

INCUBATOR Pitch Workshop



START INCUBATOR



OVERVIEW



START
ODYSSEY

**Get from Idea to
Venture**

10 Day kickstarter
programme

Students with or
without an idea

No Startup founded
yet, Just idea or
desire to cofound



START
ACCELERATOR

**Get from Venture to
Market**

10 week accelerator
programme

Student startups with
a team

Early-stage startups
who have none or first
customers



START
COMMUNITY

**Connect with
like-minded People**

Membership-based
platform and partner
offerings

Entrepreneurs,
Mentors, Investors,
Coworking Spaces,
Former and present
participants



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3 Min = How many Words?



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3 Min = max 390 Words!



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Welcome to our Pitch Training

14:00 - Facts of the Pitch

14:10 - The Open 3 Model

14:20 - Meet the pitching Canvas

14:30 - Fill it out yourself

15:20 - Opening & Closing Statement

15:30 - Power of Three

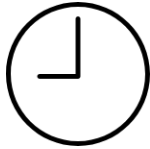
15:40 - Q&A Tips

15:50 - Get Feedback!



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Facts of the pitch - Format



3 Minutes Pitch



4 Minutes Q&A



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Facts of the pitch - Audience

Corporate Partners

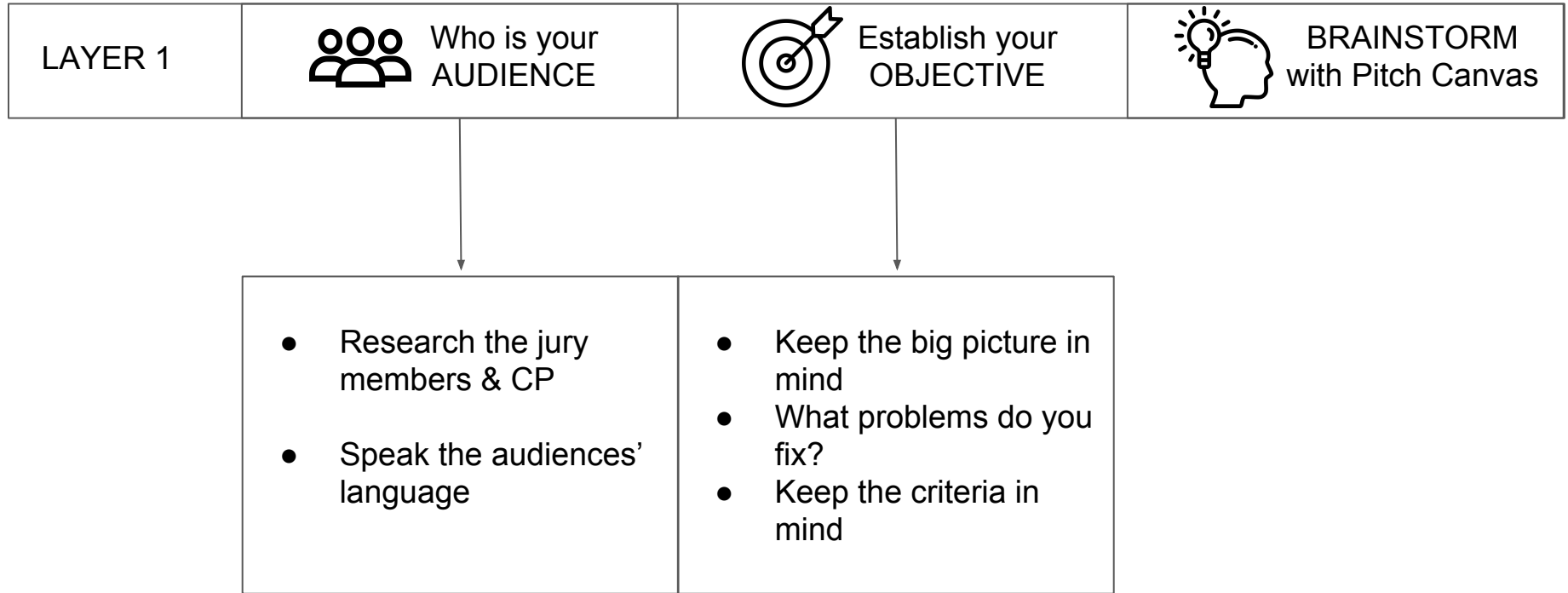
Judges



Facts of the pitch - Judging Criteria

1. Innovativeness
2. Business potential
3. UI/UX
4. Impactful entrepreneurship
5. Judges expertise

The Open-3-Close Pitch Model





Audience & Objective (5Min)

