

entrepreneur ship.

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Preparing your elevator pitch

What is an Elevator Pitch and why is it important?

Elevator Pitch

- Is a brief summary of your new venture typically ranging from 1 – 2 minutes in length;
- Is given without the aid of presentation materials or presentation technology
- Is intended to inform the audience of the key aspects of your business and persuade that audience to spend more time with you to consider your venture more closely

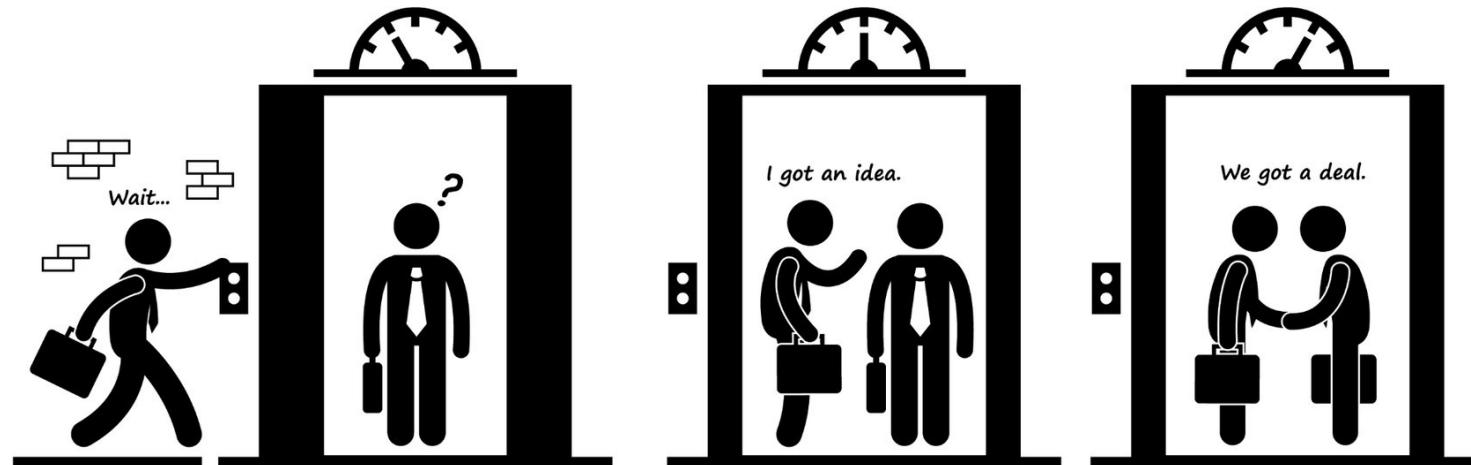


Image credits: Stefan Lindegaard

What is an Elevator Pitch and why is it important?

Pitching

to clearly and
convincing present your
proposition in a **few**
minutes

LOOK AROUND YOU — IT'S SO OBVIOUS, YET IT'S BEEN RIGHT UNDER OUR NOSES ALL THIS TIME AND WE NEVER EVEN THOUGHT OF IT! ICE..! YES, THAT'S RIGHT... ICE..! OUR UNLIMITED NATURAL RESOURCE..! SAY AFTER ME: "OUR UNLIMITED NATURAL RESOURCE..." VERY GOOD !! NOW IF WE CAN ONLY WORK OUT WHO TO SELL IT TO, WE CAN ALL BE FILTHY RICH !!!



Penguin motivational speakers.

What is an Elevator Pitch and why is it important?

Pitching

A good pitch is **as important** as the technology (the solution) you are proposing

Why is it so difficult?different points of view and interests

Presenter

- Loves his idea (**“The best ideas in the world”**)
- Knows very well the **solution** but not so much investor expectations
- Aims at developing a **successful product/technology**
- «There are not enough partners/investors willing to finance solutions»

Listener:

- Looks at the proposition as **“one of the many projects to work with”**
- Does not care about the product/technology but about doing a **return!**
- Wants to get the a **10x return**
- «There are not enough **“business/investment ready projects”**»



What is an Elevator Pitch and why is it important?

Key elements

- You need to be **entrepreneurial** (proactive)
- You need to have a **sound proposition** not an invention
- You need to have a core **team**
- You need to have a clear view of **resources** needed
- Prepare, prepare, prepare ...
 1. Message & Structure
 2. Visual story
 3. Delivery

Preparation of an Elevator Pitch

1. Message

- What did we learn at the elementary school?



Preparation of an Elevator Pitch

1. Message

A good “composition” (presentation) contains:

- **Introduction**
- **Key content**
- **Conclusions**



Preparation of an Elevator Pitch

1. Message

Why are you pitching? What is your objective?

Who is the audience?

- **Who** are they ?
- **Why** are they here?
- **What** do they look for (screening criteria)?
- **How** can you best “reach” them?



What are you looking for?

- Type of business relationship
- Funds: how much

Preparation of an Elevator Pitch

1. Message

PITCH Structure:

Max 10 slides (**8 minutes pitch**) containing all is **needed** to:

- Let a third person **understand** the business
 - (**no science**: what, not why)
- **Convince** the audience that what is **offered** is what is **asked for**
- **Explain** the business model

Preparation of an Elevator Pitch

2. Visual Story

PITCH Structure:

1. Team member names and very brief (e.g. one sentence) background
2. Market opportunity or customer problem you intend to address (Include target market characteristics and size)
3. Your company's product/service solution and unique benefit to address the market opportunity
4. Potential source of sustainable competitive advantage (e.g. intellectual property, brand, distribution)
5. Brief but specific marketing and sales strategy
6. Business model, highlighting the revenue model (how do you get paid?)

Show Evidences

Preparation of an Elevator Pitch

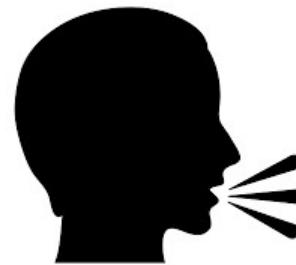
3. Delivery

An effective communication is based on:

- 7% What you say (**Content**)
- 38% How do you say it (Style+Voice+Attitude)
- 55% **Body** Language

Preparation of an Elevator Pitch

- Voice
- Body language
- **Eye touch**
- Attitude
- **Presence**
- Use of the space



Preparation of an Elevator Pitch



Don't Miss

- > Avoid **slow start** (first 30 seconds are crucial)
- > Say only **key things**
- > Do not speak too **fast**
- > Use **short** clear sentences
- > Use **pauses**
- > Talk to the **audience**
- > **Respect time**

Preparation of an Elevator Pitch



Practice!!!

Don't Miss

An example of pitch



- <http://www.youtube.com/watch?v=kzcQtXA5Gc8>
- http://www.youtube.com/watch?v=MhKxPn_g_40

Groups order

Order	Time	Group Number	Project
1	13:10 – 13:20	5	Hotel Tech
2	13:20 – 13:30	4	Hotel Tech
3	13:30 – 13:40	3	Pilldeal
4	13:40 – 13:50	2	Hotel Tech
5	13:50 – 14:00	1	Share academy
6	14:00 – 14:10	10	Ournet
7	14:10 – 14:20	9	Hotel Tech
8	14:20 – 14:30	8	Hotel Tech
9	14:30 – 14:40	7	Share academy
10	14:40 – 14:50	6	Ournet