

“ELEVATOR PITCH”

n isec
Engenharia

o “elevator pitch”



One of the most common pieces of ***professional wisdom*** is to prepare and practice a ***short speech*** that you can launch whenever you need to make a quick summary of your ***project, your company, or your idea***.

The ***elevator pitch*** (...), is a ***short summary*** that quickly ***defines a product or service and its value proposition***. A successful pitch ***induces the listener to make a decision sought by the speaker***.

There is certainly great value in being able to give a ***clear, concise, memorable summary*** of your work.

Denning PJ & Dew N (2012). The Myth of the elevator pitch. *Communications of the ACM* 55: 38-40.



Algumas dicas para fazer o pitch

- Colocar os temas/números em perspetiva
- Linguagem corporal
- Treinar, treinar, treinar



... em perspectiva

P Público
9 min · 🌐

O equivalente a 281 campos de futebol. 🌳 🌳



p3

PUBLICO.PT

Fim das facturas em papel pouparia 280 mil árvores de serem cortadas por ano ✅

A população humana... em perspetiva

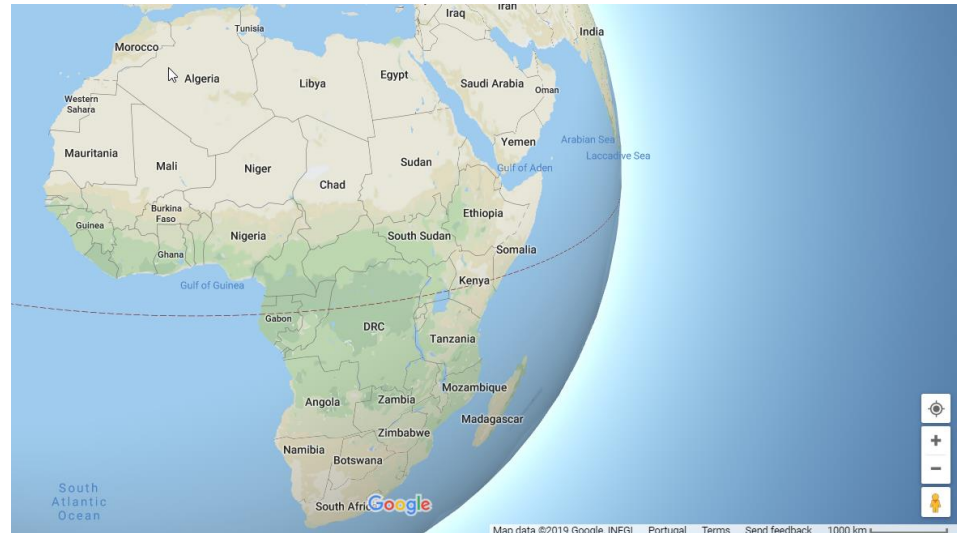


A população humana... em perspectiva

Se colocássemos toda a população mundial numa determinada área do globo terrestre e atribuíssemos a cada pessoa 1 m², de que território estaríamos a falar?



