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Carattere Paragrafo Disegno Modifica Voce Designer



Pitching strategies

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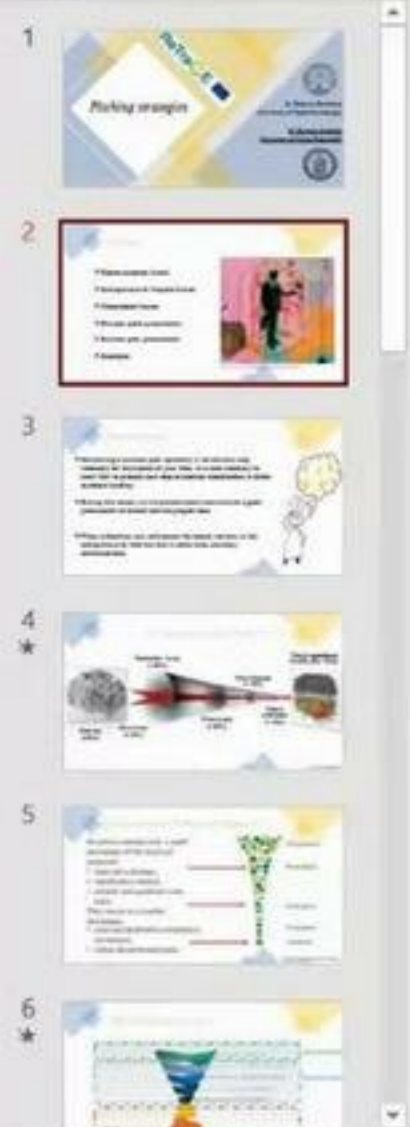


Agenda

- **Communication funnel**
- **Entrepreneurial Projects funnel**
- **Presentation funnel**
- **Elevator pitch presentation**
- **Business plan presentation**
- **Examples**




Source: <https://www.ist.com/pdf-herocad-drawpitch-perfect-elevator-pitch.html>



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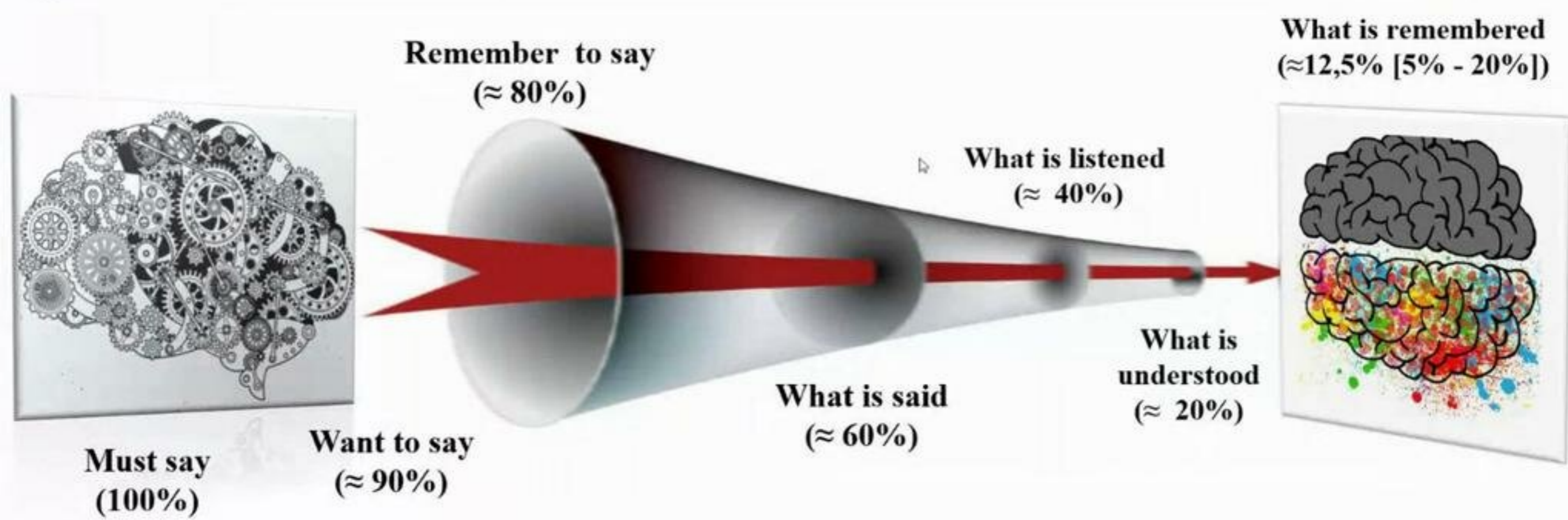


