

How to design a
pitch that is *GOOD*
enough for the brain



www.bucki.pro

70%

10%

**I help
companies
design and hone
their message**



**I help companies hone
and position their
message.**

I always use cognitive
psychology and social
science.

I put theory to the test in
practice working with...

I constantly learn to update
my system.



500 *itches*

All good pitches are alike.

Every bad pitch is bad in its unique way.

How do I scan your *pitch*?



The brain has to see the VALUE

Actually the MEANING

Why should I care?

Why does that matter?

Who?

What?

Three most important questions

Plus the CTA



The brain of the investor

The return on investment

The risks preventing the return on investment



The brain of the customer

The return on the investment

Does this solve my tier one problem



The brain of the media

What's new, shocking and worth clicking

All those brains digest communication

Cognitive *processes*

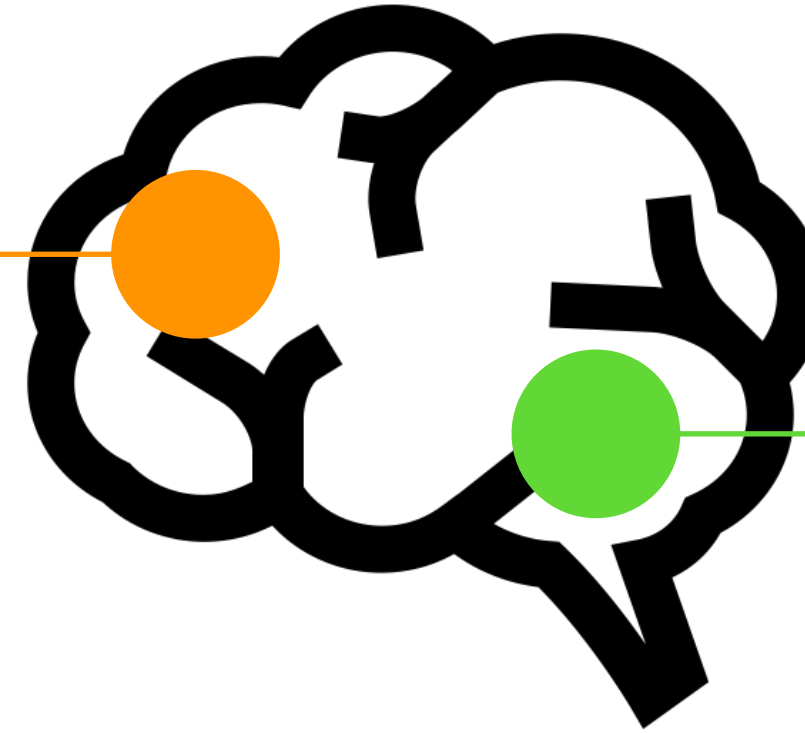
attention

That's interesting

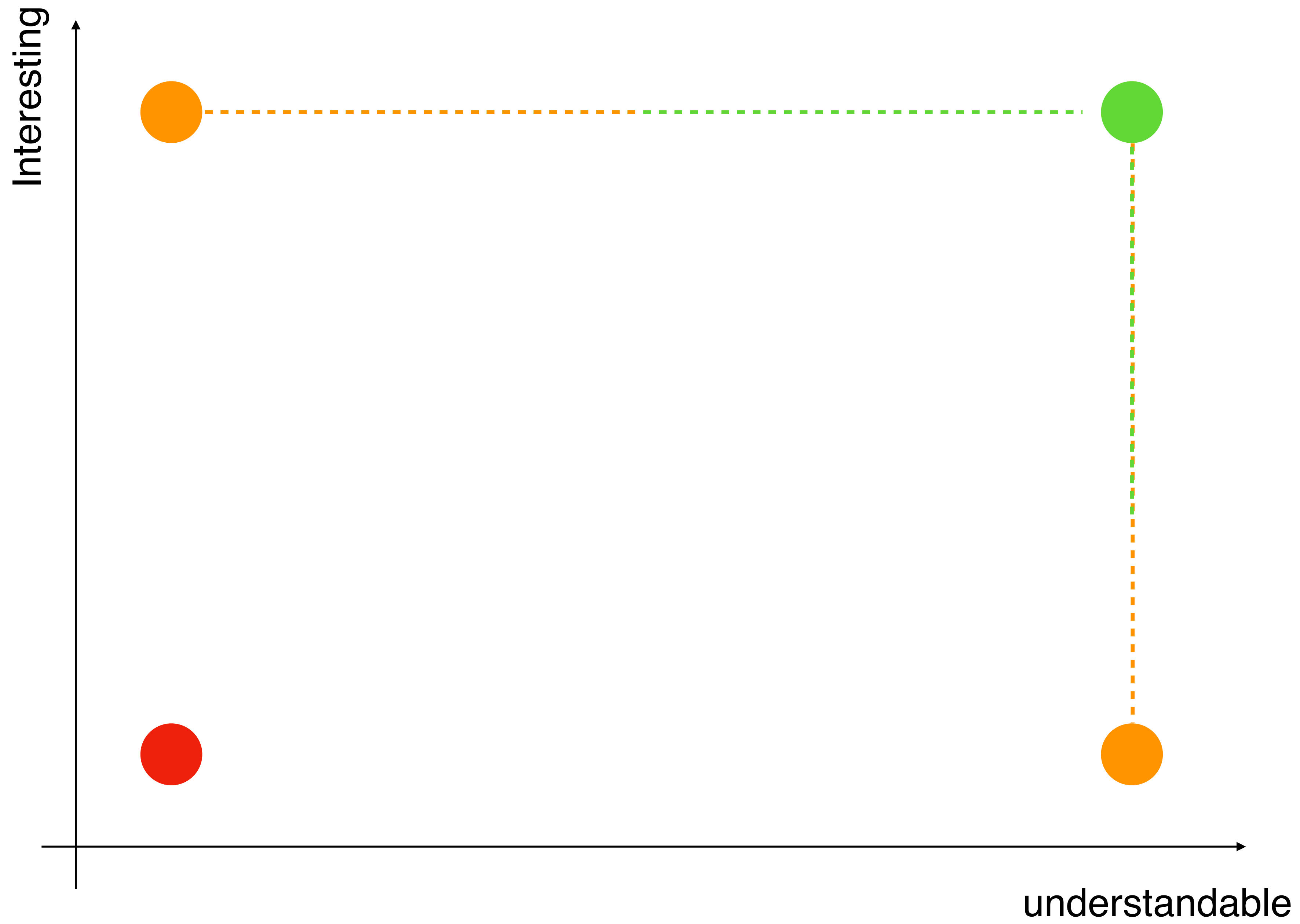
1970: Murray Davies published a research on what is interesting

Sardinia

I will take care of
that only if I get a
signal from the little
guy



IT only interests me
if it is a threat or a
chance



but interesting...

is not enough

**You have
to be
*understood.***

Logos

**If it doesn't
fit you must
*acquit.***

rhyme-as-reason effect

Health is the new wealth

Connecting the **dots**

processing fluency

MEANING

BEFORE

DETAILS

What we
understand we
perceive as *true*.

simple

unexpected

credible

concrete

emotiona

stor

breaks your heart

We are going to die, and that makes us the lucky ones.

Yes, we can.

If it doesn't fit you must acquit.

We, the people.

All happy families are alike; each unhappy family is unhappy in its own way.

For sale: baby shoes, never worn.

Six word pitch.

Tell me why it
matters?

**Tell me why
should I *care*?**

Help me
understand.

Mind the curse of
knowledge.

Mind the curse of
marketing
bullshit bingo.

Mind the curse of
foie gras.

And forget passion!

But never forget the structure.

Let's have a look at Jukedeck pitch deck

We're building an artificial intelligence music composer.

400 hours of video is uploaded on the youtube every single minute. A figure that's quadrupled in the past three years.

At the same time 3000 of hours is produced for movies and tv every single day. And pretty much all this content needs music.

That's their big idea!

But talk to any music video creator and they will tell you that finding music for video content sucks.

This is Marcianophone a south American YouTube creator. He has 500 k subscribers and more than 80 m views.

