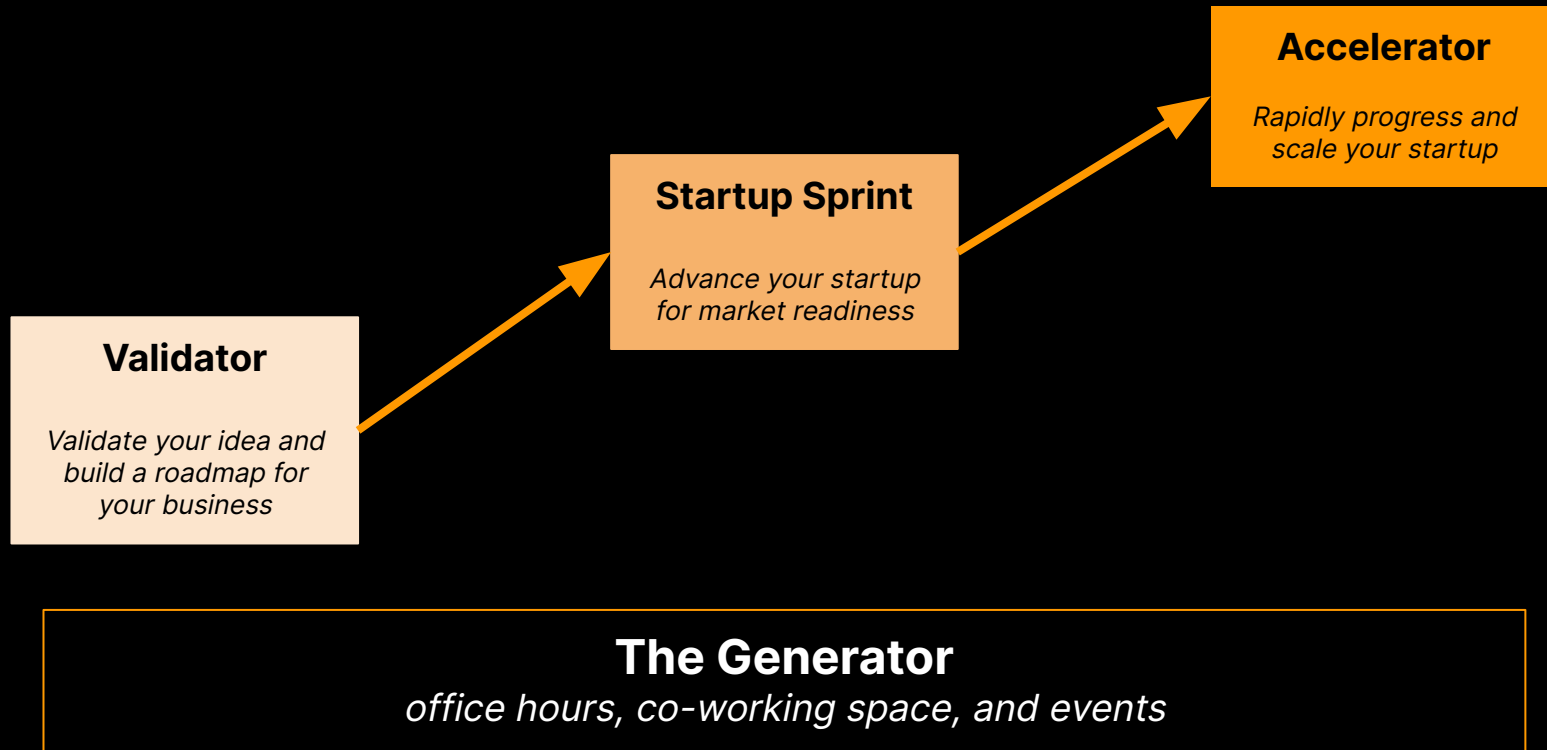
Swagger

Draw



Supporting you on your journey

THE
GENERATOR





Join the Generator community!





What's coming up?

**Monday,
30 January**

**Validator
applications open!**

Have an idea?
Validate YOUR idea in 4 weeks!

8 March - 7 April

 **Online** 

**Wednesday,
22 February**

Come see us at O-Week!

Panel Discussion: Abigail Forsythe
Keep Cup, Founder
@ **2:00 pm**

 **Alexander Theatre**

Workshop: Sustainable Entrepreneurship
@ **3:00 pm**

 **The Generator**



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