

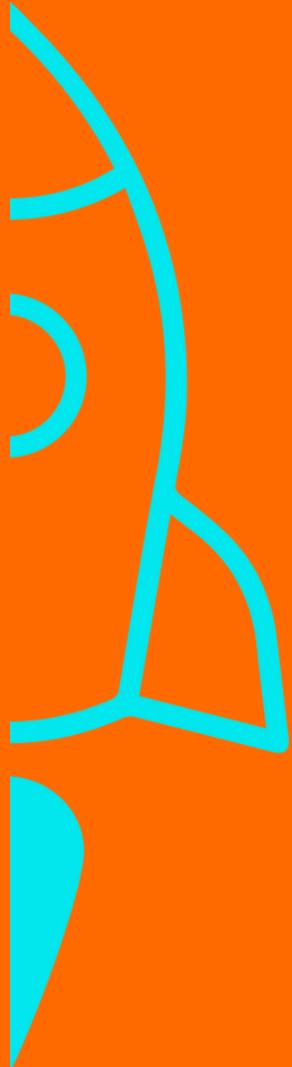
# Pitch. Training.

January 12, 2024

Lecture: Business Development and Entrepreneurship

# PitchTraining.

## AGENDA



### PART A: PITCH TRAINING

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#### 01 WARM-UP, USE CASE & ELEVATOR PITCH

Get warm to pitch and choose your use case!

#### 02 HOW A PITCH WORKS - STEP BY STEP

Including different tasks & best practices

### PART B: PITCH DECK

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#### 03 THE PERFECT PITCH DECK - IN DETAIL

How to structure your pitch

#### 04 FINAL PITCH - DO'S AND DON'T'S

# PITCHING. WHAT IS ALL ABOUT?

A pitch is a presentation of your topic in a convincing, clear and easy to understand manner. No matter who you are presenting your idea to, you must be able to pitch it in a memorable, vivid and engaging way.

## Different types of Pitches



### Elevator Pitch

It's the shortest and most effective way to present your business idea.

Imagine having only one elevator ride to pitch your idea to a stranger.

What would you say? In about 30 seconds, provide a concise and informative summary of your startup. The Elevator Pitch is solely based on verbal communication, so no additional documents or presentations are necessary.

Remember, the more concise and targeted your pitch is, the more effective it will be.



### Startup Pitch

The Startup Pitch is the most common form of Pitch. With this idea presentation, you have significantly more than half a minute and you support your oral presentation with documents.

Nevertheless, you should also pay attention to your focus in this Pitch format and keep the presentation of your business idea short rather than too long.

The documents used in a Startup Pitch are called a Pitch Deck (we will go into this at the 2nd part of the workshop).



### Speed Pitching Sessions

Speed Pitching Sessions often take place as part of events and are based on the principle of speed dating: founders are given around three to five minutes to convince potential investors of their business idea.

They then present themselves and their idea to the next investor.

To prepare for a Speed Pitching session, we recommend focusing again on the Unique Selling Point of your idea and specifying your investment requirements.

# What makes a great Pitch?

## The Power of Storytelling.

To create a strong connection with your product or service, try telling a story that appeals to the listeners' emotions and empathy. By doing so, they are more likely to identify with your brand. Moreover, a compelling story is much more memorable than a simple presentation.

## Content of a Pitch:

**Capture attention**

**Introduce the team**

**Describe the problem**

**Present the solution**

**Give insights into the Business Model**

**Share your Value Proposition**

**Include a Call-to-Action**

# Define your Use Case.

## TASK:

Select the idea you want to pitch at the Demo Day scheduled for next week.



# Warm-up. Elevator Pitch.

## The Elevator Pitch.

Is a very short presentation form in which the customer is to be convinced around within 30 to 60 seconds.

The Elevator Pitch consists solely of your spoken word; no additional documents, presentations, etc. are used.

The motto for this type of Pitch: the more pointed, the better.

## Benefits:

- The core of an idea can be captured quickly.
- The prototype is presented at an early stage to get important feedback for further work.
- Different concepts can be compared quickly.
- If an idea cannot be explained succinctly, it is not yet fully developed.

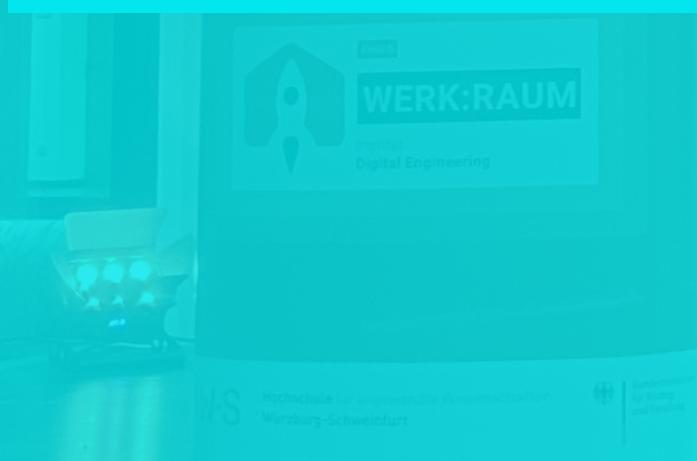


# Warm-up. Elevator Pitch.

## TASK:

**Pitch your Use Case in an Elevator Pitch.**

Present your idea you have choosen within 30 seconds and convice the audience of your idea.



# Shark Tank YouTube Video.

[Shark Tank Best Pitch Ever - Hoodie Backpack by Quikflip](#)

[Apparel w/ Rener Gracie \(Part 1/5\) - YouTube](#)



# Identify your customer audience.

## Crafting a Winning Pitch: Understanding your customer audience

The initial step in delivering an effective Pitch is to recognize your target audience and what motivates them. This requires conducting research on the interests and requirements of the group you will be presenting to.

! On the Demo Day, the jury will take on the role of investors!

