

# A.A. 2022/23 Prof. Sara Leonetti

Submit your idea!

The 'pitch' is a mode that companies and start-ups use to present their business idea or solution to an audience of potential partners or investors. The 'pitch deck' is the slide presentation that accompanies the speech.

A few tips for an effective presentation:

* Be direct and to the point
* Try to be persuasive and convincing
* Take care of the presentation in detail
* Don't be too long-winded: time is of the essence and you must be able to tell everything in 5/10 minutes at the most.
* Be energetic (do you really care?)
* Use a sober but appealing communication style
* DO NOT IMPROVISE! Prepare both the material and the speech well!

## How do you prepare a PITCH DECK (or Presentation)?

There are some basic elements that cannot be missing, but of course the sequence in which you present them does not have to be this, but you can construct it on the basis of your personal narrative (or storytelling).

1. Summary
2. Problem(s): indicate 3-4 problems that you have identified and for which you offer a solution
3. Solution: How do you plan to solve the problem(s)?
4. Product/Service: tell it visually (even if not yet finalized graphics)
5. Market and market size
6. Competitors: Which other companies or start-ups operate in the same market as you? What differentiates you from them? In this part it is very useful to make use of a matrix graphic with the key elements of your business on the axes
7. Business Model
8. Action Plan
9. Team: crucial to the success of your idea
10. Financial resources: usually in this part we indicate the 3/5 year financial projections referring to a structured business plan accompanied by an excel.
11. Required investment and partners

And remember, as Simon Sinek said in a famous TED Talk, *'people don't buy what you do, they buy why you do it'.*

## An example:

* [AIRBnB https://www.slideshare.net/PitchDeckCoach/airbnb](https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable)-first-pitch-deck-editable

# SCHEME: Answer these questions to outline the text of your speech

1. What does your company do? For how long?
2. What problems does your company plan to solve (indicate at least 3, maximum 5)?
3. What are the possible solutions to the problem(s)?
4. Product/Service: What does it look like? What does it do? How does it work?
5. Market: which customers do you want to satisfy? You can use the technique of buyer personas or describe the target at a socio-demographic level. Can you give a quantification of the market?
6. Competitors: Which other companies or start-ups operate in the same market as you? What differentiates you from them? In this part it is very useful to make use of a matrix graphic with the key elements of your business on the axes
7. Business Model. How does your company intend to operate? How do you plan to generate profit and achieve your goals?
8. Action Plan. What are the next steps and milestones? How much support do you need from investors and how will you benefit from it?
9. Team: How is your company's team composed? Please indicate your full name and position within the company (and experience at a glance)
10. Financial resources: What do you need in terms of financial resources, partnerships? What do you need to go ahead with the project?