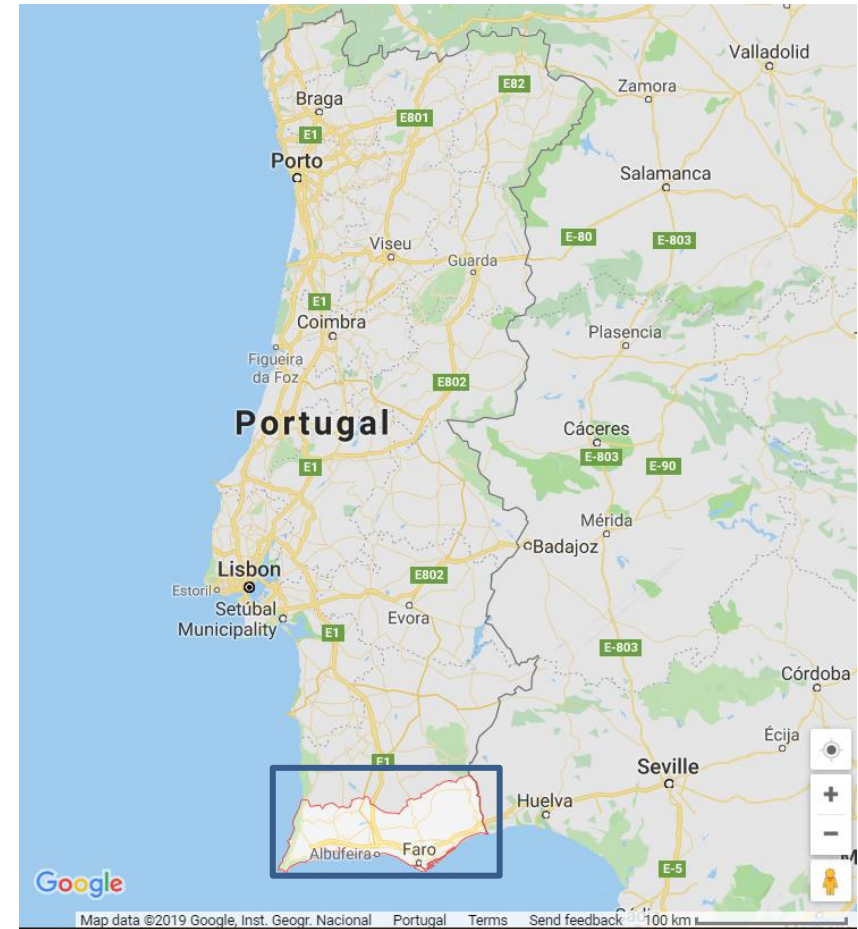
Austrália? (7.7 milhões de km²)