Take some time to think about what motivates your audience and what information they need to make a decision. This will help you formulate an offer that appeals to them and grabs their attention.



# Identify your customer audience.

## TASK:

Think about who you are presenting the pitch to. Make a note of information about your audience, such as interests, needs and possible expectations of the pitch! Put yourself in their shoes.



# Create a strong introduction.

Your introduction is your chance to grab your customer audience's attention.

Tip: Use (provocative, surprising) statements, storytelling, rhetorical questions or involve the audience. This make your points more memorable.

Dont's 	Do's 
Welcome: "Good afternoon ladies and gentlemen, my name is..."	Question: "Do you also spend hours of hours in bathroom to brush your hair?"
Technical issues: "Is this microphone working? Can you hear me?"	Statement: "Most of shampoos are full of chemicals and destroy our head skin!"
Presenting company: "At first I want to tell you something about company..."	Story: "Yesterday I had a date and maybe you understand, I wanted to be prepared for everything! So, I wanted to smell really, good like he will never forget it."

# Create a strong introduction.

## TASK:

Phrase a strong introduction to get your customer audience listening!



# Outline the problem.

Explain the problem which you are solving with your idea clearly and concisely.

## The power of storytelling in highlighting problems

One effective approach for communicating problems is through storytelling.

Consider using a **persona** that the audience can identify with to help them relate to the issue.

By presenting the problem from their perspective, the audience can better understand the gravity of the situation.

Furthermore, supporting the issue with **data and facts** can help reinforce the weight and relevance of the problem.



# Outline the problem.

## TASK:

Outline the discovered problem you want to solve short and crisp in 3-4 sentence. (If you decide to use storytelling and a persona in your pitch, you can also take a little more time.)



# Present the solution.

Getting to the core of your Pitch: Present your solution to the problem in a nutshell!

Presenting your solution: How to demonstrate Problem-Solution-Fit.

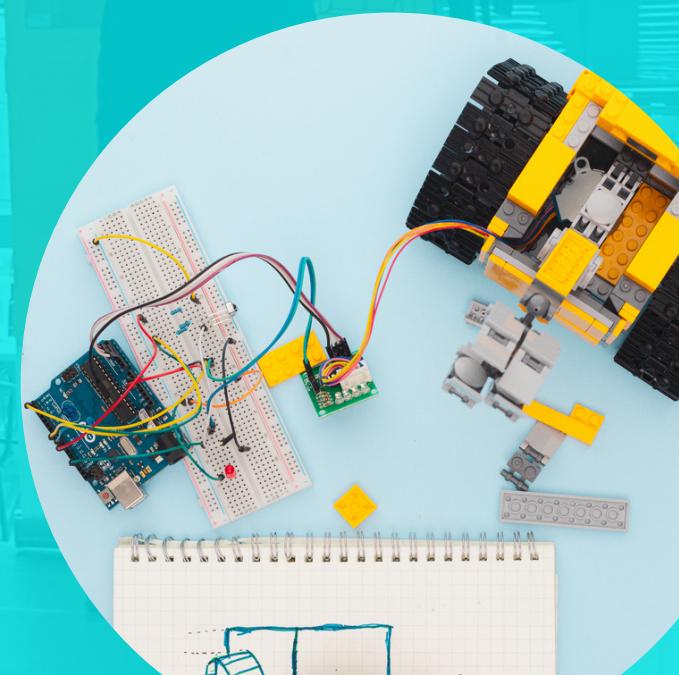
To communicate your solution effectively, it's important to keep things simple, memorable, and easy to understand.

Avoid technical jargon and use straightforward language.

Consider showcasing your physical or digital prototype using various media to make your presentation more engaging.

Convey to your audience how your solution can solve the problem, and demonstrate how well it fits the identified problem.

Use your passion and emotion to present your solution as convincingly as possible!



# Present the solution.

## TASK:

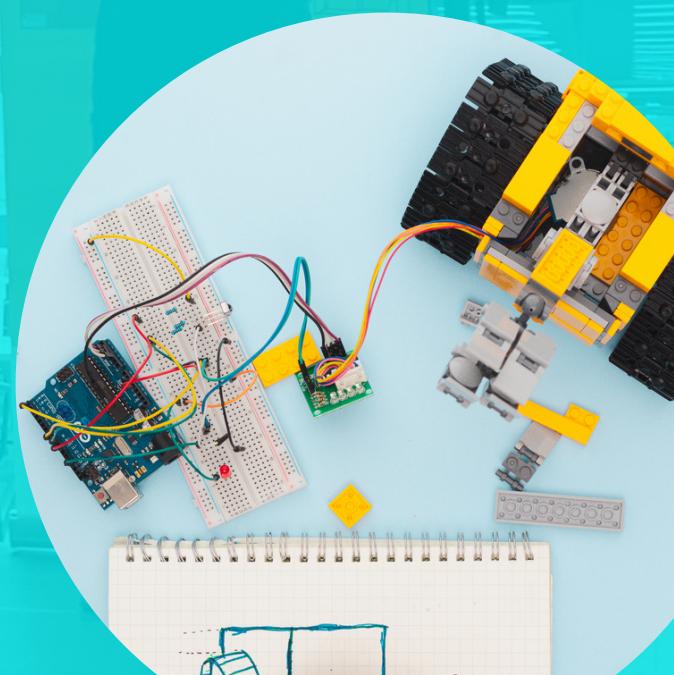
**Present your solution as convincingly as possible! And show your passion and emotion.**

Think about the negative emotions of your customers regarding to the problem and which positive emotions will show up with your solution. Demonstrate and transfer this positive emotions within your solution presentation!

# Point out your uniqueness.

Consider the **Unique Value Proposition** (UVP), highlighting the special value on an emotional level you offer to your customers.

But at this point, you can also address the **Unique Selling Proposition** (USP), your selling point on a rational level.  
What distinguishes you from your competitors?  
For example: being more, faster, better, cheaper... than the competition.



