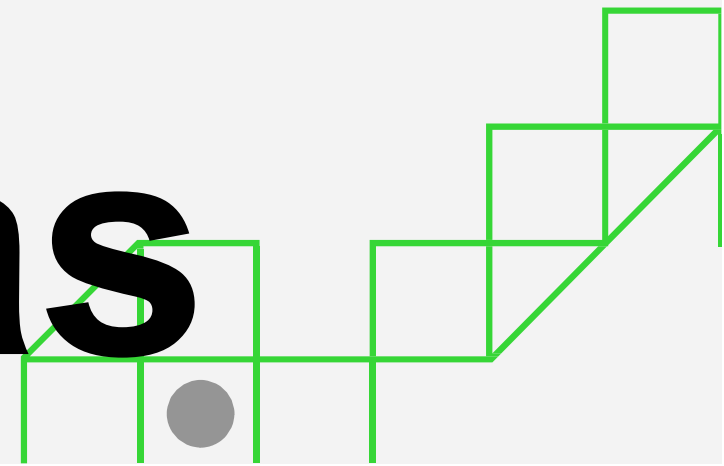
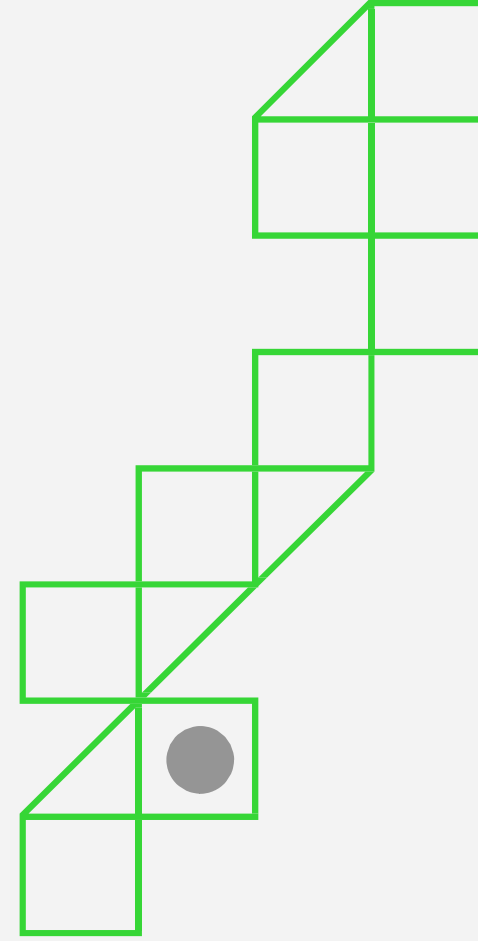
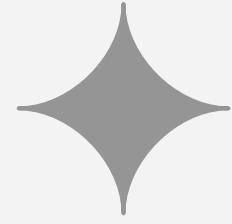


# Mastering the Art of Persuasion: Effective Strategies for Pitching Your Ideas





**A pitch is the story of  
your product and  
company**

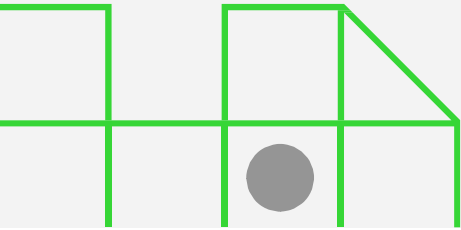
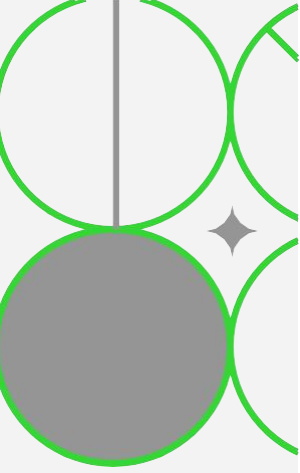






# Understanding Your Audience

Identify threads of interests. Tailoring your pitch to address their concerns and aspirations will significantly enhance your persuasive impact.

