Pitch presentations

What's a pitch presentation?

A pitch presentation is a brief presentation used to provide your audience with a quick overview of your business plan.

PREPARING THE SLIDES

While pitch presentations are short they have cover a lot of information.

Preparation is key for success.

Use one slide per idea!

INTRODUCTION

- Who are you?
- Why are you here?

THE TEAM

- Who are the people behind your idea?
- What are their roles?

THE PROBLEM

- What is the need you are going to solve?
- Is it really a problem?

THE SOLUTION

- How are you going to solve the problem?

ADVANTAGES

- Why is your solution the best one?
- What does differentiate you from the other solutions?

MARKET

- You have to know, or at least predict, your target.

Competition

- Are there other solutions for your problem?
- Why are they worse than yours?

BUSINESS MODEL

- How are you going to win money?
- When are you going to get revenues?
- How is your business organised?

INVESTING

- How much money do you need?
- What are you going to use that money for?

CONTACT

- Always do a slide for your social networks / emails.
- Explain how you use them.

PREPARING THE PRESENTATION

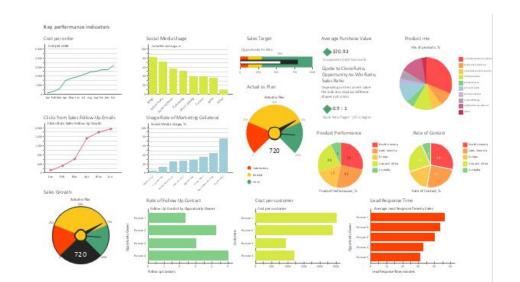Preparing your slides isn't all, you also have to prepare the speech itself!

PREPARE YOUR FIRST IMPRESSION

- The first 2-3 min are the most important ones.

KNOW YOUR METRICS

- Remember relevant metrics and figures.

MANAGE YOUR TIME

- Always keep track of the clock.
- Calculate at the beginning how much time you can spend per slide.

WE ARE NOT TRYING TO, WE WILL

● Saying "We believe" "We are trying" makes you look insecure.

BE VISUAL

- Use graphics and photografies.
- Use big letters.

JOKES

- Be careful, if a joke fails you will give a really bad impression.

LOOK AT YOUR AUDIENCE

● Don't read your slides or notes.

BE READY FOR QUESTIONS

- Try to anticipate the questions you might get.

KNOW YOUR SPACE

- Try to know where you will do your presentation.
- Identify key places.

PRACTICE

● Do your presentation to someone else before the real presentation.

QUESTIONS