

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 argue 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 your pitch so that people know what you are talking about from the beginning.