# Point out your uniqueness.

## TASK:

Showcase in 1-2 sentences to the other entrepreneurs what makes you uniquely stand out.



# Provide an initial glimpse into the Business Model of your idea.

## Highlighting your Business Model.

When creating a business Pitch, it's essential to provide a concise **overview** of your Business Model. You don't have to cover every aspect of your Business Model; focus on the essential points to introduce them briefly.

Key points to consider include your revenue and cost structure, corporate values, clients, and offers.

But remember, the **Pitch's flow** and the story it tells must be cohesive and align with your model.



# Provide an initial glimpse into the Business Model of your idea.

## TASK:

Provide a brief insight into your Business Model.



# Present your team and your competences.

**Introducing your team: The importance of personality and skillset.**

It's crucial to showcase your authentic selves when introducing your team.

Not only do investors invest in your product or service, but they also invest in you as individuals.

Make it clear that your **team is strong** and can **drive your business idea forward**.

Highlight both your unique **personalities** and **skillsets** to paint a comprehensive picture of your team.



# Present your team and your competences.

## TASK:

**Founders:personalities**

Introduce yourself and your team! As personalities and the skills you have.



# Burning final!

Your conclusion is your final chance to make an impact.

Summarize your key points, restate your message, and leave your audience with a **call-to-action**.

Make sure that your conclusion is **memorable** and leaves a **lasting impression**.

Phrase your closing strong with main points of your argument, an impressive last sentence and/or a call-to-action.



# Burning final!

## TASK:

Phrase your closing strong with main points of your argument, an impressive last sentence and/or a call-to-action.



# In a nutshell: Tips and tricks for a brilliant Pitch.

**#1** Believe in the idea yourself, and show your passion and enthusiasm  
Only then you can convince and inspire others.

**#2** Use the AIDA formula

A for Attention: Get attention; I for Interest: Interest the audience; D for Desire: arouse desire; A for Action:  
Let's go!

**#3** Preparation is everything

**#4** Sweep the audience along!

**#5** No technical jargon

**#6** Test different media

**#7** Free speech is gold

**#8** Present a strong team

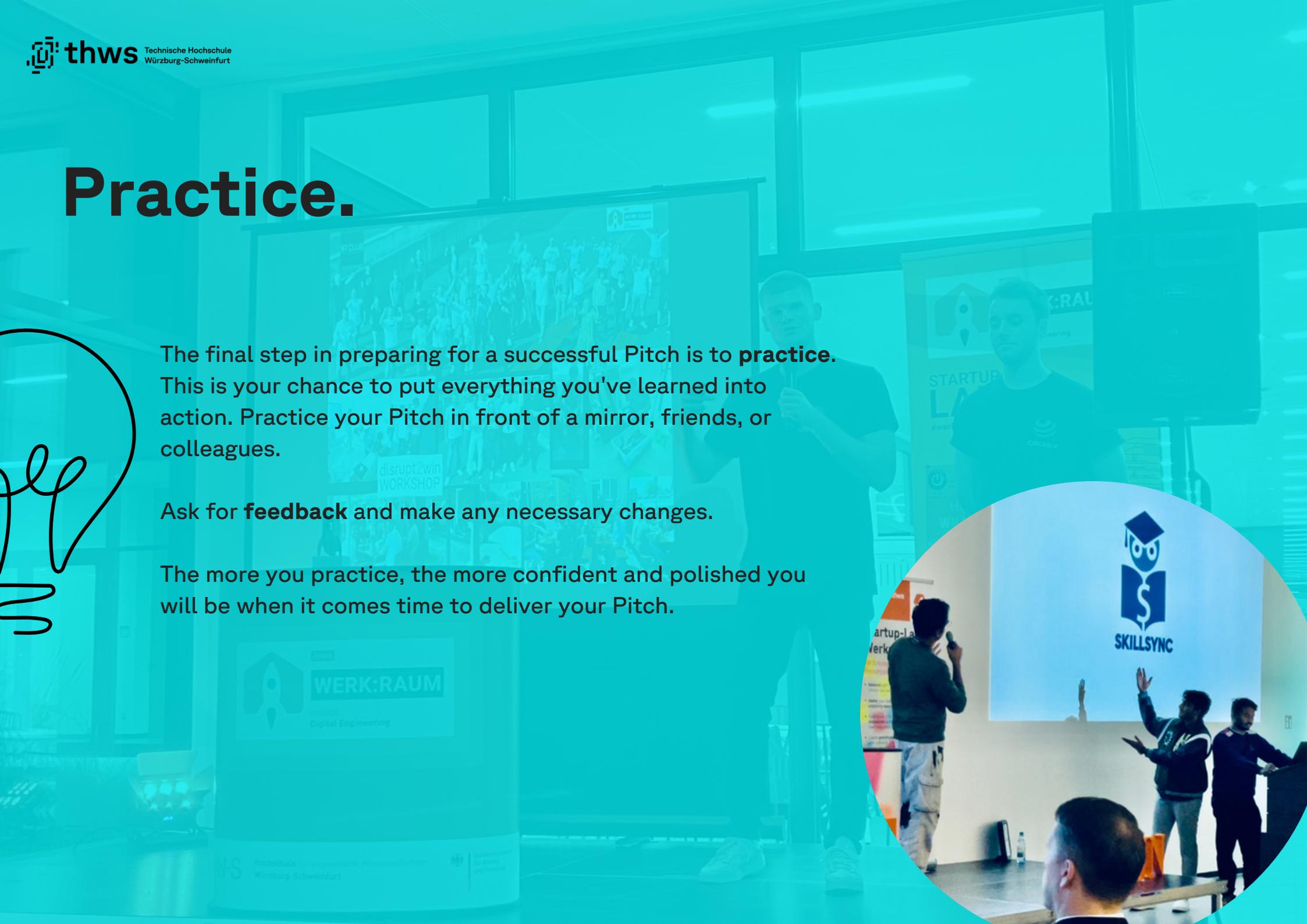
**#9** Don't forget storytelling

**#10** Keep it short and simple! Brevity is the spice of life

The presentation of your business idea should stand out from the crowd and get straight to the point. The rule is: Every idea is only as good as it is sold.



