

ITI8740/ITX8522: Software Development Team Project.

16. Pitching and Presentations.

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Pitching is an opportunity to introduce your business idea in a limited amount time – from a few seconds to a few minutes. The main goal of a pitch is to gain new customers, investors or stakeholders to support your business.

With any pitch, the entrepreneur has to find a way to take the audience through the journey so the audience can easily relate to the idea or the problem that is being solved.

Three Pitch Types

- **High-Concept-Pitch (Twitter-pitch)** summarizes your business idea in only one sentence. It is important to be short, but at the same time really precise, so that everybody will understand the main idea.
- **Elevator Pitch** The speaker has 30 seconds to introduce the business idea and to offer a first impression about the startup. The name “Elevator-Pitch“ is deduced from the idea of creating attention of a potential investor within a very short time
- **Pitch Deck** Although you do have more time, it is important to keep the presentation as clean and short as possible, because the attention span of the audience usually is limited to 10 .. 15 minutes.

8 Pitching Exercises from Experienced Founders, VCs and Kids.

[https://www.basetemplates.com/blog/pitching-exercises-from-experienced-founders-
vcs-and-kids](https://www.basetemplates.com/blog/pitching-exercises-from-experienced-founders-vcs-and-kids)

Excercises:

1. The One Word Summary.

Find one word that describes everything you want your audience to understand, think, and feel about your venture.

2. The 3-Act Pitch.

Turn your pitch into a three act story, using no more than 30 words for each act.

- **Act 1.** We meet our hero.
- **Act 2.** We discover a problem.
- **Act 3.** Our hero finds the solution.

Exercises:

3. The Five-Star Review.

Imagine you are your venture's customer and you are writing a 50 word, five-star review of the business, its products or services. What would this person say?

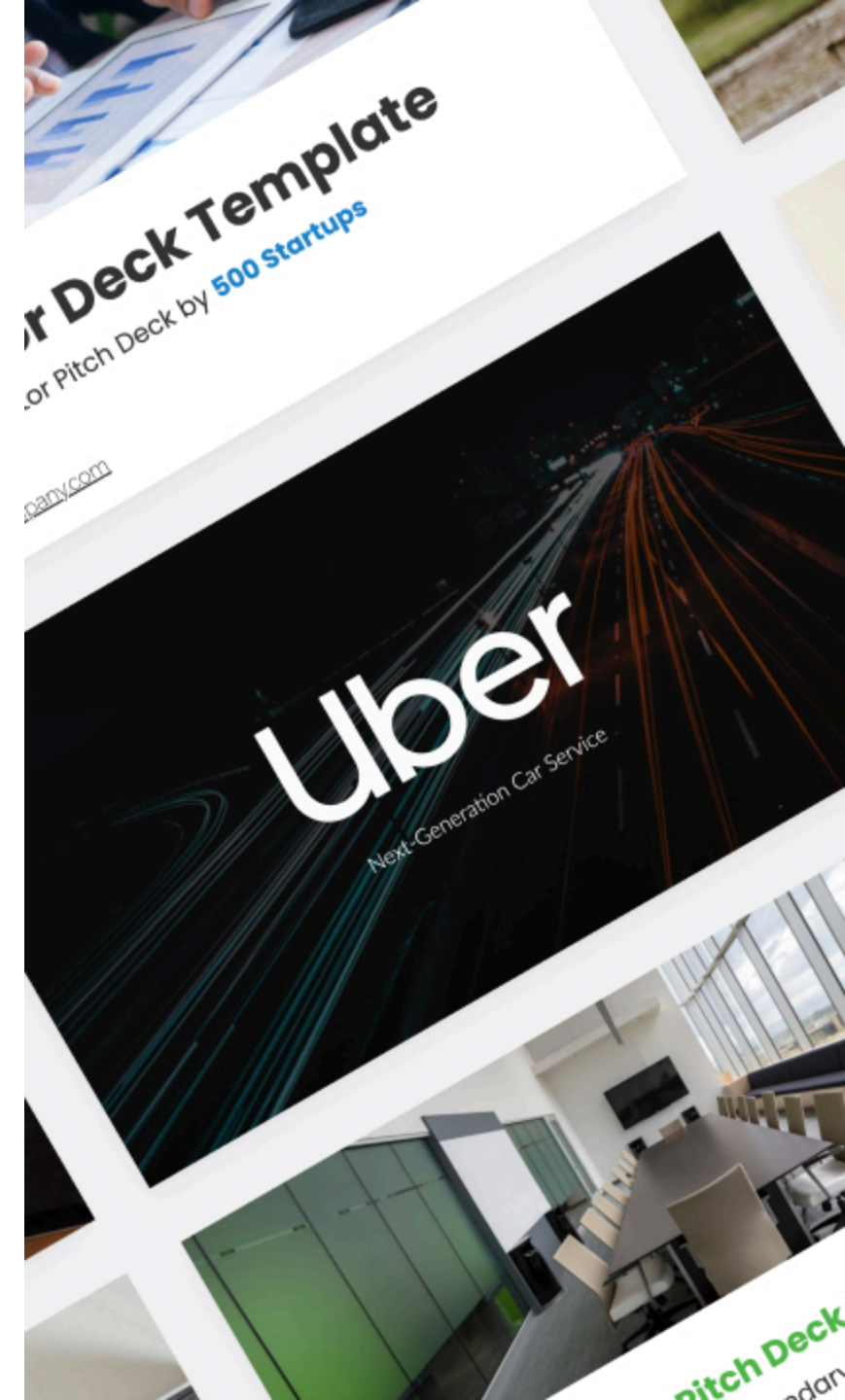
4. The Obituary.