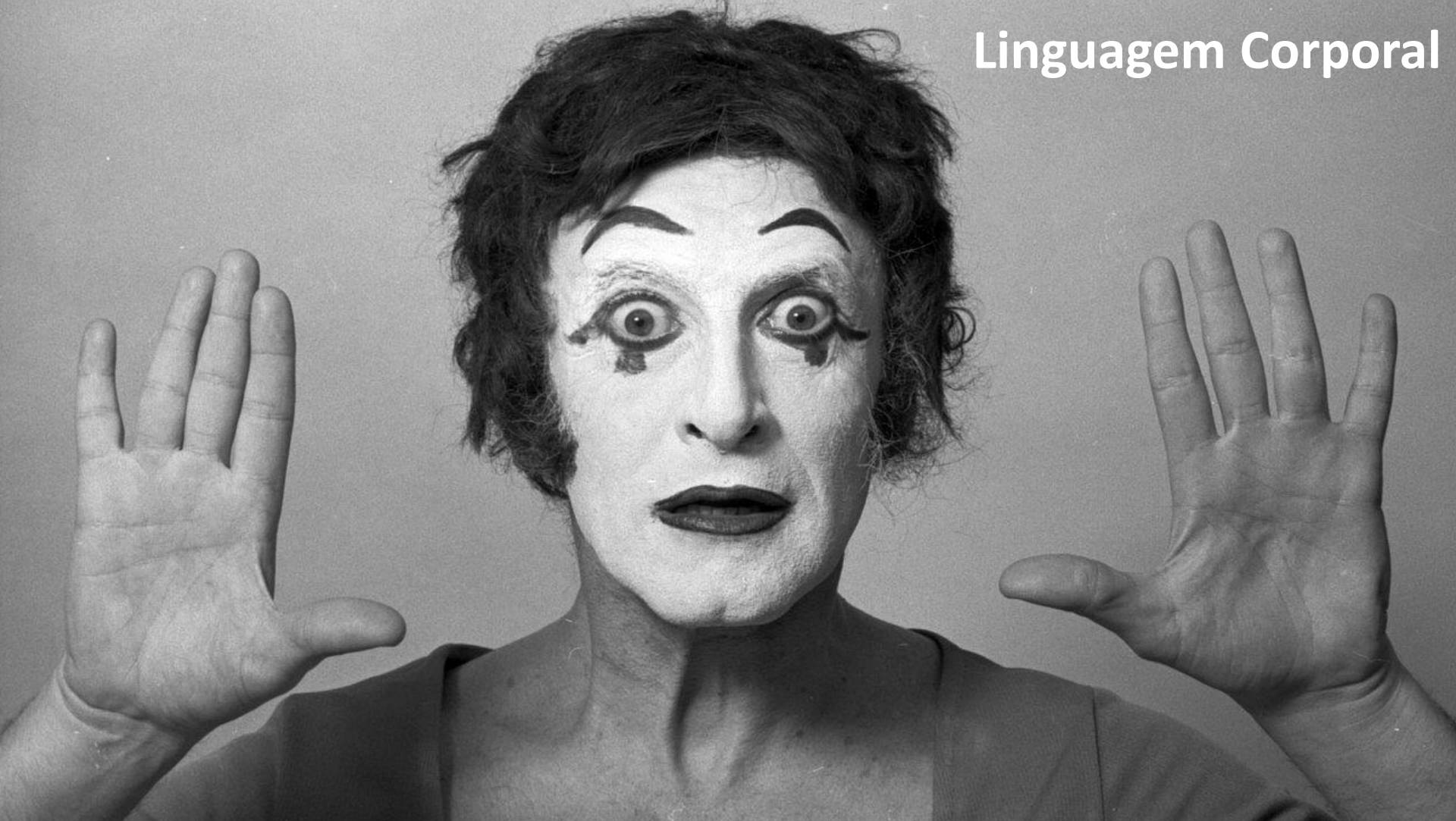


África? (30.4 milhões de km²)

A população humana... em perspetiva

- ▶ No mundo existem 7 625 128 350 pessoas.
- ▶ Se cada pessoa ocupar em média 1 m^2 , são necessários $7\,625 \text{ km}^2$.
- ▶ Com 1 m^2 atribuído a cada pessoa, a população humana caberia num território 1,5 vezes superior ao Algarve (que tem cerca de 5 mil km^2)!

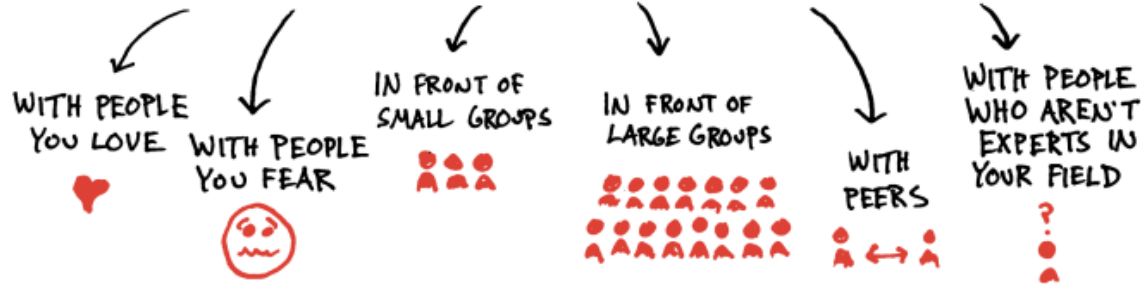




4 essential body language tips from a world champion public speaker



REHEARSE, REHEARSE, REHEARSE!



ACCEPT CRITICISM, LEARN FROM IT, AND KEEP REHEARSING

*** TIP:** MAINTAIN A NATURAL VOICE BY IMAGINING YOU'RE SPEAKING TO JUST ONE PERSON IN A SPONTANEOUS ONE-WAY CONVERSATION



POSTURE

*** PRACTICE STANDING STILL.**
HAVE A FRIEND WATCH AND STOP YOU FROM PACING BACK AND FORTH OR SHIFTING YOUR WEIGHT FROM LEG TO LEG.