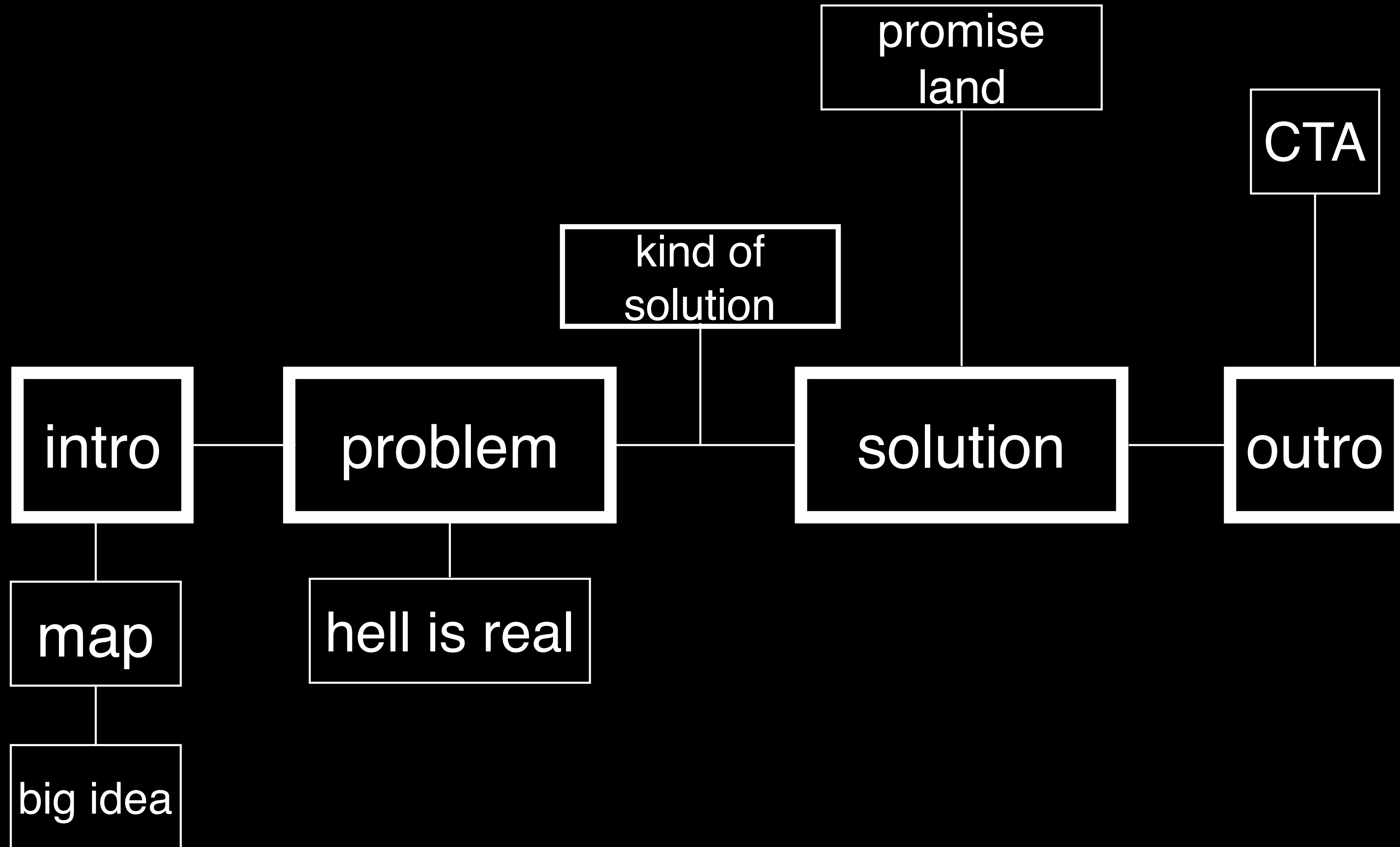
When he shoots his videos he needs to add music. So he goes to the stock audio libraries where he spends ages looking for the right track. When he finally finds the one he likes, it's expensive.

