PITCHING

Learning goals

- Getting to know the relevant structure and elements for a pitch

- 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

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4. User experience: how does it work?

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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 connect

… because they help us remember

Sharing …

What did you like/dislike regarding his storytelling?
What was missing for you?

In summary ...

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

What is next ...

PART 1
Build your pitch individually

PART 2
Test your pitch and get feedback in groups

Build your pitch

Build your pitch

Choose the topic of your pitch.

- Your own startup idea

- Your PhD topic

Build your pitch

Step 1: **Problem-solution-fit**
Based on what we just learned, build the foundation of your pitch.

- Problem & target group

- Solution & how it works

- Call to Action

Build your pitch

Step 2: Storyline
Based on your foundation (problem-solution-fit) think about how to transport this in an emotional story!

- Who is your protagonist?

- How do you set an emotional hook?

- Make your story tangible and relatable for your audience

Claim your worksheet

SOLO WORK: PITCHING

BUILD YOUR PITCH

Fill in your pitching template!
25 min

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

Step 2: Emotional storyline
Build an emotional storyline.
- Who is your protagonist?
- How do you set an emotional hook?
- Make your story tangible and relatable for your audience
10 min

Step 3
One runthrough by yourself.
5 min

NAME YOUR IDEA:

PROBLEM-SOLUTION-FIT

1. TARGET GROUP
Who are your users?

2. PROBLEM
What is their problem?

3. SOLUTION
How are you solving
their problem?

4. CALL-TO-ACTION
What do you want from your
audience?

EMOTIONAL STORYLINE

How it works ...

Solo work

Build your pitch!

25 min

- Build the foundation of your pitch

- Build an emotional storyline

- One runthrough by yourself

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 it works ...

Small teams

Test your pitch

15 min

One after another:

- Present your pitch (2 min)
- Get feedback (5 min)

After the break ...

PART 1

How to pitch

PART 2

Pitches and expert feedback

Write your name on a piece of paper and throw it in the hat.

It's coffee
o' clock!

HOW TO PITCH!

Behavior & interaction

- Remember to speak slowly and work with pauses

- Do not read from your slides

- Make eye contact with the audience

- Let your body talk, too. A big audience allows for big gestures (using not only your hands but also arms)

- Don't practise any positions beforehand :)

Behavior & interaction

If pitching as a team:

- Be sure everyone knows their part in the presentation

- Look at the stage beforehand and decide how to use it as a team

Ready to go

- Be ready right away

- Have your props prepared

- Practice, practice, practice!

Iterate your pitch & practise!

How it works ...

Teamwork

With a (new) partner

Iterate & practise

Iterate your pitch based on the feedback.

Run it through with your partner one more time!

15 min

The pitches!

PLEASE WELCOME OUR EXPERTS!

How it works ...

Teamwork

5 Pitches

Let's present 5 pitches!

30 min

2 min each

3 min feedback from our experts

coaches will set the timer

HOW TO KEEP IN TOUCH

Wrapping up ...

Open questions?