

INCUBATOR Pitch Workshop



OVERVIEW





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



Get from Venture to Market

10 week accelerator programme

Student startups with a team

Early-stage startups who have none or first customers



Connect with like-minded People

Membership-based platform and partner offerings

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



3 Min = How many Words?



3 Min = max 390 Words!

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!



Facts of the pitch - Format



3 Minutes Pitch



4 Minutes Q&A



Facts of the pitch - Audience

Corporate Partners

Judges

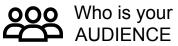


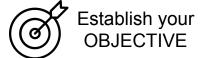
Facts of the pitch - Judging Criteria

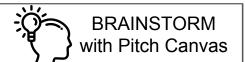
- Innovativeness
- 2. Business potential
- 3. UI/UX
- 4. Impactful entrepreneurship
- 5. Judges expertise

The Open-3-Close Pitch Model

LAYER 1







- Research the jury members & CP
- Speak the audiences' language
- Keep the big picture in mind
- What problems do you fix?
- Keep the criteria in mind



Audience & Objective (5Min)

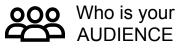
- 1. Research and understand your audience
- 2. Define your Objective
 - a. Keep the big picture in mind
 - b. What problems do you fix?
 - c. Keep the criteria in mind

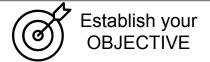


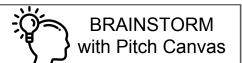
Pitching Canvas Write down your pitching content

The Open-3-Close Pitch Model

LAYER 1







- Simple Statement & Opening
- Pain & Gains
- Product & Demo
- What's Unique?
- Team
- Call to Action & Closing Statement

	Simple Statement of what change you and your product are making in the world A catcity 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 at works) Don't show just code but your functionality!			
What's Unique Technology/Relationships/Partnerships How do you help your customers get results afferently sometimes of the control of the con	Team What relevant experience and skills does your team have that supports your story? Brands was that supports your story? Brands what binds you together as people's 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?			
	Closing Statement audience to take action - what is their first next step?			

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 a wife of the state, what opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer for many people need the problem solved "manuscuste" have you validated that people will pay to have it solved? New you validated that people will pay to have it solved?	Product + Demo As simply as possible: what does your product do for ouisimers? How does it work ones it work. How have you tested it with customers? Jet the demon powerful if it more a Don't show just code out your functionality!	
What's Unique Technology/febalionships/partnerships How do you neby your assomers 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 obgether as people and as entreprineurs to fix this problem? What special about the onaracter of your team, that will make you stand out and be memorable?	
Call to Action and Finish the pitch strongly with a clear request for the a	Closing Statement uudence to take action - what is their first next step?	

Your turn: Pains & Gains (5Min)

- 1. What big issues are you solving for your customers?
- 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 to much, just bring your thoughts on post-its!

	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 proben are you solving for your custs What does the pain result in? What opportunities do you provide for people in more cost-effective, more efficient, happire, How many people need this problem solved - n	o be faster, ; safer?	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]	
Have yoù validated that people will pay to have	idinet sizer	Don't show just code but your functionality!	
What's Unique Technology/Reidonanips/Partnership How do you help your oustomers get results to your competition, or alternatives? Show you have researched the market and it competition is out there.	differently	Team What relevant experience and skills does your team have that supports your story? Brands worked for "Achievements" Sales success? What so you have the sale success? What's special about the character of your team, that will make you stand out and be memorable?	
		losing Statement dience to take action - what is their first next step?	

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?
- 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?

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 dopp-furthes 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 outsomers? 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 afferently to your complettion or alternatives. Show you have re-petition is not there are now what competition is out there.	Team What relevant experience and skills does your team have that supports your story? Brands volved for? Adventements? Sales success? When the supports your story? What seed a bout the character of your team, that will make you stand out and be memorable?	
Call to Action and Finish the pitch strongly with a clear request for the a	Closing Statement uudence to take action - what is their first next step?	

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?

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 out your functionality!	
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	Closing Statement audience to take action - what is their first next step?	



Your Turn: Team (3Min)

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

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? Four many sepole need this problem solved. Thanket 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 havely ordes it work? How have your tested it with customers? Live demo? Ignered if if works.) Don't snow just code but your functionality!	
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Call to Action and C		

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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...



Deliver your pitch



PITCH TRICKS

POWER OF 3: STRUCTURING YOUR PITCH

with David Beckett



Your turn - Prioritize your canvas (5Min)



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



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!



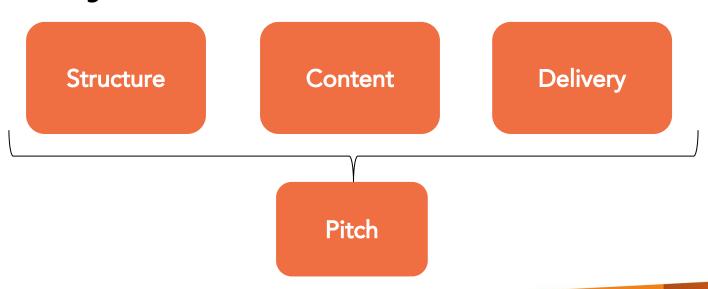
Body Language







Summary





Visit our Booth for more feedback!