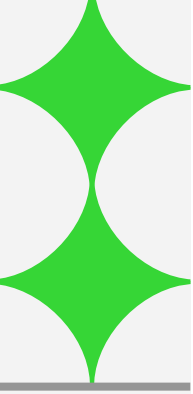






# Start with Greetings

When giving a pitch start with the simple greeting



# Catchy Tagline

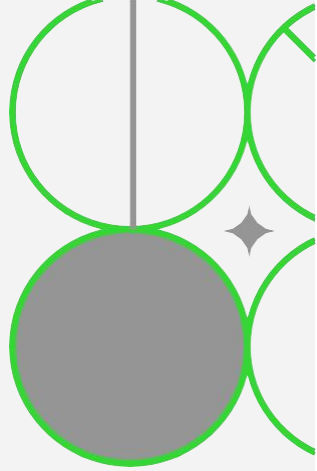
Use a catchy tagline to grab the interest of your audience

Keep it short and sweet  
what if someone started their pitch with

I will put Google out of business

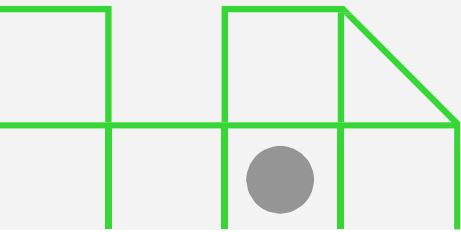
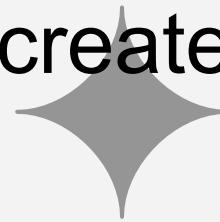






# Identify the Problem

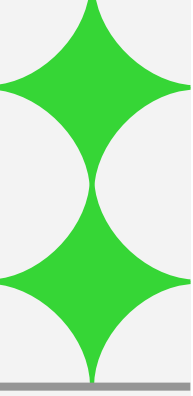
- Describe the problem your company or business idea solves
- Create a story to evoke emotions
- Make them genuinely feel pain
- Use relevant figures and statistics to convince them this is a pressing problem
- Remember to pause and create a dramatic effect through storytelling





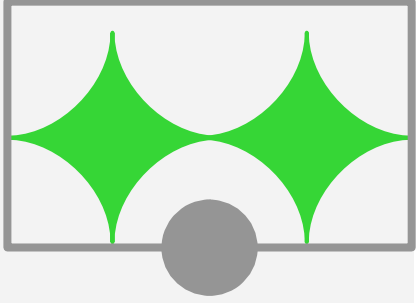
# Offer a solution

- Describe your solution to the problem
- Explain how your concept works
- How you have tested it
- Use visuals to demonstrate what your product or service look like
- You may use photo, video or screen shot