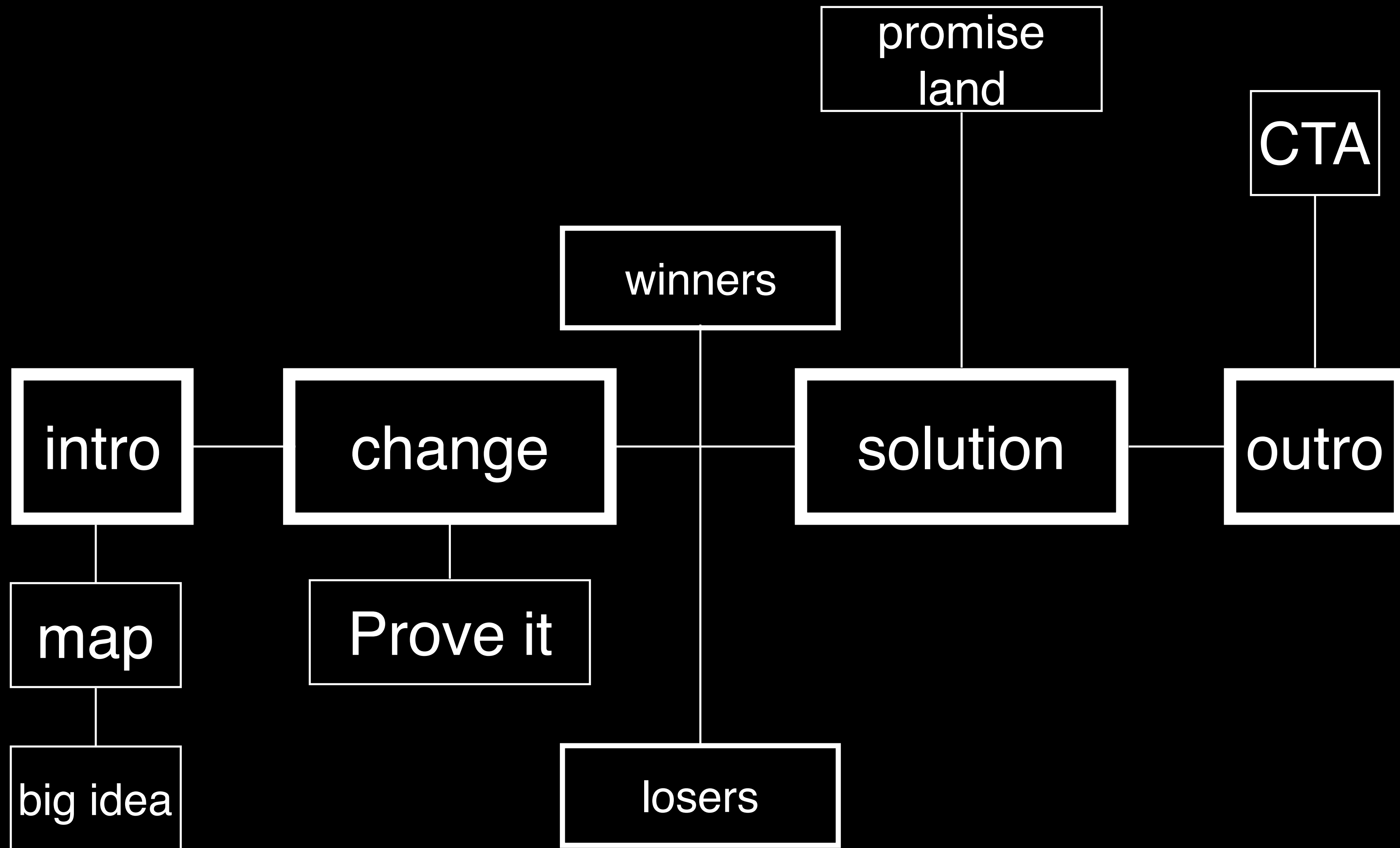
Costing around \$40 for a three minute track. The copywriting and royalties are really confusing. And it won't fit his video. Meaning he has to manually edit it.

What's more—thousands of other video creators have used the very same track. making his video less unique. In short it's a massive pain.

Take Marcianophone's pain and multiply it by millions of video creators around the globe, and you've got massive problem...