Introduction

- **Structuring a business plan optimally is not the only step necessary for the success of your idea. It is also necessary to know how to present your idea to external stakeholders in order to obtain funding.**
- **During this lesson, we will present some rules to build a good presentation of oneself and the project idea.**
- **These indications are valid across the board, not only in the entrepreneurial field but also in other ones, correctly contextualized.**



Communication funnel



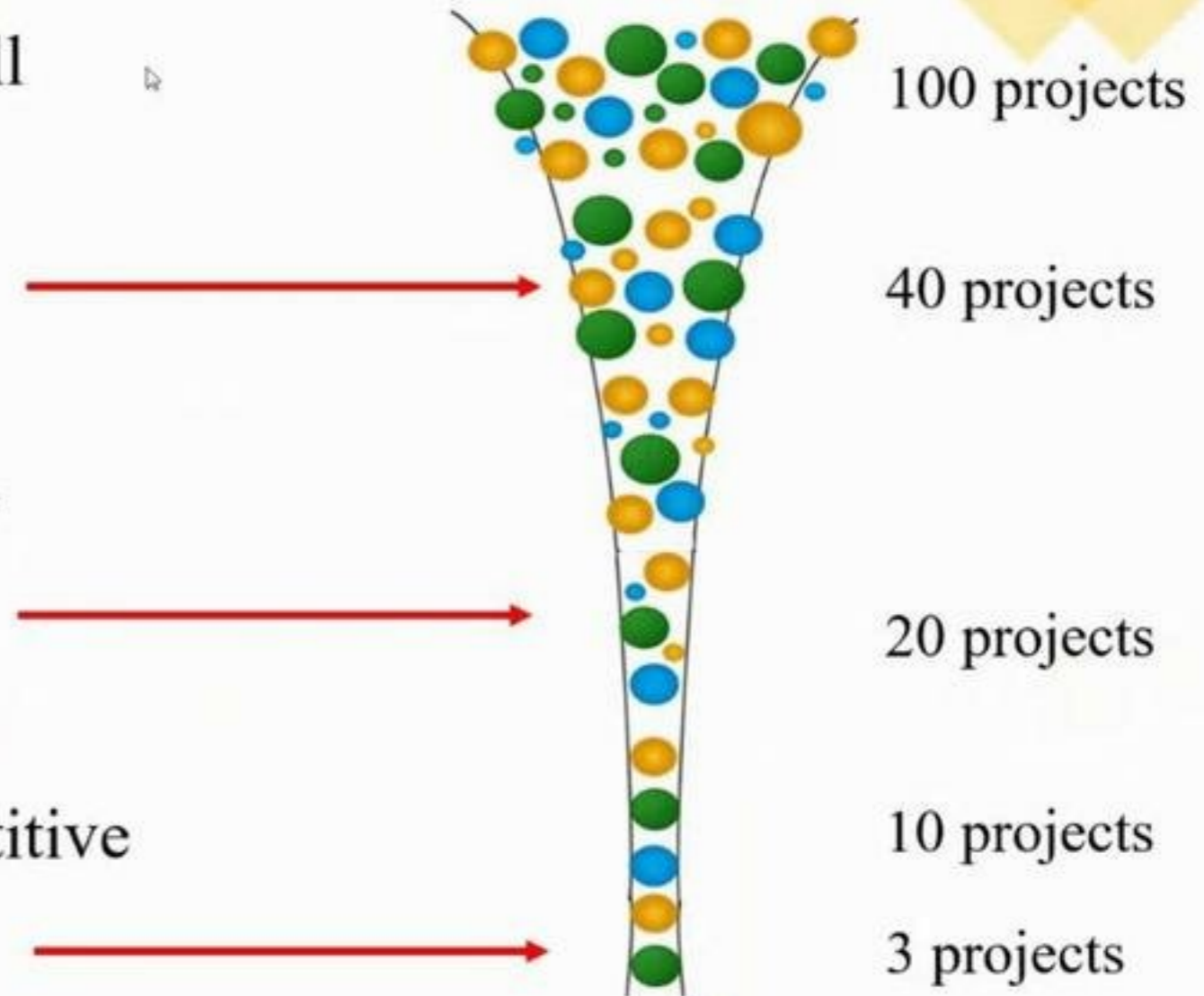
Entrepreneurial Projects funnel

Investors consider only a small percentage of the received proposals:

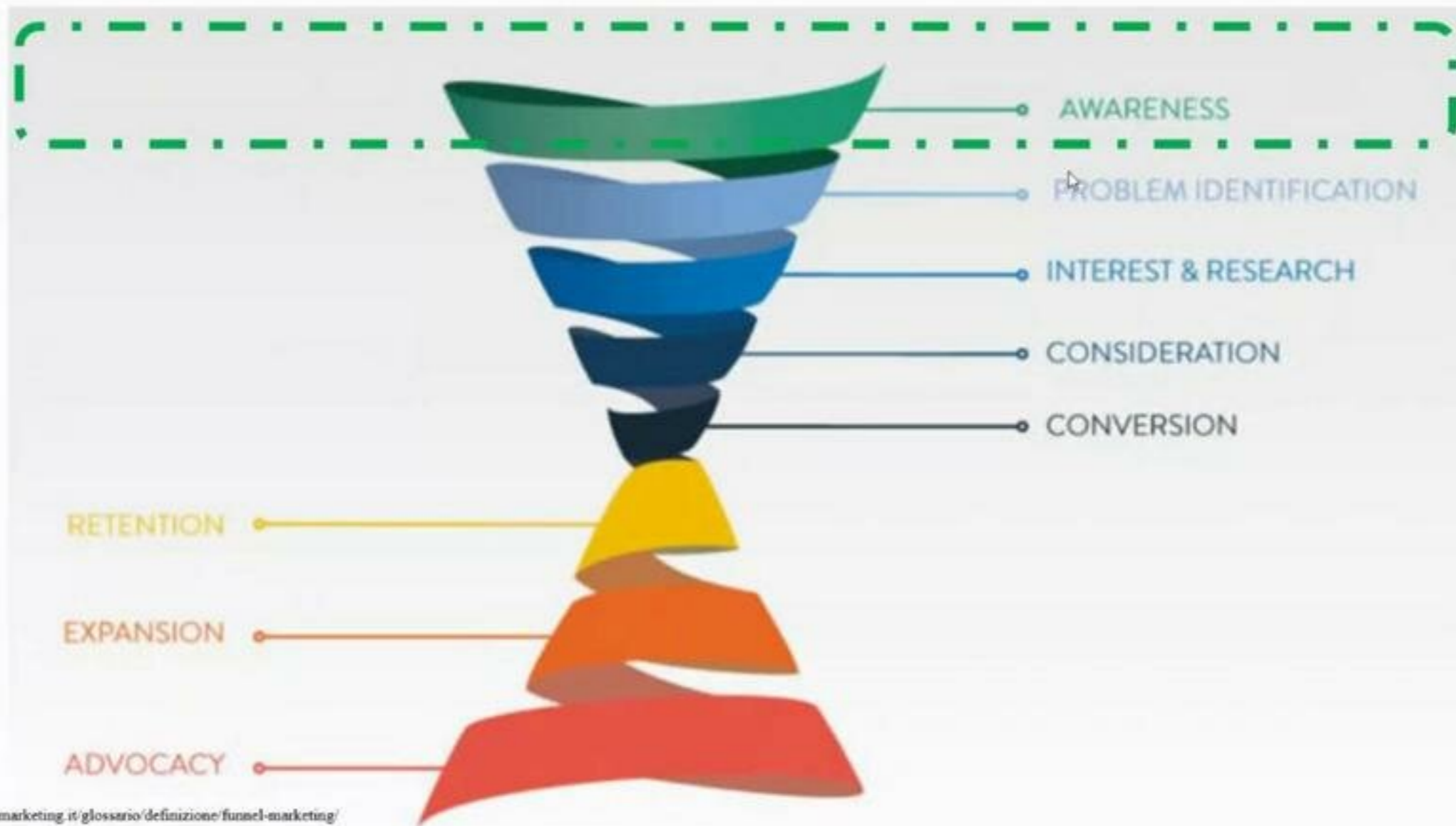
- innovative product,
- significant market,
- reliable and qualified work-team.