# Practice.



The final step in preparing for a successful Pitch is to **practice**. This is your chance to put everything you've learned into action. Practice your Pitch in front of a mirror, friends, or colleagues.

Ask for **feedback** and make any necessary changes.

The more you practice, the more confident and polished you will be when it comes time to deliver your Pitch.



# Practice I.

## TASK 1:

At first, prepare yourself in front of a mirror or make a selfie video. Pay attention for body posture, facial expressions, and gesture. Try out accents while you are talking and think about synonyms if something sounds not good enough. Stop the time!



# Practice II.

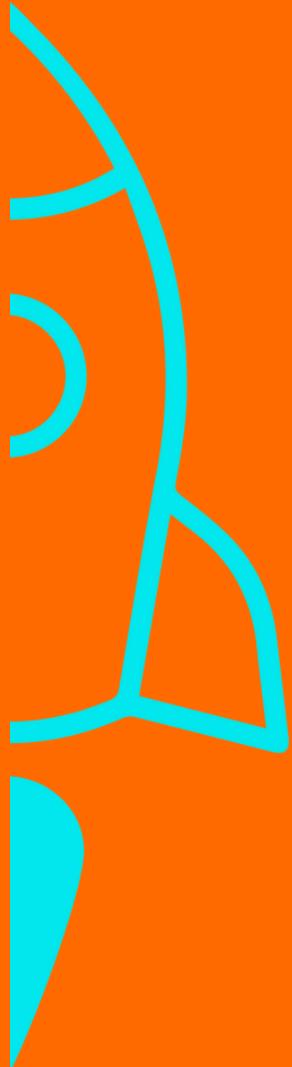
## TASK 2:

Look for a partner and prepare each other for your perfect pitch. Pay special attention to body posture, facial expressions, and gesture, to accents and of course, also content. Make some notes about your feedback to talk about it. Stop the time!



# PitchTraining.

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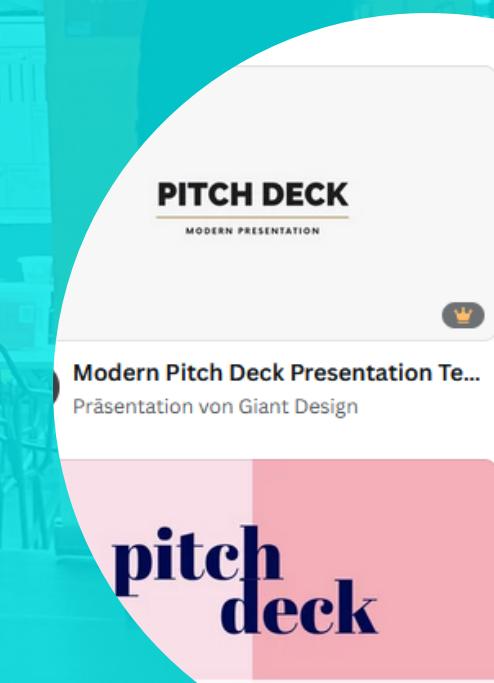
# The perfect Pitch Deck - in detail.

Overall, when setting up the pitch deck, there is a suggested structure that facilitates the creation of a pitch presentation.

It is helpful if you tell a coherent story with your Pitch Deck. This way, you have a common thread in your mind and your audience can easily follow you and your train of thought.

Now we come to the outline of your presentation, i.e. the slides of your Pitch Deck. The order is a suggestion and can of course be adapted to your business idea and the story you are telling with your presentation.

Make sure that your argumentation is logical and comprehensible.



**pitch  
deck**

**PITCH DECK**  
MODERN PRESENTATION



Modern Pitch Deck Presentation Te...  
Präsentation von Giant Design

**Blue Minim...**  
Präsentation



Let's write your title here  
It would help if you were  
more descriptive  
but there's still much work  
to do

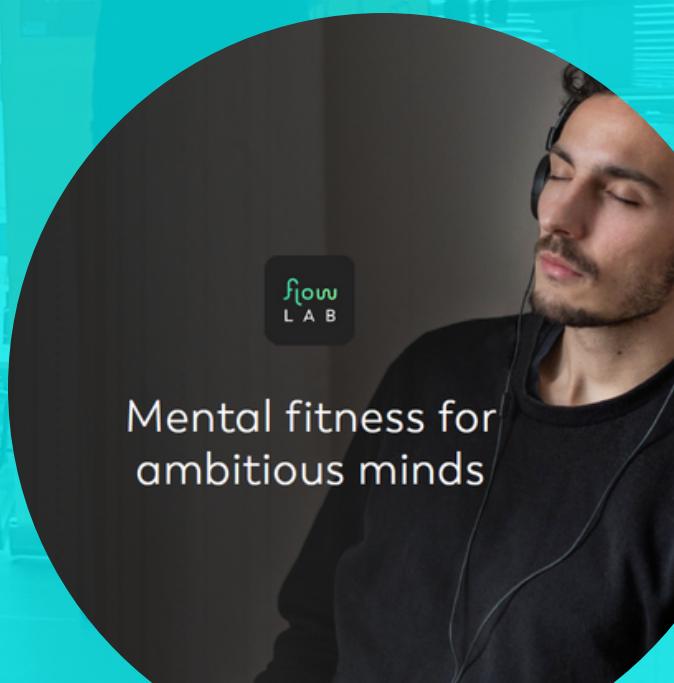
# The perfect Pitch Deck - in detail.

## The title slide | introduction

On this first slide of the pitch deck, the business idea is introduced in a short description.

In addition, the company name and logo, if already available, can be used for the pitch deck structure.