Problem that we've set out to solve at JukeDeck





I want to see!



ethos



logos



pathos



ethos



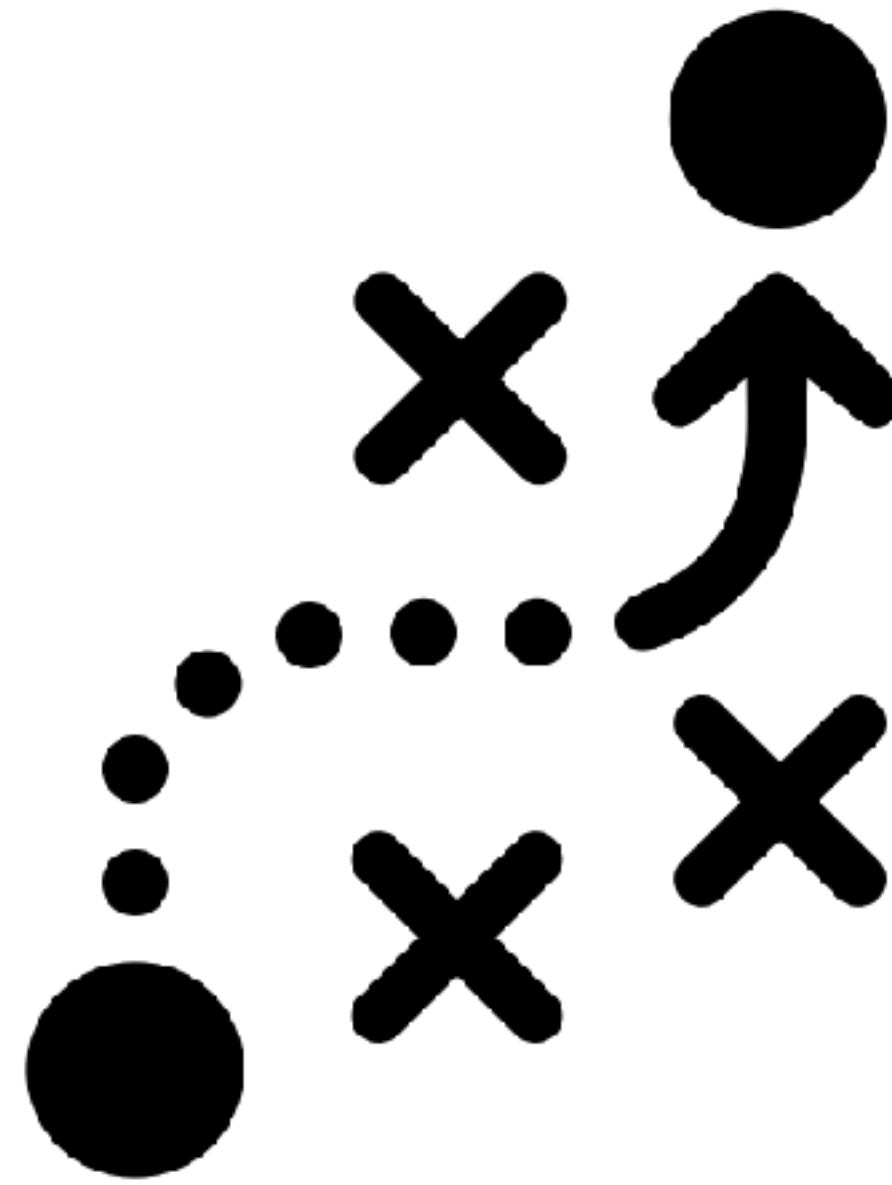
logos



pathos



ethos