TIMING



*** TIME YOURSELF. PRACTICE WITH A CLOCK WINDING DOWN IN FRONT OF YOU. DO IT UNTIL YOU GET THE TIMING RIGHT EVERY TIME.**

STAGE TIME

*** GET AS MUCH ON STAGE PRACTICE AS YOU CAN, WITH AS CLOSE TO ACTUAL CONDITIONS AS POSSIBLE: COUNTDOWN CLOCK, CONFIDENCE MONITOR (THE ONE ON STAGE THAT FACES YOU SO YOU CAN SEE WHAT SLIDE YOU'RE ON), CLICKER AND ALL.**

O “elevator pitch”

3 Minutos

5 Componentes essenciais:



1 Problema

2 Solução

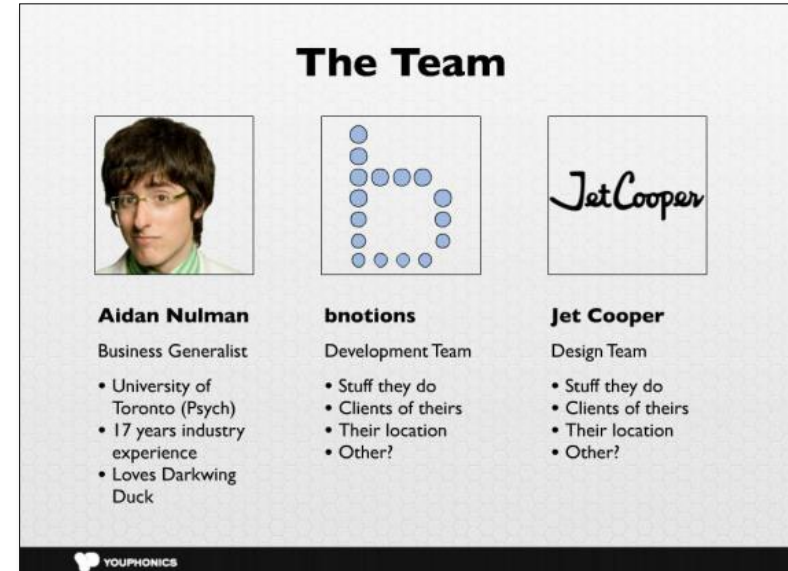
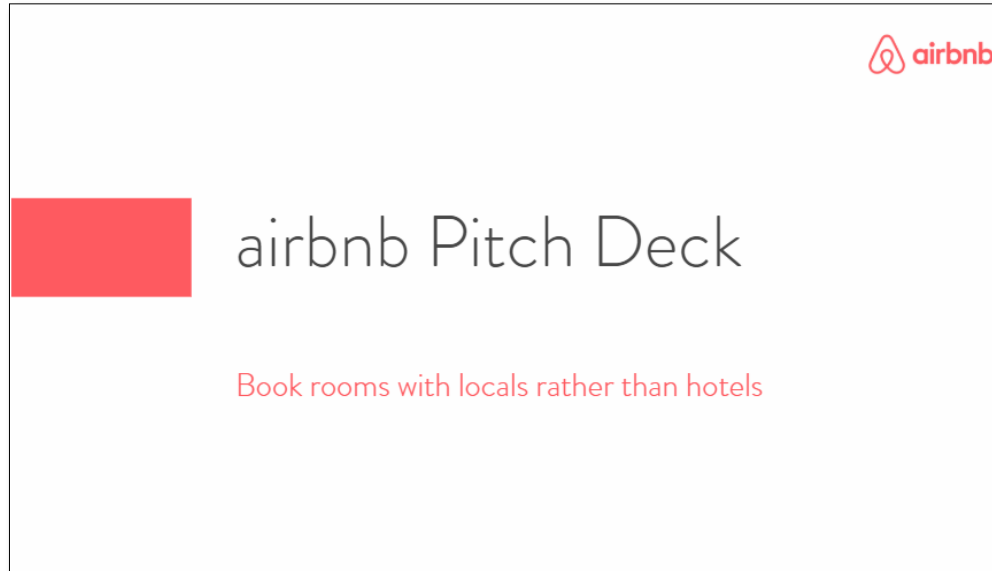
3 Utilizadores e Soluções atuais

4 Gastos e Rendimentos
(show me the money!)

5 Mensagem Final

<https://slidebean.com/blog/startups/pitch-deck-presentation-complete-guide#guy-kawasaki>