1. Research and understand your audience
2. Define your Objective
 - a. Keep the big picture in mind
 - b. What problems do you fix?
 - c. Keep the criteria in mind

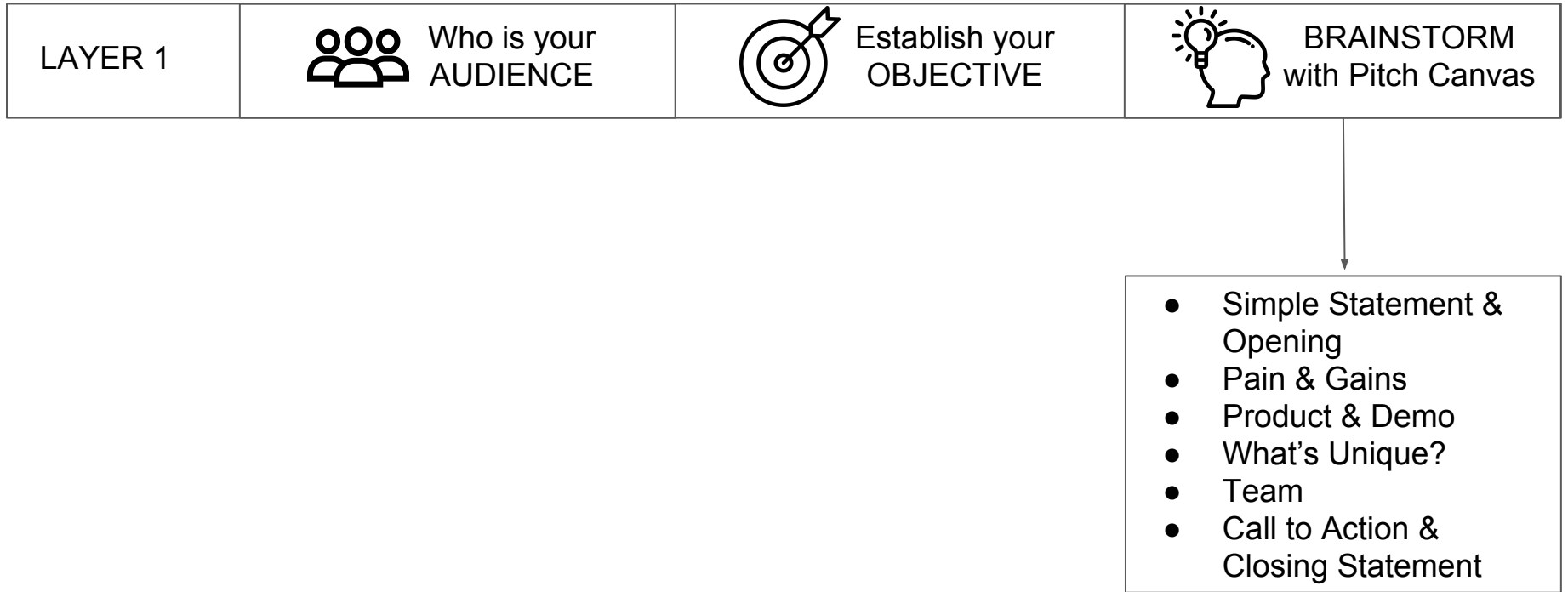


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Pitching Canvas

Write down your pitching content

The Open-3-Close Pitch Model



Simple Statement of what change you and your product are making in the world

A catchy one-sentence explanation of what you do for customers

Pain (+ Gain)

*What problem are you solving for your customers?
What does the pain result in?
What opportunities do you provide for people to be faster,
more cost-effective, more efficient, happier, safer?
How many people need this problem solved - market size?
Have you validated that people will pay to have it solved?*

Product + Demo

*As simply as possible: what does your product do
for customers?
How does it work?
How have you tested it with customers?
Live demo? (powerful if it works...)
Don't show just code but your functionality!*

What's Unique

*Technology/Relationships/Partnerships
How do you help your customers get results differently
to your competition, or alternatives?
Show you have researched the market and know what
competition is out there.*

Team

*What relevant experience and skills does your team
have that supports your story?
Brands worked for? Achievements? Sales success?
What binds you together as people and as
entrepreneurs to fix this problem?
What's special about the character of your team, that
will make you stand out and be memorable?*

Call to Action and Closing Statement

Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?

