

# PITCH TRAINING



# Learning goals

- Getting to know a relevant structure for a pitch
- Learning about how to pitch online
- Building a pitch on your own
- Practise to hold a pitch in front of an audience

# PITCH & STORYTELLING



# What is pitching?



A short but effective explanation that is intended to persuade someone to buy a product or accept an idea.

**Cambridge Dictionary**

# How to build a pitch

1. Problem
2. Target Group
3. The solutions
4. User experience: how does it work?
5. Create trust (team / market / finances)
6. Punchline
7. Call to action

# STORYTELLING



# Why tell stories?

... because they draw us in emotionally

... because we can learn from them

... because they connect us

... because it's easier this way for our brain to understand connections

... because they help us remember

# In summary ...

**... everybody needs to find her/his  
own style based on the storyline!**



# Build your pitch



# Build your pitch

## Step 1: Build the foundation of your pitch with the Problem-Solution-Fit.

### TARGET GROUP

*Who* are your users?

### PROBLEM

*What* is their problem?

### SOLUTION

*How* are you solving their problem?

## Step 2: Build an emotional storyline.

- Who is your protagonist?
- What's his/her problem in what context?
- How do you make his/her life better?
- Make it tangible and relatable for your audience!

**Test your pitch &  
get feedback**



# How to give feedback



# Feedback grid

I LIKE ...

I WISH ...

NEW IDEAS

OPEN QUESTIONS

# How to receive feedback

## Embrace feedback!

- Understand feedback as a learning opportunity
- Don't defend your idea or your pitch (listen and learn!)
- Take notes

# HOW TO PITCH ... DIGITALLY!



# Technical setting

- Test technical setup prior to your pitch: sound, camera, internet connection
- How do you want to show your idea?
- What medium fits best to you and your product:
  - Slidedeck?
  - Digital/analogue prototype?



# Framing

## The art of focus on perspective and framing ... DOING IT RIGHT

- Webcam should be positioned at the same height as your eyes
- Leave some room in the upper part of the shot
- Now you can decide where to be in the shot:  
frontal or three quarters with head facing the camera

# Background

**The background is just as important as you, because it helps to define the composition of the shot.**

- Avoid big windows behind you
- Avoid big flat walls behind you, because they literally flatten your image
- Create depth – it's always nice to bring some space between you and your background

# Behavior & interaction

- Remember to speak slowly and work with pauses
- Look directly into the camera every now and then
- Ask your audience to interact with you (thumbs up, etc.)
- People do not tend to smile when they watch you digitally – don't be irritated and have fun!