If the Pitch Deck is being created for an event, the date and type of event can also be placed at this point in the pitch presentation.



Flow  
LAB

Mental fitness for  
ambitious minds

# The perfect Pitch Deck - in detail.

## The team.

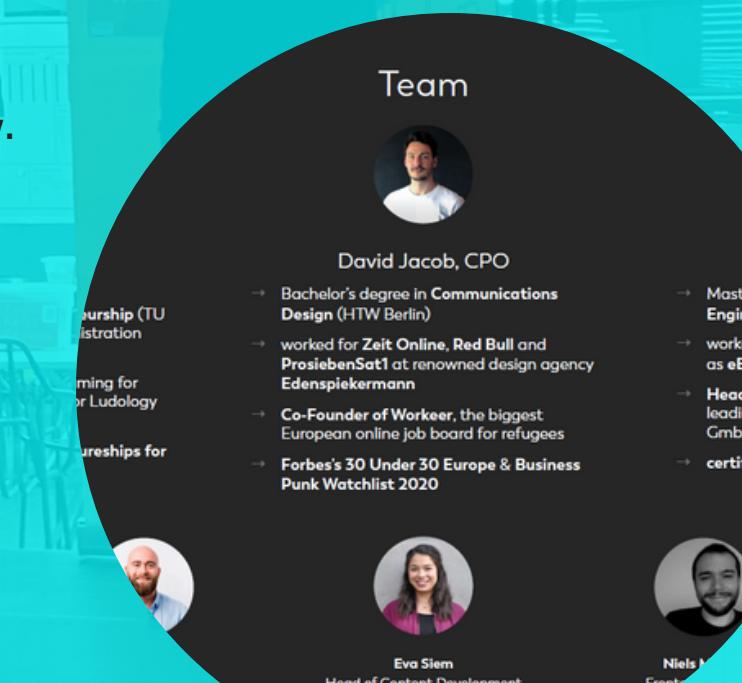
When pitching, this is already one of the most important slides of the Pitch Deck.

This is because it describes all the people who play an important role within the Startup and for the Pitch.

This also includes the exact functions, qualifications and existing know-how.

Many investors attach particular importance to establishing a relationship with the founding team in the Pitch Deck.

Only those who radiate confidence and competence can convince investors with their Pitch presentation.



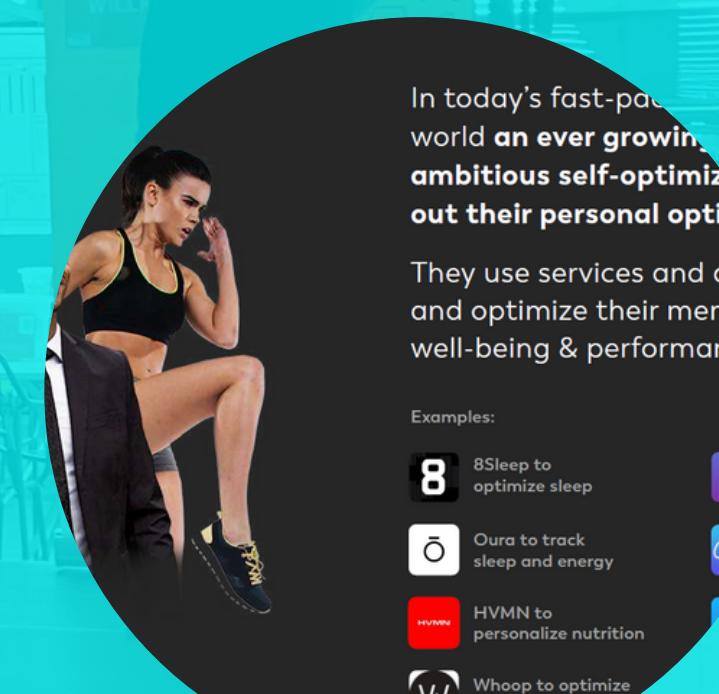
# The perfect Pitch Deck - in detail.

## The problem.

On this slide of the pitch deck, it should be comprehensible which problem the startup wants to solve with the business idea.

The problem must be described in a way that is comprehensible to everyone, and the solution should also be understandable in the pitch deck structure.

The best way to prove this information within the Pitch presentation is through a previous detailed market analysis.



# The perfect Pitch Deck - in detail.

## The solution.

Present your solution – how will you solve the problem with your product or services.

Show how your solution looks like!

For example, use images, demo versions of a software or even the prototype of a product in the Pitch presentation are suitable for this.

The more vividly the individual processes and benefits are described in the Pitch, the more impressive the entire Pitch Deck will appear.



# The perfect Pitch Deck - in detail.

## The uniqueness of your product or services.

The Unique Selling Proposition (USP) and Unique Value Proposition (UVP) are important factors of the Pitch Deck.

It must be clear for the Pitch presentation why the own product is better and why it offers an actual added value for the customers.

Lab is leading the next generation fitness apps by combining personalization, measurability and a holistic approach to peak performance coaching.



# The perfect Pitch Deck - in detail.

## The Business Model.

This slide of the Pitch Deck now also includes the financial aspect and is an important success factor for investors.

Therefore, it must be clear in the pitch deck in which way revenues will be generated.

It is crucial not to list all possible sources of revenue in the Pitch, but to focus on the most important possibilities.

Phase I: Freemium subscrip

professional performance come in with the highest (\$11,83\$) [...] Managing stress coming in dead last. (Ø \$10,15\$)

[Intelligently.com](#) in „Tearing Down the Pricing of Headspace and Calm“

Premium: Ø8€/mth.

- personalized digital coach & progress tracking
- entire library of exercises, masterclasses and courses

ONTH  
€

3 MONTHS  
24€  
8€/mth.

1 YEAR  
60€  
5€/mth.

# The perfect Pitch Deck - in detail.

## **The market and the competitors.**

Here you share, how large the market is and how it relates to the competitive situation on the market.