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Your turn: Pains & Gains (5Min)

1. What big issues are you solving for your customers?
 2. What are the Pains & Gains for society and the environment?
What does the pain result in?
 3. How many people need this problem solved?
- Write down key words **and** phrases, not full sentences!
- Don't think too much, just bring your thoughts on post-its!

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Your turn: Product + Demo (5Min)

1. As simply as possible:
 - a. What does your product do for customers?
 - b. What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?
2. How does it work? Don't show just code but your functionality! (Live demo?)
3. How is your User Experience? How is your product used?

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Your turn: What's Unique? (5Min)

1. What makes your solution innovative?
2. How do you help your customers get results differently in relation from alternatives?
3. Importance of this innovation: Why should users care?

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Your Turn: Team (3Min)

1. What motivates you as a team to solve the problem?

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Your turn - Opening & Closing (8Min)

3Min: Write down 3 opening & closing sentences

- Opening: A catchy one-sentence explanation of what you do for customers
- Closing: Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?

5Min: Test them out loud on someone of your team!



Example - Closing

1. This is what you've seen...
2. This is what we want you to do...
3. We believe this is important because...



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Deliver your pitch

~~DETAILS~~

POWER OF 3: STRUCTURING YOUR PITCH

PITCH TRICKS

with David Beckett



Your turn - Prioritize your canvas (5Min)

#1

#2

#3

→ Use a max of 3 in every box (Pain+Gain, Product, What's unique, Team)!



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Power of Three - Product Example

Great UX

First ever

Easy to
implement



Q&A and tips

Never argue!

Prepare answers
questions you
don't want to be
asked!

Prepare answers
to questions you
want to be asked!



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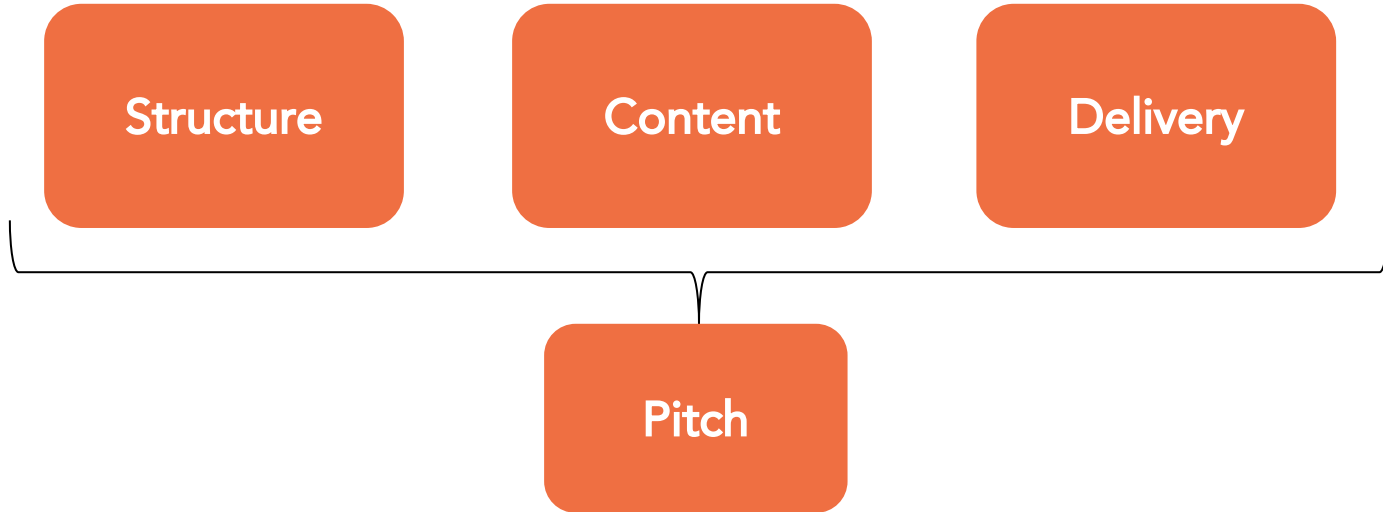
Body Language





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Summary





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Visit our Booth for more feedback!