Capa



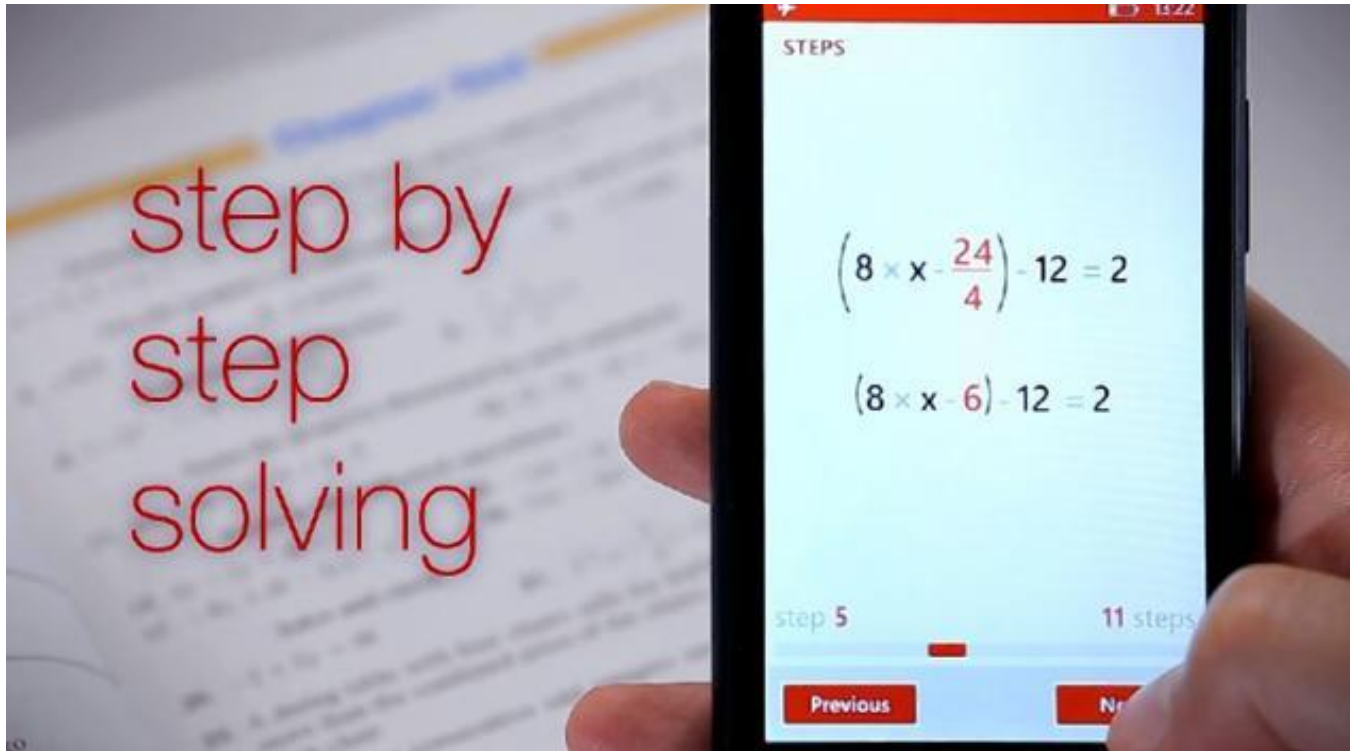
Nome do projeto empresarial (logótipo) e equipa
Frase inspiradora/inspiracional e/ou Missão da empresa

O Problema



Quanto maior o problema, melhor...