It is important that the figures listed here for the Pitch Deck setup are concrete and well researched.

In addition, it is worthwhile to know these key figures by heart to be able to name them for the Pitch presentation to possible queries.

Founders rarely manage to create a whole new market with a business idea. Thus, the statement "There are no competitors" in the Pitch Deck is never meaningful.

Therefore, on this slide of the Pitch Deck follows a listing of the most important competitors and a description of the distinguishing features for presentation.



# The perfect Pitch Deck - in detail.

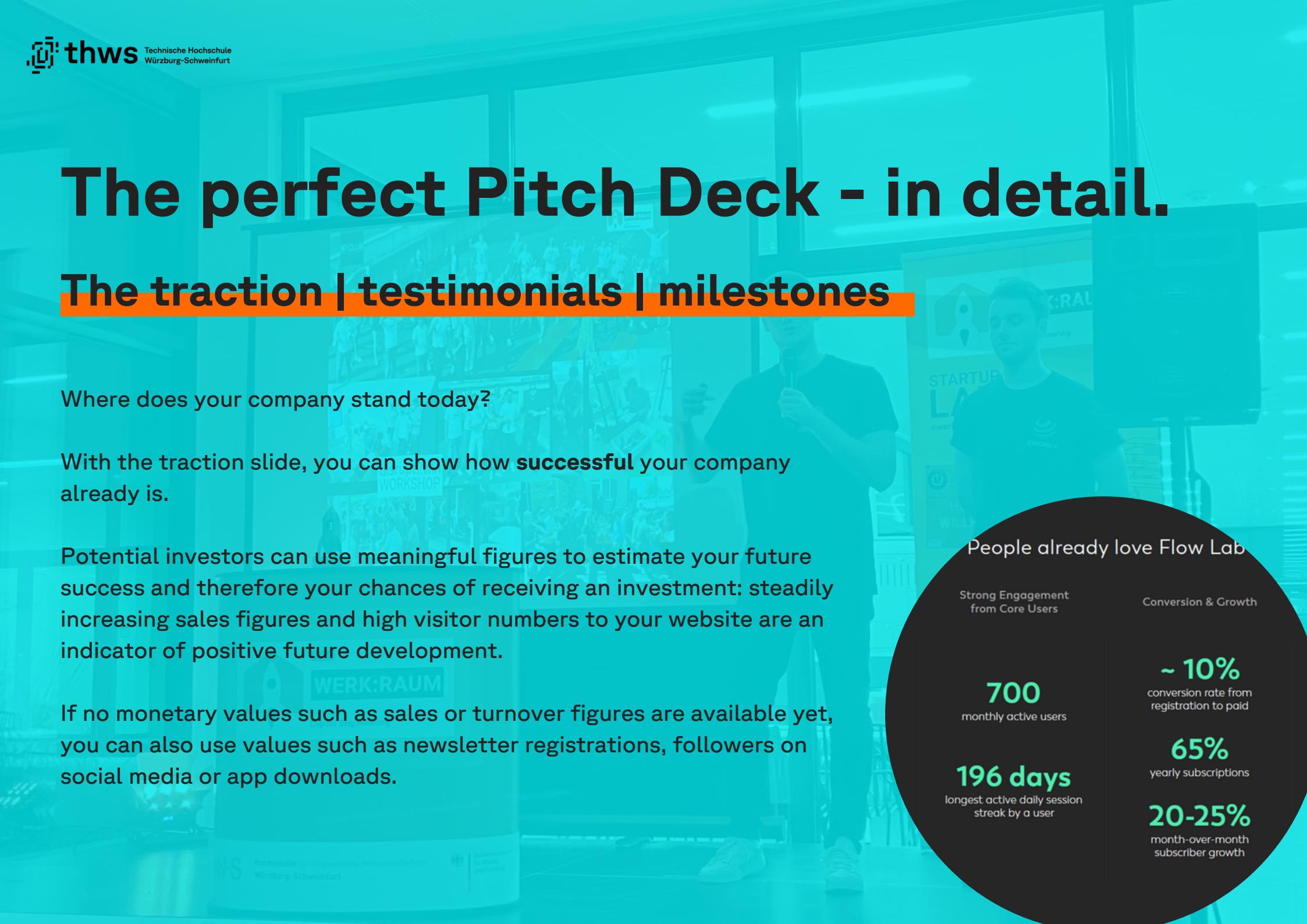
## The traction | testimonials | milestones

Where does your company stand today?

With the traction slide, you can show how **successful** your company already is.

Potential investors can use meaningful figures to estimate your future success and therefore your chances of receiving an investment: steadily increasing sales figures and high visitor numbers to your website are an indicator of positive future development.

If no monetary values such as sales or turnover figures are available yet, you can also use values such as newsletter registrations, followers on social media or app downloads.



