

## Pitching Info Pack

This Info Pack will help you to quickly familiarise yourself with the importance and role of pitching in business success. It is filled with practical resources that will help you understand the purpose of a pitch, key tips for pitching, and how to prepare a pitch deck.

There is no perfect pitch or one way to design your pitch deck, but there are some tried and tested principles, which will help you in your entrepreneurial journey.

### Types of Pitch Presentation:

A pitch is a short presentation of a project aimed at attracting investors. You'll encounter the need to pitch in many settings, including our flagship competitions the Venture Further Awards and Eli Harari Graphene Enterprise Award.

The key characteristics of these presentations are brevity and structure. Three types of pitches are used for different purposes.

- **Elevator Pitch**

An Elevator Pitch is designed for situations where you need to introduce your project quickly, such as during a brief elevator ride.

**The goal** is to **capture the investor's attention**. Success is achieved if the listener wants to discuss details after the pitch.

Ideal Duration: **1 minute**

- **Idea Pitch (Short-form Pitch)**

The Idea Pitch is used when time is limited and you need to **excite the audience about an idea**. Startups often use it to present ideas in competitions.

**The goal** is to pique the listener's interest. If they ask follow-up questions, you've succeeded.

Duration: **Up to 3 minutes**

- **Funding Pitch (Long-form Pitch):**



The second presentation to an investor for securing funds. It is a more in-depth presentation where details about the project are shared, and questions are answered. The goal of a funding pitch is to convince the listener to collaborate, whether by providing funding, expertise, connections, or resources.

Duration: **7 to 10 minutes.**

The elevator pitch is one of the most common types of pitches for funding. If you do it well enough to pique investors' interest, you might be asked to present a long-form pitch. This longer presentation will enable you to explain your business idea in more detail.

Ready Set Pitch! is designed to enhance your skills in delivering elevator and idea pitches. These concise presentations are crucial for making a strong first impression and capturing the interest of potential investors or partners. While the program primarily focuses on these shorter pitch formats, it's important to note that the fundamental principles and techniques you'll learn are equally applicable to longer-form presentations.

## Preparing for the Pitch Deck: How to Create the Elevator Pitch

The Elevator Pitch is a way of explaining a startup's value, how perspective your project is, and what benefits it will bring. There are three essential components:

- 1. Problem**
- 2. Solution**
- 3. Benefit for the Listener**

To stay within time, follow the 30-15-15 rule: Spend up to 30 seconds on the first point, 15 seconds on the second, and another 15 seconds on the third.

Investors are looking for projects that will have a demand among buyers and generate profit. In your presentation, focus on why people will buy your product and what kind of return it will bring to the investor.

- 1. Problem:** The unmet need of a large group of people who want to accomplish something for which no specific products or services currently exist.
- 2. Solution:** A minimally viable product (MVP) that can be demonstrated and described. Present it simply and quickly, without going into technical details, using simplified terms.
- 3. Benefit:** What exactly the investor can gain by supporting the project. To prove the potential benefit, demonstrate that there is a paying audience, low competition and that the problem is either unresolved or not well addressed.

To make your elevator pitch compelling, consider the following **advice**:

### **Focus on the Most Pressing Problem**

If your product solves multiple problems, highlight the one that truly resonates with people—so much that they're willing to pay for the solution. Ideally, tailor your pitch to address a listener's problem.

### **Keep the Solution Realistic and Simple**

Your solution should be easy to understand. If it's too complex to explain briefly, prepare a short plan to show your listener that your project is well thought out, not just a fantasy.

### **Call to Action**

Conclude your pitch with a clear next step, like suggesting a follow-up meeting or encouraging the listener to read more about your project. Ending on a benefit alone can leave the pitch unfinished.

You need to capture attention and convey the essence of your idea within a minute. To deliver confidently and concisely, memorize your elevator pitch almost word for word.

## **Preparing for the Pitch Deck: How to Create the Idea Pitch**

An **Idea Pitch** for startups and companies includes similar points but with slight content variations.

- 1. Problem:** The issue your audience is facing.
- 2. Solution:** How your project addresses that problem.
- 3. Market:** Who will benefit from your solution.
- 4. Competitors:** Discuss who has already tried to create a similar product, what happened, and what mistakes you will avoid.
- 5. How it Works:** Briefly explain the project's functionality.
- 6. Current Progress:** What has been done and what's still in progress.
- 7. Project Timeline:** Indicate when you plan to achieve the key milestones in your project plan.
- 8. Project Team:** Briefly introduce the team members and highlight their achievements.

To ensure your idea is well-received, consider the following advice when preparing your presentation:

### **Start with Storytelling**

Begin with a private story. The goal of an idea pitch is to get the audience excited about your concept. Private stories are relatable and can evoke empathy, making your idea more compelling.

A 'private story' is a personal anecdote or experience that relates to your business idea. For example, if you're pitching a new app for pet care, you might start with a story about how you struggled to find a reliable pet sitter for your dog, which led to the idea for your app. This personal touch helps the audience connect with you and understand the problem your idea solves.

### **Incorporate a User Story**

Highlight a user story both in the problem and the solution. Show how a client faced a problem and how they resolved it with your product. The image of a happy, satisfied customer will stick in the audience's mind.

Idea pitches are typically three minutes long. Maintain eye contact to follow audience engagement. If you notice people looking at their phones or losing interest, break the monotony with humour or smoothly transition to the next point.

## **Preparing for the Pitch Desk: How to Create the Funding Pitch**

**The Funding Pitch** consists of the points that give a comprehensive picture of your project.

- 1. Problem:** Explain the problem faced by your target audience.
- 2. Solution:** Describe what the team plans to do in one sentence.
- 3. Market:** Identify the audience for your project. Ensure the audience is financially capable of paying for the solution.
- 4. Competitors:** Show who has tried solving this problem before, what worked, and what didn't. Highlight how you have learned from others' mistakes.
- 5. How the Solution Works:** Explain in detail how the product will address the problem.
- 6. Business Model:** Clearly explain how your startup will make money. Be specific about pricing, sales strategies, and potential profitability.
- 7. Go-to-Market Strategy:** Outline the timeline and key milestones for market entry.
- 8. Current Stage:** Show what has already been done and the current state of the project.
- 9. Resources to be Acquired:** List the resources you need from the listener and how you envision collaboration.
- 10. Budget Allocation:** Explain how you plan to distribute the funds.
- 11. Team:** Briefly introduce the team, highlighting key achievements and qualifications.

**12. Call to Action or Contact Information:** Tell the listener what to do next if they are interested in cooperation

When presenting a funding pitch, you are typically given between 7 to 10 minutes, with most of the time devoted to explaining the problem. If the problem is real, the project seems profitable, and you can demonstrate that work has already begun, discussions on collaboration can proceed.

The ideal funding pitch addresses the key questions on the listener's mind: How much demand is there for the product? Can it truly solve the customer's problem? Will the team be able to develop it successfully? How will the finances be used?

## Online Resources and Links to Use for Preparing a Pitch Deck

### Articles:

[How to Effectively Pitch a Business Idea](#)

[Pitching your early-stage startup](#)

[How to pitch a business idea](#)

[How to build your seed round pitch deck](#)

[How to Pitch Your Startup to Investors: A Step-by-Step Guide](#)

### Online Video Library:

[Y Combinator Startup Library](#) - Free online courses that cover various aspects of starting a company, including how to pitch to investors.

### YouTube Links:

[How To Perfectly Pitch Your Seed Stage Startup](#) With Y Combinator's Michael Seibel

[The Secret to Successfully Pitching an Idea](#)

