Guidelines for Pitching With Fire!
Consider:

- **Audience / receiver.** Adjust your pitch message, technical level, etc
- **“The curse of knowledge”.** Remember that the audience doesn’t necessarily have the insights you have. Make sure that everyone understands.
- **Desired outcome.** What do you want out of it?
- **Artifacts.** Do you have something you want to show?
- **Language & body language.** Be lively, don’t place your hands in your pockets, don’t overdo it, etc, etc.
- **Content & Structure - narrative.** Is there a red line through the pitch? Is there a story?
- **Fun.** Make sure to enjoy yourselves! :D

An example of a structure:

1. Introduce yourself and where you are from
2. An opening hook, vision & value proposition
3. Problem, what is the pain?
4. Target group, customer, user
5. Solution, how do you relieve the pain?
6. Proof of concept so far? Show traction (google this word)
7. Why can you do it? Team, resources, partners
8. Roadmap to success? Your plan and goals
9. Call for action - what are you looking for?
Guidelines for your next pitch

When pitching in front of investors or other audiences you need to convince them that what you are doing is right – that you have a strong business idea, a feasible development project, and the right team to execute. Here are some inputs for doing just that:

CONTENT
Here are some important aspects you need to take into consideration when you pitch. The length, format, and audience dictates what to include, leave out, put emphasis on, or just mention briefly.

KNOW YOUR AUDIENCE AND THE SETTING – SHAPE THE PITCH ACCORDINGLY!

- **The Core Value Proposition:** Persuade the audience that you have identified a real and significant problem, and that your solution is appropriate and will add value for users and/or customers. Be very clear so that everyone understands what you do and why!

- **Market Attractiveness and Growth Potential:** This refers to the identification of a viable market, taking into account factors such as the scale of the opportunity and the competitive landscape.

- **Financial Viability:** An indication of fundamental financial indicators, such as per unit/user revenues, various overheads, and cash flow projections.

- **Proof of Concept & Traction:** The real accomplishments of the team thus far. This includes market research, prototype development, tests, surveys etc. Traction is important and you need to show that your project is gaining momentum and that you have validation from users and customers in terms of sales, contracts, letters of intent, positive feedback, signups/users, etc. Also include achievements like investment landed, participation/wins in competitions, awards, partnerships, acceptance into accelerators or incubators, etc.

- **Implementation Roadmap:** Provide a clear sense of where the venture is going in the next 6-12 months, what the major milestones and phases are, and how well the team understands the challenge of getting there.

- **The Team:** Evidence of the team's commitment and enthusiasm to developing the venture, the right match of skills and experience, and their capability to execute the plan.

- **The call for action:** Purpose of the pitch! You are clear on what you are asking for and can argument why you should get it. Are you looking for investment, sales, partnerships, talent/employees?

- **The Pitch itself:** The strength, flow, language/body language (a whole topic on its own) and persuasiveness of the arguments made by the team during the pitch. Make sure to have a good tagline and spend a few seconds in the beginning to recap the core of you pitch so that people know what you are talking about from the beginning.
PITCH DECK
Make sure that you have made a pitch deck with a good build up, convincing graphic setup, relevant photos/videos/models/graphs etc. Don’t put in too many slides!

You can easily google templates and examples of great pitch decks and here is an example of such a resource: https://attach.io/startup-pitch-decks

ARTIFACTS:
If you have anything to show – and if the format and rules of the pitch allows it – show it!
You can call it what you want: Prototypes, mockups, pretotypes, paper prototypes, videos, functioning models, models for viewing, etc.

You can also make business cards or short folder/brochures or even small samples to leave with the judges, panel or audience so they remember you and contact you. Maybe you have a tiny 3D printed item you can give them. But be aware! Don’t make it look like a bribe or that you are desperate to get attention.

PREPARATION:
Practice your pitch! Ideally test it in front of an audience that can give you feedback, maybe even a coach in your network. Maybe you can find smaller events, workshops or pitch bars where you can practice in front of an audience but with nothing to lose. A good tip is to record the pitch on video and look at it afterwards.

DO NOT – repeating – DO NOT use the opportunity to get feedback to defend yourself and tell the coach/audience that they are wrong and that what they tell you is actually already covered… they give feedback on what they hear, so you need to use the feedback to be more clear next time. This is even truer when you are pitching for real.

TAKE NOTES! Both when practicing when you pitch for real in the following Q&A. Do this to remember the details of the feedback and to show that you are appreciating the effort. Even in cases where you don’t get what you are asking for the professional critique is invaluable input. Consider recording audio or video.

GOOD LUCK, NAIL IT, AND HAVE FUN! :)

If you need any help you are more than welcome to come visit us and have a chat with one of our startup coaches!

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