

Pitching Explained

Part 1



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Sharp

A Messaging company.

Hey!

I'm Chen Greenfeld

Momentum messaging & pitch coach

Startupbootcamp alumni

Helping startups tell their story for 3~ years

Struggling video game addict

Founder of **Sharp**
A Messaging company.

That's
me!



Messaging

“

The underlying proposition conveyed,
and language used in your content.

It's what makes customers **relate**,
and **connect** with your brand.

It Inspires, Moves, and ultimately,
it's what makes people buy your product.

- Pardot Salesforce blog

Messaging

Content



Marketing

Tone

Storytelling

Pitching

The underlying proposition conveyed,
the language used in your content.
It's what makes customers relate,
and connect with your brand.

Branding

Value Propositions

Copywriting

It Inspires, Moves, and ultimately,
it's what makes people buy your product.

Positioning

Buyer Personas

MicroCopy

- Pardot blog

Messaging

“

The underlying proposition conveyed,
and language used in your content.
Storytelling **Pitching**
It's what makes customers relate,
and connect with your brand.

It Inspires, Moves, and ultimately,
it's what makes people buy your product.

- Pardot blog

Positioning statement

- בשביל : _____ (קהל המטרה)
- שמחפשים: _____ (הצורך או ההזדמנות)
- השירות/מוצר שלנו הוא: _____ (קטגוריית המוצר)
- ש: _____ (הערך ללקוח)

לדוגמה:

בשביל משווקים חסרי נסיון טכנולוגי המתקשים למצוא החזר השקעה ברשתות החברתיות, המוצר שלנו הוא מערכת אנליטיקה שהופכת בקלות מדדי שיווק לתובנות מעשיות.

Positioning statement

- בשביל: _____ (קהל המטרה)
- שמחפשים: _____ (הצורך או ההזדמנות)
- השירות/מוצר שלנו הוא: _____ (קטגוריית המוצר)
- ש: _____ (הערך ללקוח)

You have 10 Minutes.

לדוגמה:

בשביל משווקים חסרי נסיון טכנולוגי המתקשים למצוא החזר השקעה ברשתות החברתיות, המוצר שלנו הוא מערכת אנליטיקה שהופכת בקלות מדדי שיווק לתובנות מעשיות.

Pitching

“Best way to conquer stage fright is to know what you’re talking about.”
– **Michael H Mescon**



Party on demand!!

Pitching



Preparation



Structure



Delivery

“There are only 2 types of speakers in this world, the nervous, and the liars.”

- Mark Twain

Pitching



Understand your audience



Understand your goals

Pitching

- My Project
- I. Goals
- A. Increase # of engagements
 - B. Command higher percent price
 - C. Streamline booking process
- II. Initiatives
- A. Marketing
 - 1. Web site
 - 2. Email Newsletter
 - 3. Podcast
 - B. Advertising
 - 1. PPC
 - 2. CPA
 - 3. Sponsorships
 - 4. Tradeshow

Sketch an outline

The Pitch Canvas[®]
An entrepreneurial transforming tool that helps you structure and visualize your pitch on one page.

Simple Statement of what change you and your product are making in the world.
A memorable one-sentence explanation of what you do for customers.

<p>Pain (+ Gain) What problem are you solving for your customers? What does the gain result in? Can you make the pain a human problem, that everyone can relate to? How many people need this problem solved - market size? Have you validated that people will pay to have it solved?</p>	<p>Product As simply as possible, what does your product do for customers? What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer? How does it work? How have you tested it with customers? (Be sure not to let the product dominate the pitch.)</p>
<p>Product Demo Live demo? (Always risky, but powerful if it works.) A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute. Screenshots are also OK, but can look like a mock-up - moving product on screen is better. Can you show a real customer using it?</p>	<p>What's Unique Technology/Relationships/Partnerships. How do you help your customers get results differently to your competitors or alternatives? Show you have researched the market and know what competition is out there.</p>
<p>Customer Traction Success so far? Pilot customers? Major brands? Progression in users or downloads? Customer reference quotes or reviews? PR coverage? Competition wins? Use data and facts to strengthen your case.</p>	<p>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?</p>
<p>Investment Have you invested money yourself? Have you raised money so far? How much are you looking for now? What big next steps will you use the investment for? What milestones will you reach with the money? How many, and what type of investor are you looking for? What expectations do you have of your investors: network, expertise?</p>	<p>Team What relevant experience and skills does your team have that supports your scope? Brands worked for? Achievements? Sales success? What binds you together as people and as entrepreneurs to fix this problem? What's special about the character of your team that will make you stand out and be memorable?</p>

Call To Action and End Statement
Finish the pitch strongly with a clear request for the audience to take action - what is their first next step?