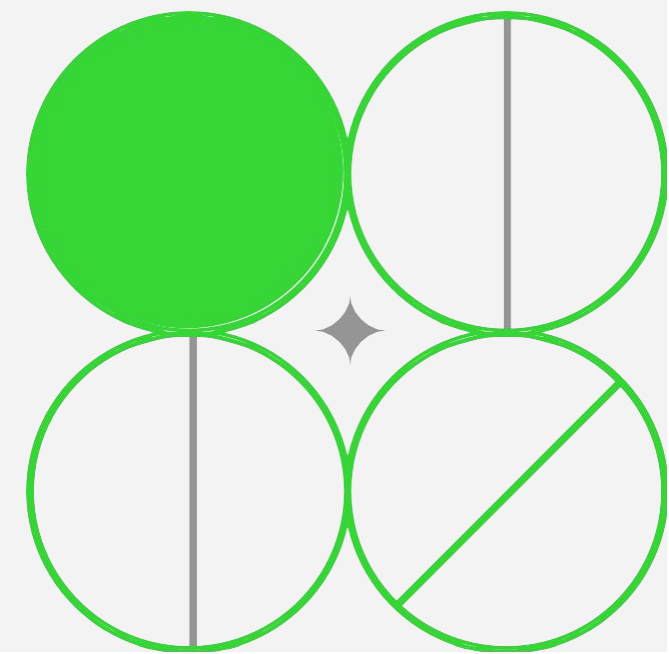




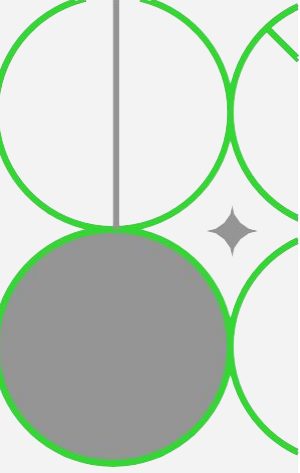
# Highlight your Unique Value



- Illustrate to your audience how your solution is the best
- Explain your business model that has a solid plan to generate revenue
- How you are different than your competitors
- Explain what you have achieved
- Show that you have a vision
- Attract potential investors by showing growth rate

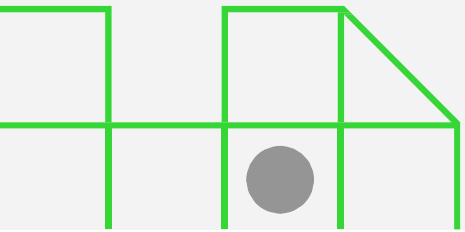






# Introduce your Team

- Highlight what makes your team a unique one
- Why they are best





# Call to Action

- Getting investments
- Finding early partners
- Ask for realistic amounts based on budget

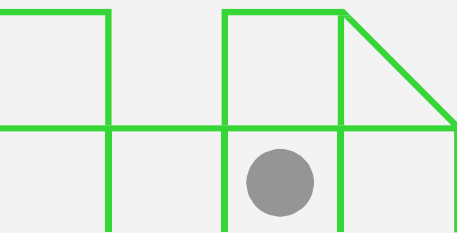
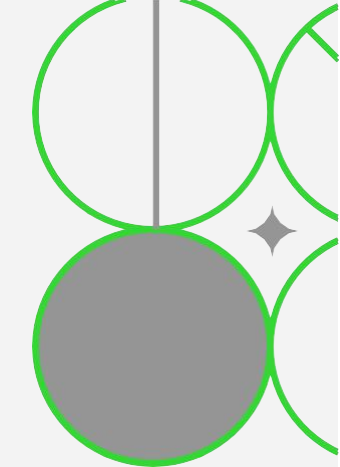






# Wrap up your Pitch

- Wrap up in a full circle
- Thanks the audience

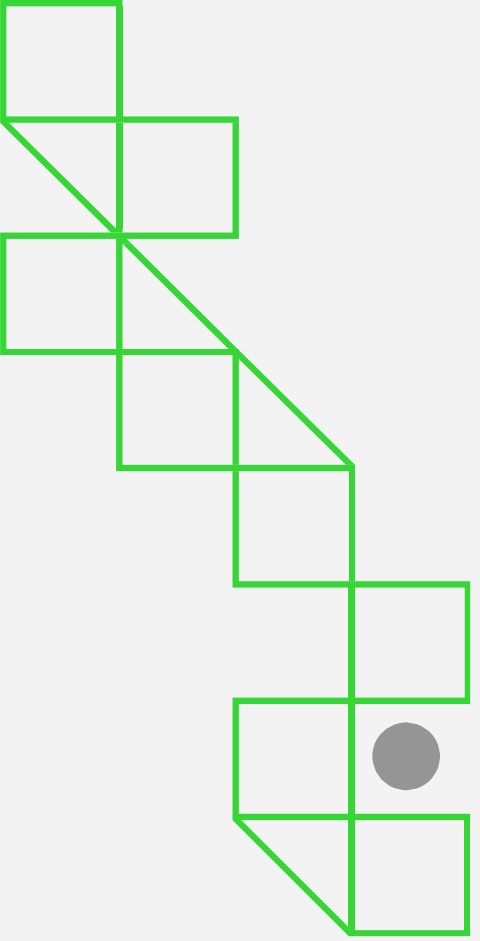


# ✦ Refine your Pitch

- Analyze the language
- Be direct and confident
- Practice memorizing your pitch
- Don't use notes
- Prepare for shorter versions
- Use high quality images
- Reduce text to minimal text and graph
- Use graphic design
- Be confident and well rehearsed
- Stand firmly and use gestures naturally
- Don't forget to smile







# Than