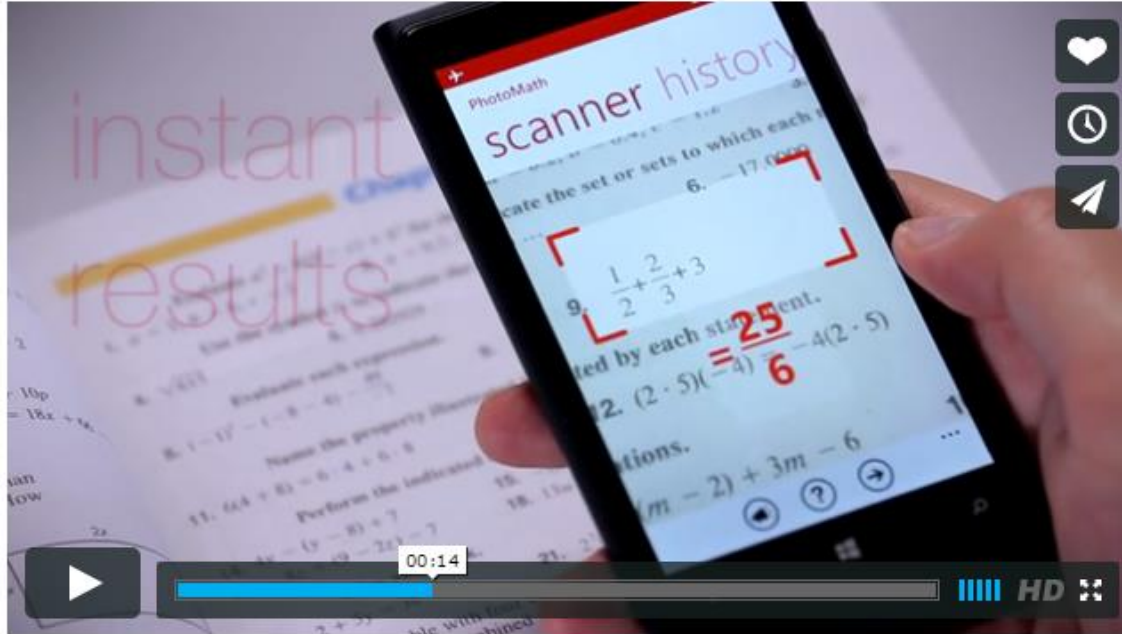
Solução



Novo, diferente, melhor!

Solução

DEMO



PhotoMath from MicroBLINK on Vimeo.

E funciona! A magia que está por detrás!

Utilizadores




Quantos mais, melhor!

Soluções atuais?



“Compare Moves to other products”

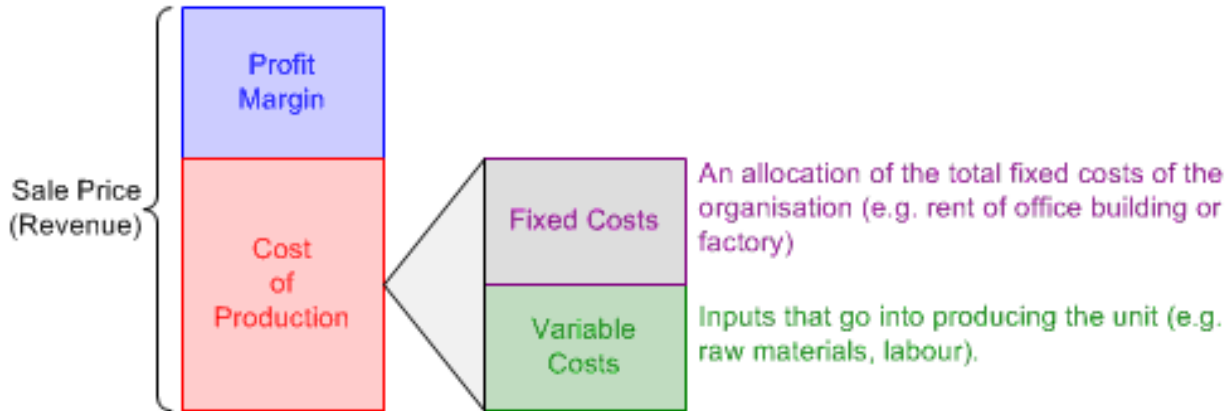
	 Moves	Gadgets Nike+ Fuelband, Fitbit, etc.	Tracker apps Nike+ Running, Runkeeper, Runtastic, etc.
Automatic recording	✓	✓	
Automatic activity type recognition	✓		
Calorie counter	✓*	✓	✓
Routes on map	✓		✓
Daily storyline with places	✓		
No need to start and stop	✓	✓	
No need to charge and carry an extra device	✓		✓
Price	Free	\$50-150	Free versions, Pro versions ≈\$1.99