They invest in a smaller percentage:

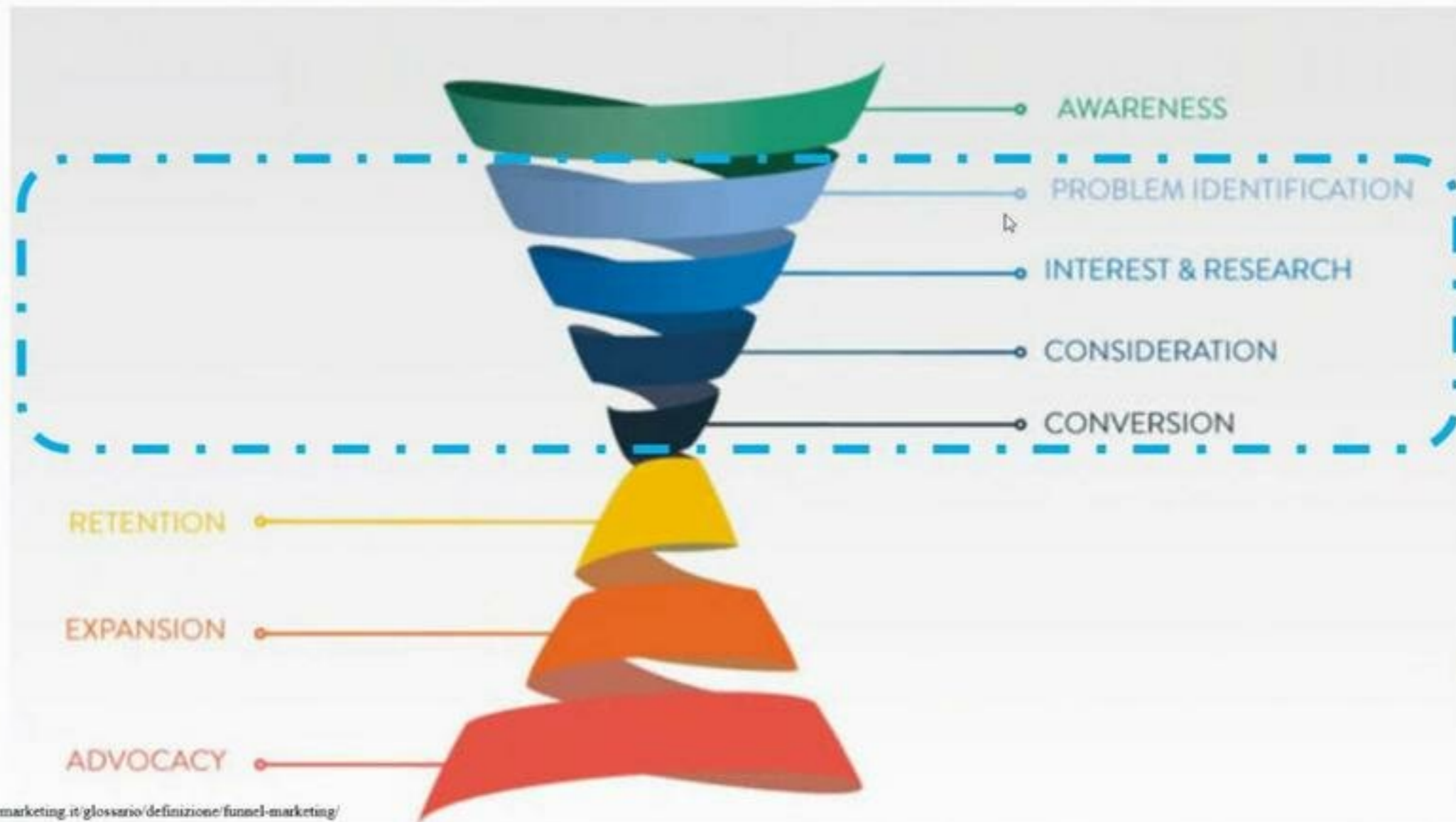
- clear and defensible competitive advantages,
- robust development plans.



