

## Summary

### Components of a pitch

Pitching is a very crucial component of an entrepreneur's journey. A good pitch with successful results is also a validation of an entrepreneur's hard work and the dedication put in by him/her and his/her team. This session broke down the pitch into critical components. If included successfully, these elements can affect the success of your pitch.

### Components

They key components of a pitch that every entrepreneur needs to touch upon while they are pitching to investors are:

1. Team – Background, past entrepreneurial experiences and comradeship between team members
2. Problem & Opportunity – Identify problem being tackled and corresponding market size
3. Idea & Value Proposition – Explain USP/differentiation of idea
4. Business Model – Talk about monetization and describe business model in detail
5. Financial Model – Describe P&L statements and cash flow from expected growth

While describing the above things one always needs to keep in mind the following:

- Try to make a simple and crisp pitch
- Make your pitch interesting and engaging
- Be realistic on market size
- Demonstrate using notes, pictures
- Do thorough research on competition – don't disregard it
- Don't disregard counter-questions from investors

### You should be able to:

At the end of this session, you should be able to:

1. Think of your pitch's components from your startup's perspective
2. Develop a structured pitch