Gastos e rendimentos

Revenue, Variable Cost, Fixed Cost and Profit

The revenue generated from each unit sold must be large enough to:

- 1) cover the costs of producing that unit (i.e. the variable cost)
- 2) offset a share of the organisation's total fixed costs
- 3) provide an acceptable profit margin



Mensagem final

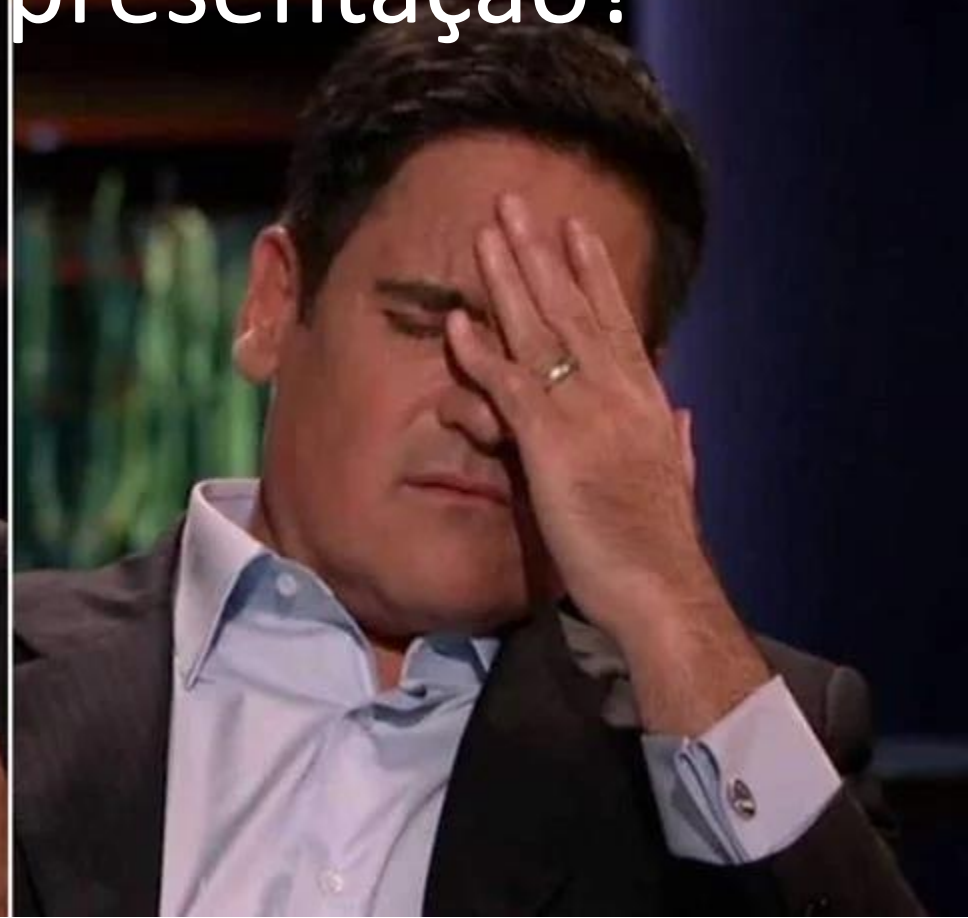
Sumário


Próximos passos

Call to action (o que queremos pedir!)



E depois da apresentação?





**We can now define
a pitch as a short
conversation that
seeks a commitment
to listen to an offer
conversation.**

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5 maneiras para ouvir melhor

Julian Treasure:

5 ways to listen better

TEDGlobal 2011 · 7:50 · Filmed Jul 2011

47 subtitle languages ?

View interactive transcript

https://www.ted.com/talks/julian_treasure_5_ways_to_listen_better?language=pt#t-448794



“I’ve probably heard more than 10,000 pitches...
and truth be told, most of them sucked.”

Kevin O'Leary

**SHARK
TANK**