



**Pitch Workshop**

# About the Speaker



I'm April Cuenca.

Founder of Tripkada.  
Most-of-the-time Traveler.  
Oftentimes Public Speaker.  
Sometimes Yoga Instructor

# Program Flow

<b>Activity</b>
<ul style="list-style-type: none"><li>• Introduction to Pitching</li><li>• The Power of Storytelling</li></ul>
Activity #1: The Elevator Pitch
Parts of a Pitch Deck
Activity #2: Coming Up with a Pitch Deck
Activity #3: Mock Pitch
Tips and Strategies

# Introduction to Pitching

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# Who are you pitching to?

- Customers / Users
- Talent / Staff
- Investors



# Purpose in Making a Pitch

- To open the judge's mind to your vision and get them excited to know more.
- The story you craft in your deck gets them engaged to start filling in the blanks for themselves.

## Elevator pitch



**YOU** want give enough information to  
grab their interest....

...but not too much that you  
overwhelm them.

**ALWAYS** leave them wanting for more.



# The Power of Storytelling

K Keep

I it

S Simple,

S Stupid



Start all communications with a 'hook' – this might be in a pitch, when you first meet a partner, when you are at a networking event.

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Simply presenting the 'evidence' will not bring about change. You first have to make people care about the problem. And that is what storytelling does.

- Brett Davidson, *Open Society Foundations*

# WHAT'S



# YOUR

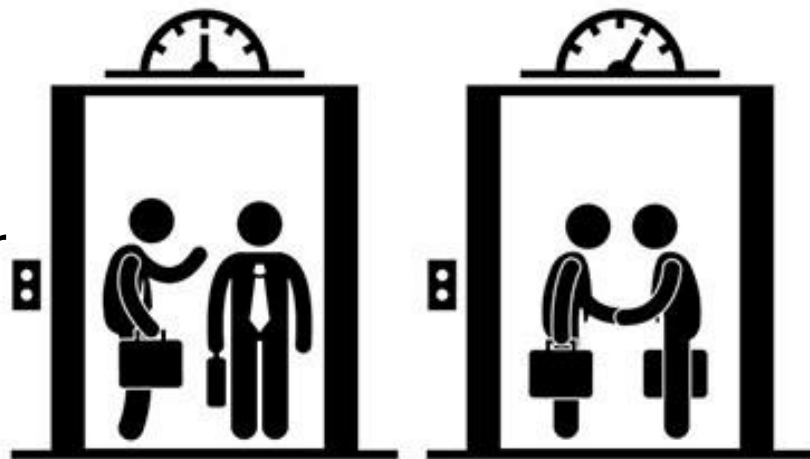
# STORY?

# 1 The Elevator Pitch

- Positioning statement or baseline statement lasting only 90 seconds that summarizes your pitch deck

# 90 second pitch warm up

- The **WHY** (the user's problem)
- The **WHAT** (your solution key features of your technology)
- **PROOF** it works (validation with customers)
- The **HOW** (the business model for delivering the technology to customers)



# Pitch Practice

- 1 question you would ask if you were a judge
- 3 things you like about the pitch
- 3 things which could be better about the pitch





# 2 Coming Up with a Pitch Deck

- What your Pitch Deck must have

# Time Limits

Parts of the Pitch	1	5	10	15+
User Problem & Customer Profile	x	x	x	x
Solution	x	x	x	x
Value Proposition		x	x	x
Demo	x	x	x	x
Business Model		x	x	x
Market Validation		x	x	x
Marketing Plan				x
Financial Plan				x
Why You? (Team) (Unfair Advantage)		x	x	x

**1-**

**Divide your presentation in clear thoughts.**

**Use for each thought one sentence.**

**That will help you avoid time and you will  
be able to communicate the idea clearly.**

**2-**

**Learn it by heart.**

**If you only have one minute and you need to make the most of it, just learn your script by heart. Yes, you can make it.**

**3-**

**Show me the product.**

**If there is no time for a live demo just show me some screens and guide me through the user journey. I want to see how it works what you have built.**

**4-**

**Customers. I'm sure you manage to add  
one sentence about how will pay for that.**

**5-**

**Do not forget to mention which of the given SDK or APIs for the hackathon you have integrated in your product and what for.**

**6 –**

**Finish by telling in one sentence what's next. Is this going to be the next big shit by 2020? This is a very difficult one but hey! you can fake it :)**

**It helps to give us an idea of which are your motivations, expectations and goals.**



# 3 Mock Pitch

Let's Practice!

# Tips & Strategies

- 5 Tips on Public Speaking
- Pitch Resources

A close-up, shallow depth-of-field photograph of a silver, mesh-covered microphone mounted on a stand. The microphone is positioned in the center-right of the frame. In the foreground, the top edge of a light-colored wooden podium is visible. The background is a large, out-of-focus crowd of people, with warm, golden light filtering through, creating a bokeh effect of soft, glowing circles. The overall atmosphere is that of a formal event or conference.

# 5 Tips on Public Speaking

Know your  
Subject  
and  
Speech



# Know your Audience and Space



Use your  
body





Never  
Apologize



Imagine  
Yourself  
Giving a  
Great  
Speech





Follow on  
Your  
Message  
not on  
Yourself



# PITCH RESOURCES

Here are some useful sites to help you create YOUR Pitch Deck. Feel free to use these in creating your pitch deck.

- [The Rule of Powerpoint](#)
- [The Only 10 Slides You Need](#)
- [FREE Vector Icons](#)
- [6 Thinking Hats](#)

Opportunities come to those who create them.