People already love Flow Lab

Strong Engagement  
from Core Users

Conversion & Growth

**700**

monthly active users

**~ 10%**

conversion rate from  
registration to paid

**65%**

yearly subscriptions

**196 days**

longest active daily session  
streak by a user

**20-25%**

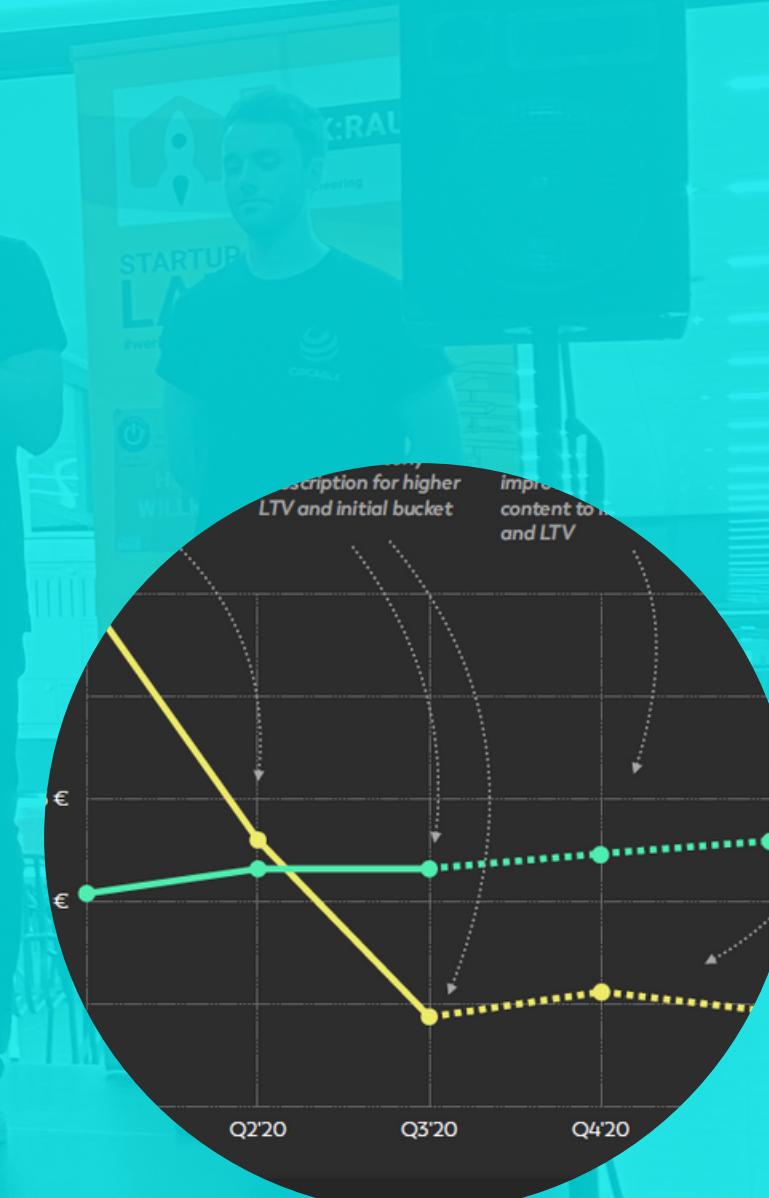
month-over-month  
subscriber growth

# The perfect Pitch Deck - in detail.

## The need for funding.

If you are looking for a funding: The goal of a Pitch Deck is to raise capital for your startup.

Therefore, this slide for the Pitch is now followed by the information about the financing requirements. Concrete figures should appear there for the Pitch presentation, how much money is needed and what it can be used for.

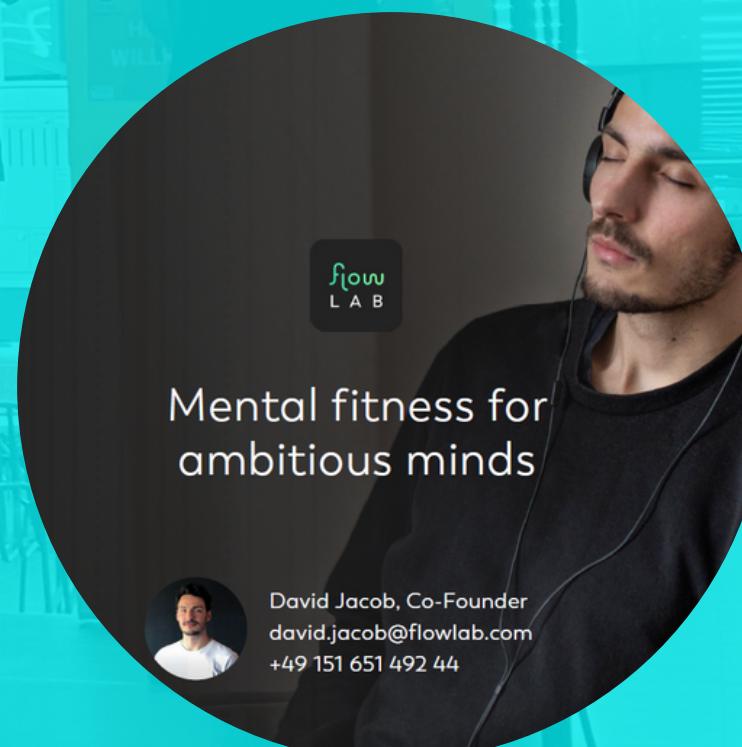


# The perfect Pitch Deck - in detail.

## The final slide with contact details.

After the overview of the business concept and the mention of the most important key figures in the Pitch Deck, the next step is to provide contact details.

Provide your full name, e-mail address and cell phone number in the Pitch. If an investor is interested and contacts you, flexibility and availability can have a positive effect.



Mental fitness for  
ambitious minds

David Jacob, Co-Founder  
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+49 151 651 492 44

# Avoiding typical mistakes in the Pitch Deck

#1

## Bad structure within the Pitch presentation.

During the pitch, the reader must be able to understand the message and the most important figures of a slide within the shortest possible time. So, if you arrange too much info on one slide or insert long lists, you prevent a good structure of the page and in the Pitch Deck structure.

## Spelling or grammatical errors in the Pitch Deck.

When creating a Pitch Deck, it pays to be very meticulous about spelling and grammatical errors. Even small mistakes in the Pitch could make an investor doubt the company's competence. Therefore, it is a good idea to have an outsider check the slides and texts in the pitch deck and the Pitch Deck structure objectively.

## Wrong layout and design when pitching.

When you design a logo, you also decide on a specific color or design. This choice should be reflected within the Pitch Deck. Therefore, it makes sense to adjust the font size as well as the overall layout to create an ideal overall look for the Pitch presentation.



Pitch Deck

# Avoiding typical mistakes in the Pitch Deck

#2

## Not essential videos or animations when pitching.

Even if videos or animations are well suited to explain complicated processes or present a company in a positive light, their use in the Pitch Deck is not helpful. This is because videos and animations in the Pitch also always require certain technical requirements in order to be played smoothly in the Pitch Deck. So if an error message appears immediately when opening the Pitch presentation, this causes frustration for the reader and directly conveys a negative message.