Imagine it is year 2124. Your venture was more successful than you could ever have imagined and you are writing your obituary for the Wall Street Journal. Describe your company, the impact it had on the industry and its legacy.

What Is a Startup Pitch Deck?

A pitch deck is a brief presentation that provides investors/potential partners/acceleration and/or incubation programmes with an overview of your business.

It usually focused on showcasing your product, sharing your business model, giving a look into your monetization strategy, and introducing your team. It's not just a presentation but a call to action to the viewer of the deck!



A Good Pitch Deck Is:

1. Easy to understand!
2. Covers the key areas
3. Informative to industry experts and novices at the same time
4. Good to look at - clean, with a readable font.

See also:

<https://www.raymondruk.co/p/sample-slides-good-neighbors>

SAMPLE PITCH DECK

Neighbors, a fictional early stage startup



Key areas to cover: Same as describing an idea

1. **What's the problem you are solving?** Write the problem down with one sentence
2. **Who's the customer** - the profile of the person you are solving the problem for?
3. **What's the solution** for this problem? Write it down with 1-2 sentences.
4. **Why is the solution special?** Different of competitors? Sentence or two.
5. **How will it earn money?** Does it have any business potential? Describe the revenue source with a sentence.
6. Finally, **the ask:** every investor wants to know two key things:
 - i. How much money are you raising?
 - ii. How will you use that money?
 - iii. What's in it for them?

Tips and Recommendations

- **Begin with a hook:** Start with a strong hook statement that captures your audience's attention. This may include key statistics, interesting facts, a relatable problem statement, or anything else that makes heads turn!
- **Tell an interesting story:** Tell a compelling story revolving around the problem you're solving and how your product or service is the best solution for it.
- **Use visuals:** Use images and infographics to make the slides more attractive and easy to understand wherever applicable.
- **Keep it concise and visually appealing:** Always use high-quality visuals and graphics and avoid cramming in too much text or information, or your audience will likely tune off.

Tips and Recommendations

Include compelling statistics: Use data and statistics to back up your claims wherever possible. This will boost your credibility and make your claims impactful.

Keep it simple and concise: Stick to the basics and exclude anything that isn't essential. Also, avoid overusing technical jargon and use graphics to summarize the information wherever possible.

Use CTAs: Use strong calls to action at every appropriate point to keep the audience engaged while creating a build-up to the final CTA.

End impactfully: Conclude the slide show by summing up your key points, thanking your audience, and delivering a convincing call to action that reminds investors what's in it for them.

Pitch Deck

<https://www.pitchdeckhunt.com/>

See also:

- Over 600 collected pitch decks: Hacker News. <https://news.ycombinator.com/item?id=23305196>
- The YC seed deck template. <https://www.ycombinator.com/blog/intro-to-the-yc-seed-deck/>

More for Pitch Deck

- Pitch Deck Structure.

https://docs.google.com/presentation/d/1CA5emU3U5RvJ7nnM8AXI9TZzUThwnqFPJ4sEVM1t-VA/edit#slide=id.gc228bedc3c_0_42

- G48 Pitch Drill Slides.

https://docs.google.com/presentation/d/113Y2lG5d5OYrqiM5L6GqNRwmPIIRw7X7ZrVWzgAo-mk/edit#slide=id.g19992db29a6_0_15

- Public Speaking: How to Practice Effectively.

<https://mitcommlab.mit.edu/be/commkit/public-speaking-how-to-practice/>

- 8 Pitching Exercises from Experienced Founders, VCs and Kids.

<https://www.basetemplates.com/blog/pitching-exercises-from-experienced-founders-vcs-and-kids>

Thank you!