Presentation funnels

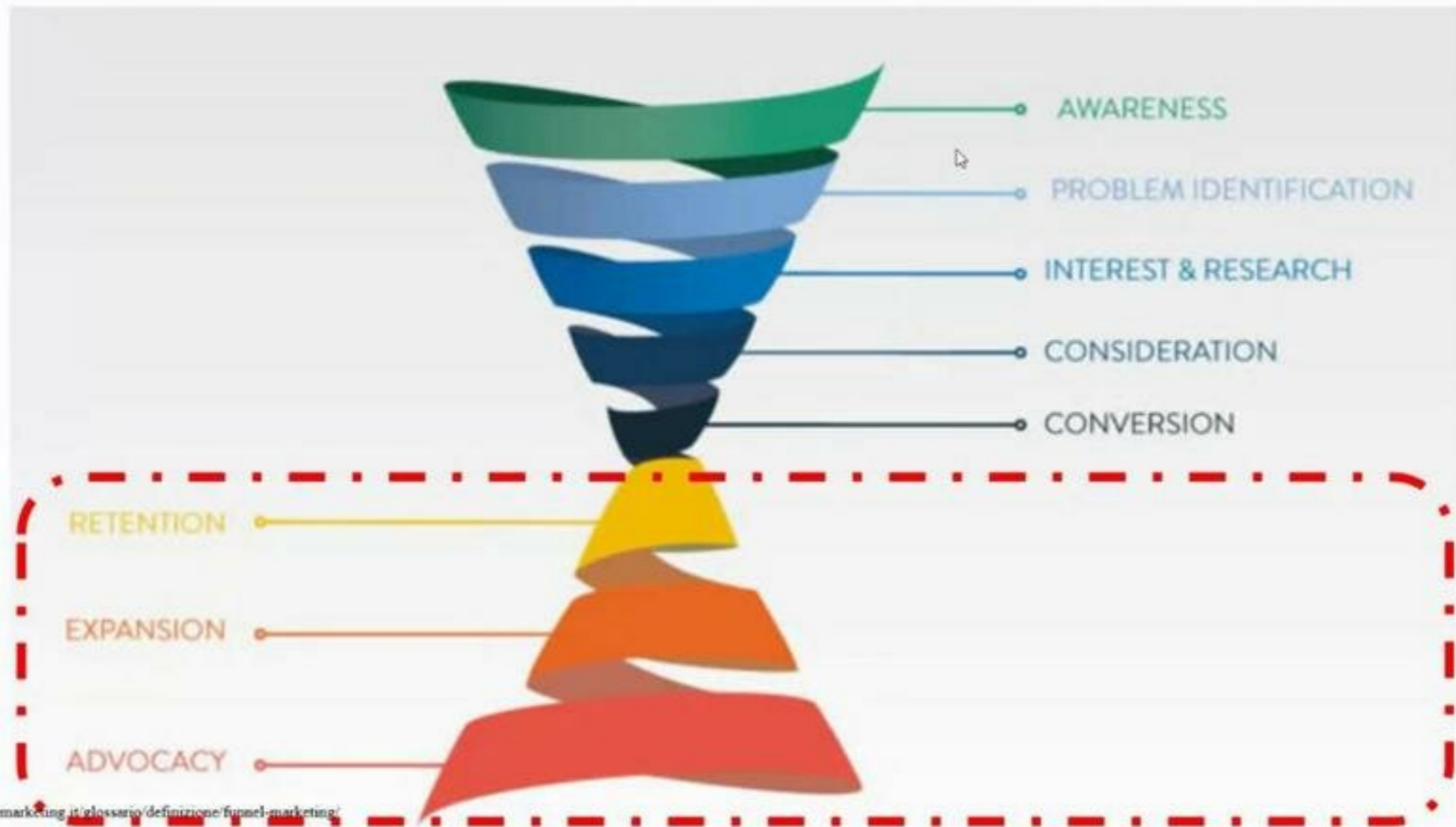


Presentation funnels



Business plan

Presentation funnels



Elevator pitch: how act and how don't!





What is an ELEVATOR PITCH?

What is an ELEVATOR PITCH?

- Gets its name from the two-minute opportunity to tell a story during an elevator ride;
- Consists of introduction, description of opportunity and the potential benefits of the new venture;
- The goal of the elevator pitch is to catch investors' attention to proceed to the next step.



Interest phase: Elevator pitch discussion

5 rules to have a good first impression:

- Impressive;
- Compelling;
- Understandable;
- Short;
- Passionate.



Interest phase: Elevator pitch discussion

Which dimension of your Idea is dominant?

Which one should be emphasized?

- More effectively ?
- More conveniently ?
- More affordably ?



Business Plan: Oral presentation

- **Know the requirements**

- **Know how long the speech must be**
- **Know how many points to cover**
- **Know how many sources or visuals**

- **Know the audience**

- **Know what to break down**
- **Know what to gloss over**
- **Know about audience background**

- **Know the resources**

- **Know what to break down**
- **Know what to gloss over**
- **Know about audience background**



Business Plan: Oral presentation

- **Create a script**

- **Limit the number of ideas**

- **Design visual aids**

- **Think in terms of conversation**

- **Use notes to jog your memory**
- **Have one point per notecard**

- **Find the most important points**
- **Make an outline of the highlights**
- **Remove any jargon**

- **Use slides with graphics**
- **Use charts**
- **Use bullet points**

- **Emphasize important ideas**
- **Cycle back to a previous point**
- **Minimize the unnecessary details**
- **Show enthusiasm**



Elevator pitch format: short presentation

1. **Logo and/or name of the product/service**
2. **Target (need / problem / benefit)**
3. **Idea: simple, clear, and motivated**
4. **Demand and Competition**
5. **How does it work? And why?**
6. **Business model**
7. **Development model**
8. **Team description**
9. **Milestones and Financial requirements**



PRACTICE IT!!!



JUST DO IT!

JUST DO IT!

JUST DO IT!



what does all
this mean?