logos



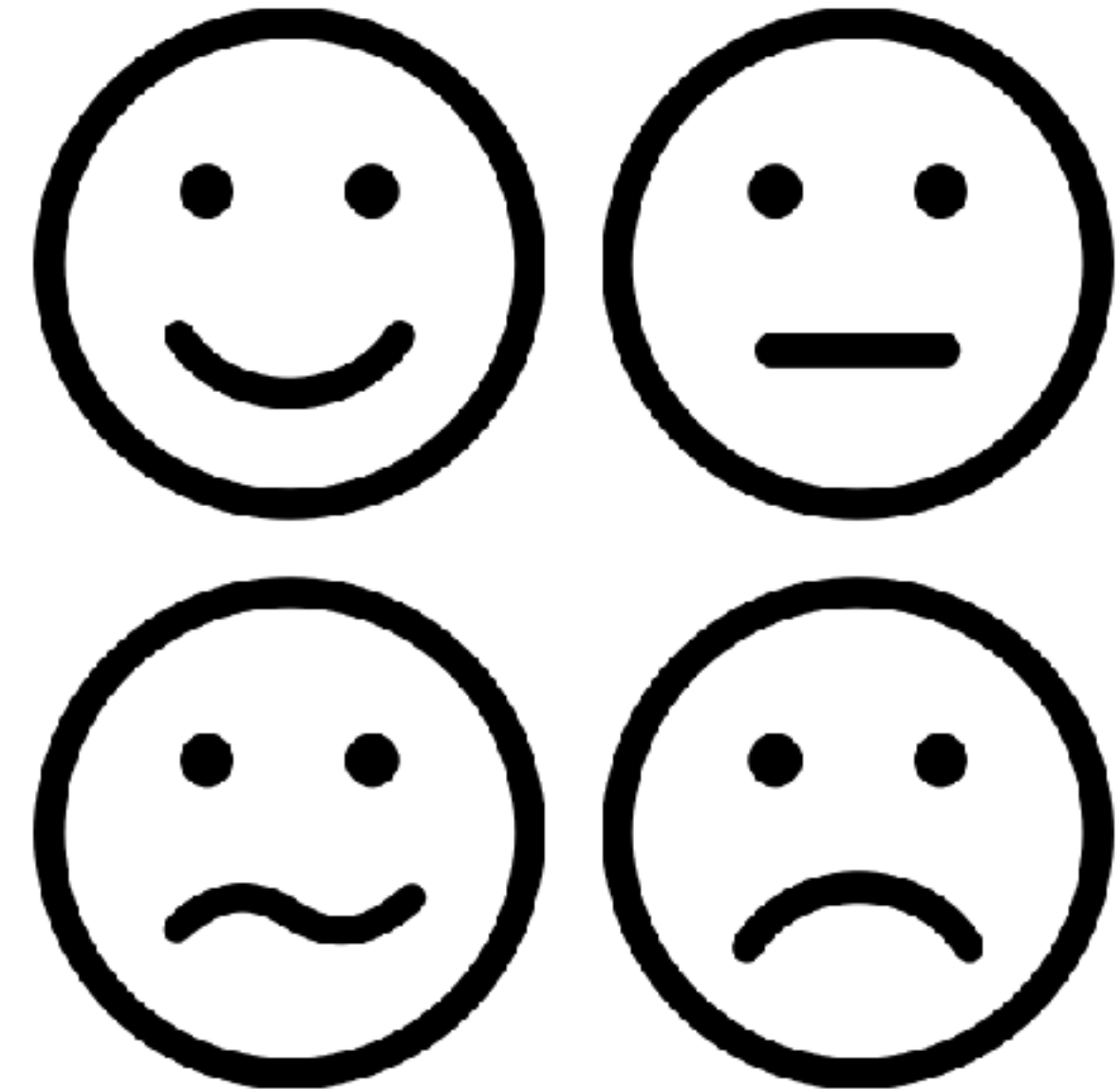
pathos



ethos



logos

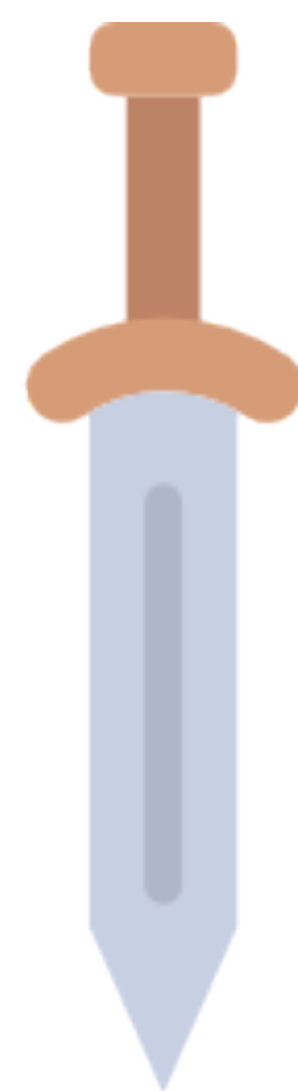


pathos

The rest is practice.

Meet Demosthenes





Thank you.