## Complete focus on the digital Pitch Deck.

The written Pitch Deck should be well constructed and contain the most important key figures. But every founder must also have these numbers in mind and should be able to retrieve them at any time.

For a Pitch presentation in front of an audience, a PDF is therefore not enough, it is better to consider various factors of storytelling and to tell a compact founder story overall. Because then the appearance with the pitch structure arouses emotions and the own startup remains with the Pitch Deck in the memory of all participants.



Pitch Deck

# Final Pitch: Do's & Dont's

Convince your investors - don't push them. Show them the advantages of your start-up idea, which are perfect for their own investment strategy.

**Pitch yourself** - Besides the idea, your team and your personalities are highly valued by investors.

**Pitch the story and don't show too many powerpoint slides.** You should know all the hard facts by heart.

**Prepare some back-up slides** at the end of the Pitch Deck with more details, e.g. for the Q&A session after your Pitch.

**Test your pitch in front of a test audience** and practice your Pitch!

**Be prepared for problems** and think about what will happen if your plan doesn't work. Acknowledge the risks your investors are taking.

**Show that it is a real problem** that you want to solve. Why are current solutions not effective, what costs can be saved with your idea?

**Guide your investor through an exemplary customer journey.** A compelling use case should demonstrate how your solution will improve specific outcomes.

**Poor pronunciation** - if you pitch too fast, you won't be understood enough.

Focus on the essential elements in your pitch and make them clear through clear words and pronunciation.

**Business Model** - think and talk about it!

**Call-to-action** and a strong conclusion at the end of the Pitch.

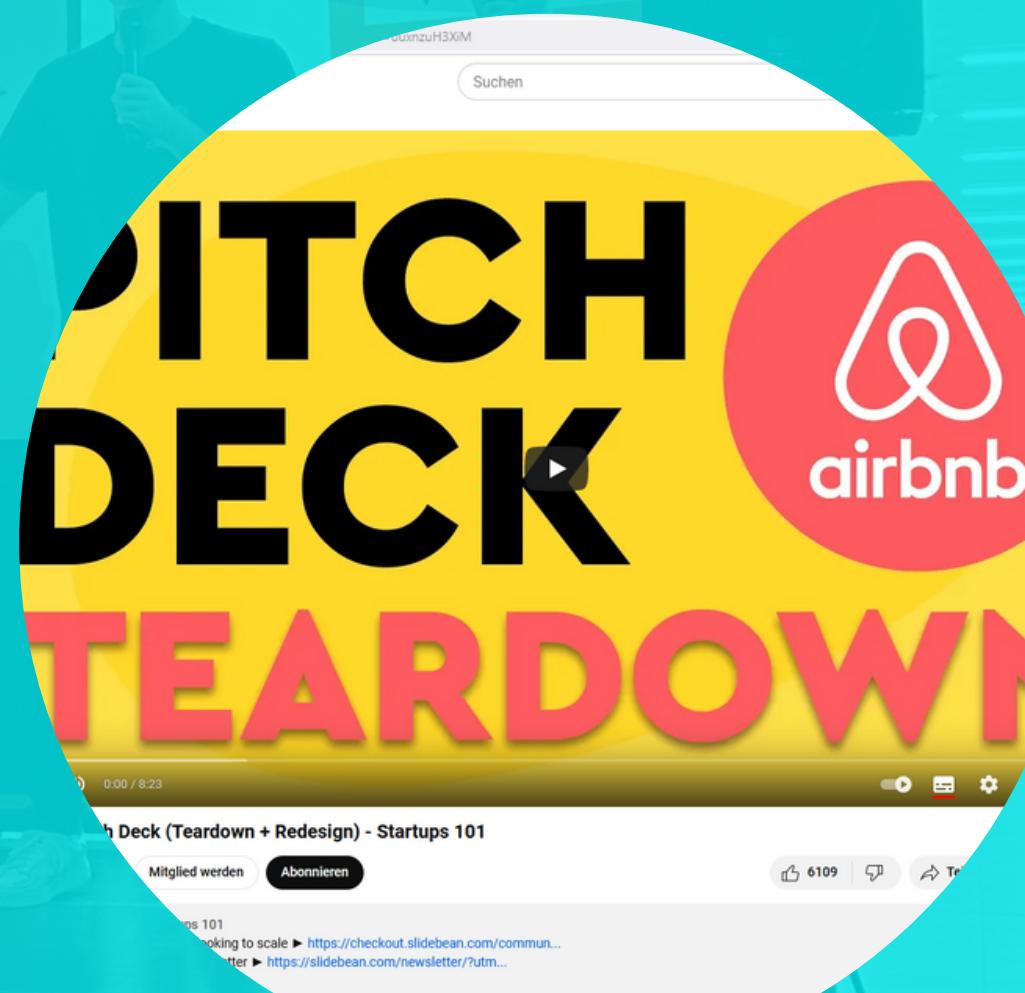


- Do not overstretch your time frame!
- Be honest!
- Don't talk bad about other competitors!



# Airbnb's Pitch Deck - YouTube Video.

<https://www.youtube.com/watch?v=uuxnzuH3XiM>



# Pitch Deck.

## TASK Design:

Open canva.com, PowerPoint (or another program of your choice) and choose a presentation which fits you and your product. Change it if necessary, to make it individual and search for some icons to create a first logo.

Check out some Pitch Deck designs on Canva: <https://www.canva.com/templates/?query=Pitch-Deck>



# Pitch Deck.

## TASK Creation:

Start creating your Pitch Deck of your business idea.

Remember the tips for creating a great presentation.

# Practice & Feedback.

## TASK:

Practice your Pitch over and over again and get feedback.



# Good Luck!

January 12, 2024

Lecture: Business Development and Entrepreneurship