Elevator pitch is for everyone



2015 Elevator Pitch Winner, at the University of Dayton during the Business Plan Competition

Elevator pitch is for everyone



2015 Elevator Pitch Winner, University of Dayton Business Plan Competition

UNIVERSITY of DAYTON

Business Plan Competition
Elevator Pitch

Guarda più... Condividi

First Place, \$1,500
Keith Lamping
Slap Wrap Straps



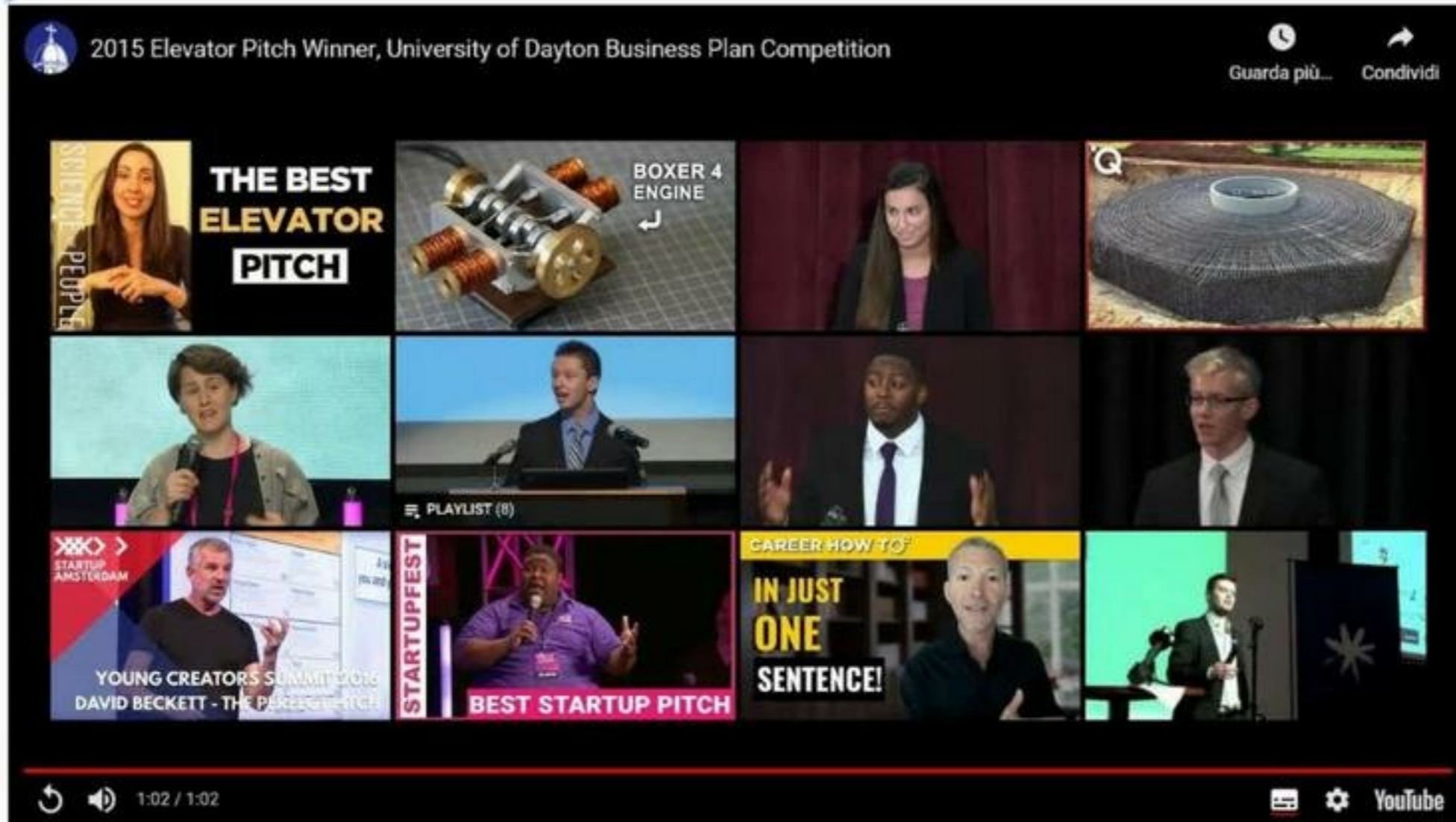
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Business Plan Competition ➔ Elevator Pitch

First Place, \$1,500
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**2015 Elevator Pitch Winner, at the University of Dayton during the
Business Plan Competition**

*Thanks for your
attention!!!*



Appunti

Diapositive

Layout -
Ripristina
Sezione -

Nuova diapositiva -
Riutilizza diapositive

Carattere

Paragrafo

Disegno

Modifica

Voce

Designer

Trova
Sostituisci -
Seleziona -

Riempimento forma -
Contorno forma -
Effetti forma -

Disponi
Stili veloci -

15

16

17 *

18 *

19

Thumbnail 1: PRACTICE IT!!!

Thumbnail 2: JUST DO IT!

Thumbnail 3: What does all this mean?

Thumbnail 4: [Image of a man]

Thumbnail 5: [Image of a group]

Thumbnail 6: Thanks for your attention!!!

Thanks for your attention!!!

