PITCH

tool description & worksheet

Version 1.0

WHAT?

Helps you create a convincing story with which to secure investment and cooperation. Gives you guidelines for visual, spoken and written communication so you are ready to present on short notice.

WHY?

If you cannot communicate the potential and real value of your business in a brief and powerfully persuasive form, it will be difficult or impossible to secure financing from investors and others.
Use these steps to prepare your pitch:

STEP 1: DETERMINE THE TARGET GROUP AND OBJECTIVE

- Who are you targeting?
- What are you trying to convince them of?

STEP 2: BUILD YOUR STORY

A pitch is a very short presentation of the core idea and benefit of a product or a service. The story will typically build up from several parts, each of which is represented by a slide or demo and accompanied by a spoken text. Use the eleven categories below to think and discuss your pitch. Then use only those parts you think are important in your presentation.

Pain (+ Gain)
- What problem is out there in the world?
- What are you solving for your customers?
- What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer...?

Product
- What does your product do for customers?
- How does it work?
- How have you tested it with customers?

Product demo
- Live demo? (always risky, but powerful if it works...)
- Or screenshots? Physical product?
- Can you show a real customer using it?
- And do you really need to do a demo?

What's unique?
- Technology/Relationships/Partnerships
- How do you help your customers get results differently compared to your competition or alternatives?

Customer traction
- Success so far?
- Pilot customers? Major brands?
- Customer reference quotes/movies?
- PR coverage?
Business model
• How do you get paid?
• What's the opportunity for growth?
• How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?

Investment
• Amount of investment?
• In how many rounds? How many investors?
• What type of investor are you looking for?
• What expectations do you have of your investors: funding, network, expertise?

Team
• What relevant experience does your team have that supports your story?
• Brands worked for?
• Achievements?
• Sales success?

Call to action
• What is it that you want your audience to remember, do, say about you?

Why you?
• Why do you care about solving this problem for your customers?
• How has your life been affected by this industry and business?
• Why should your audience have confidence that you will do what you say you are going to do

STEP 3: CREATE VISUAL SUPPORT

• Create a single, persuasive image for each of the components of the pitch. The image should not include the speaking text!
• Use no or only a few words (statements of key ideas).
You are ready to present a concise and persuasive story to secure funding or cooperation at every opportunity.

This tool is based on the Pitch Canvas created by David Becket, used here under a Creative Commons license: http://best3minutes.com/the-pitch-canvas

Partners: With support of:
PITCH
guidelines for consultants
Version 1.0

WHEN?

Use when preparing to present to investors, partners and others the enterprise must convince to provide funding or cooperation.
GET THE TARGET CUSTOMERS CLEAR
If the target customers are not clearly described, do an exercise to define and describe them. The Customer Persona tool can be used for this. Among other things, discuss the interests of the group and their level of understanding of the business, including its environment, technology and sector.

BRAINSTORM ON EACH PART OF THE WORKSHEET (CANVAS)
For each block, do a brainstorm to collect as many comments and ideas as possible. Then cluster, prioritize and select them.

TEACH THE 10/20/30 RULE
10 slides, 20 minutes and no font smaller than 30 point.

SKETCH OUT THE VISUAL CONTENT ON A WHITEBOARD OR PAPER
Scope out the content of the slides rather than jumping right in with PowerPoint or Keynote. This helps the participants to make a clear, overarching story with begin, middle and end. Tip: using separate pages enables easy changes to the sequence, which can inspire new ideas about combining image and text.

EMPHASIZE THAT THE OBJECTIVE IS A ‘NEXT STEP’
The goal of the first meeting using the pitch is to persuade investors to take the next step. The pitch is focused on this.
TIME

1 – 2 hours. Try to limit work on each section of the worksheet (pitch canvas) to 10 minutes. Move quickly to the next block.

Try to keep it short: It’s better to repeat the exercise than drag it out. Make the pitch iteratively.

MATERIALS

Large print, drawing or slide of the worksheet; pin board or whiteboard; workshop materials (markers, cards, lots of Post-its, etc.
Separate sheets to visualize the story.

TEAM

You will need one facilitator and a person or persons representing the main parts of the client enterprise
For larger groups: have people in smaller groups fill in separate sections of the worksheet and present the outcomes.

DOCUMENTATION

Work with Post-its during the brainstorms so you can add and remove elements easily.
To keep up the momentum. Leave at least 1 hour for the creation of the visuals.

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<table>
<thead>
<tr>
<th>A simple statement of the change you and your product are making in the world:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pain (+Gain):</strong></td>
</tr>
<tr>
<td><strong>Product:</strong></td>
</tr>
<tr>
<td><strong>Product Demo:</strong></td>
</tr>
<tr>
<td><strong>What's Unique:</strong></td>
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<tr>
<td><strong>Customer Traction:</strong></td>
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<tr>
<td><strong>Business Model:</strong></td>
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<tr>
<td><strong>Investment:</strong></td>
</tr>
<tr>
<td><strong>Team:</strong></td>
</tr>
</tbody>
</table>

End statement with call to action:

Why you?