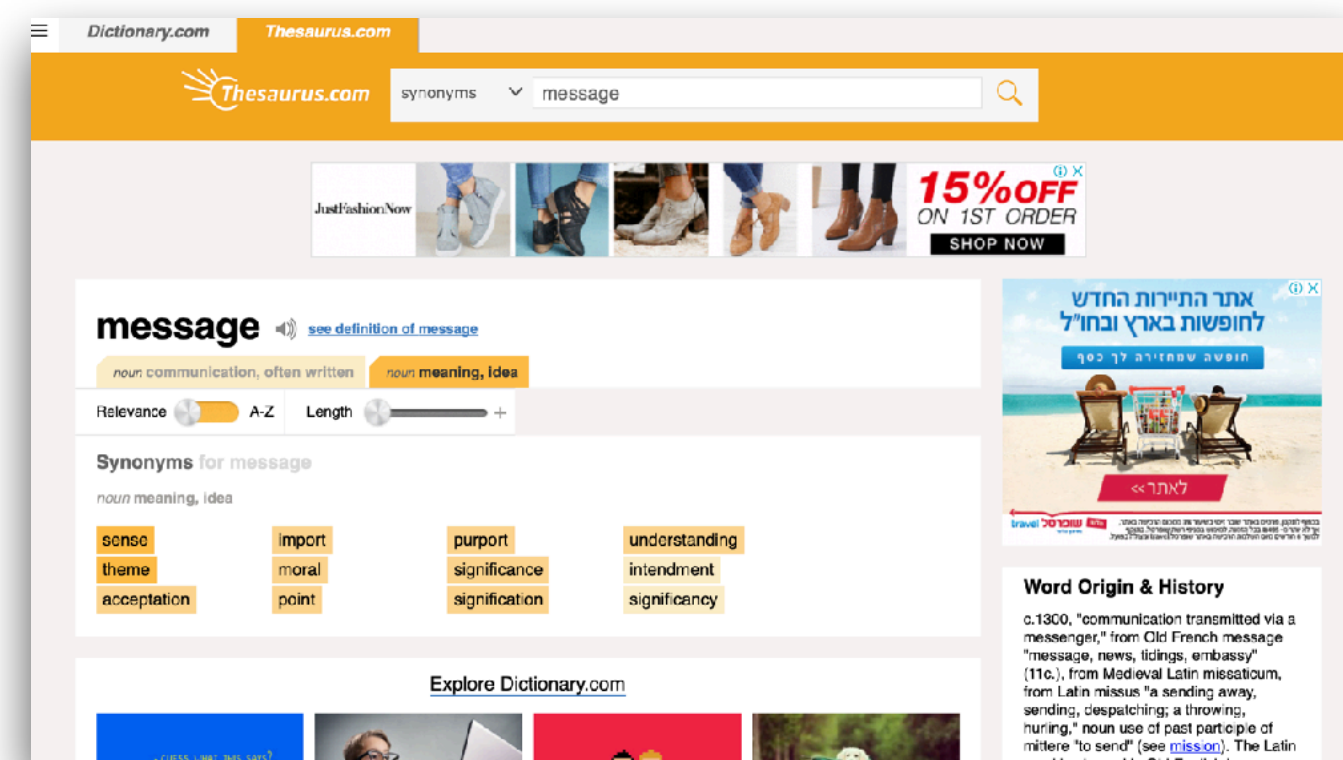
Why You?
NOTE: Why You? can show up in any part of the pitch.
Why do you care about solving this problem for your customers? How has your life been affected by this industry and business?
Why should your audience have confidence that you are driven to do what you promise, no matter what?

DESIGNED BY: Best3Minutes
Developed from an original idea by David Beckert
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Best 3 Minutes
Please feel free to share The Pitch Canvas!
Ensure you reference Best3Minutes.com after each use.

The Pitch Canvas

Pitching



Thesaurus / Grammerly

1300

130 words / Min

Pitching

The power of three

"The father, son, and the holy spirit"

"Of the people, by the people, for the people"

"Blood, sweat and tears"

"Bigger, Better, Stronger"

"Stop, drop & roll"

"Veni, vidi, vici."

"Life, liberty, and the pursuit of happiness"

"Bacon, Lettuce, Tomato"

Pitching

**Smallest number needed
to make a pattern.**

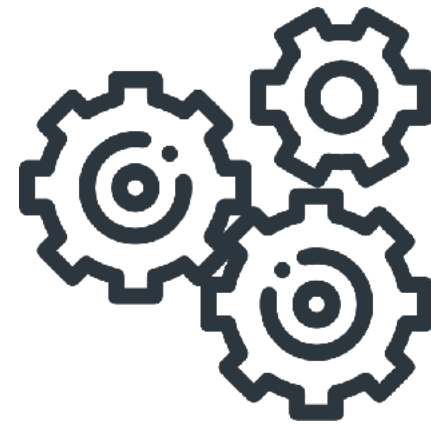
1 - 2 - 3



Pitching



Preparation



Structure



Delivery

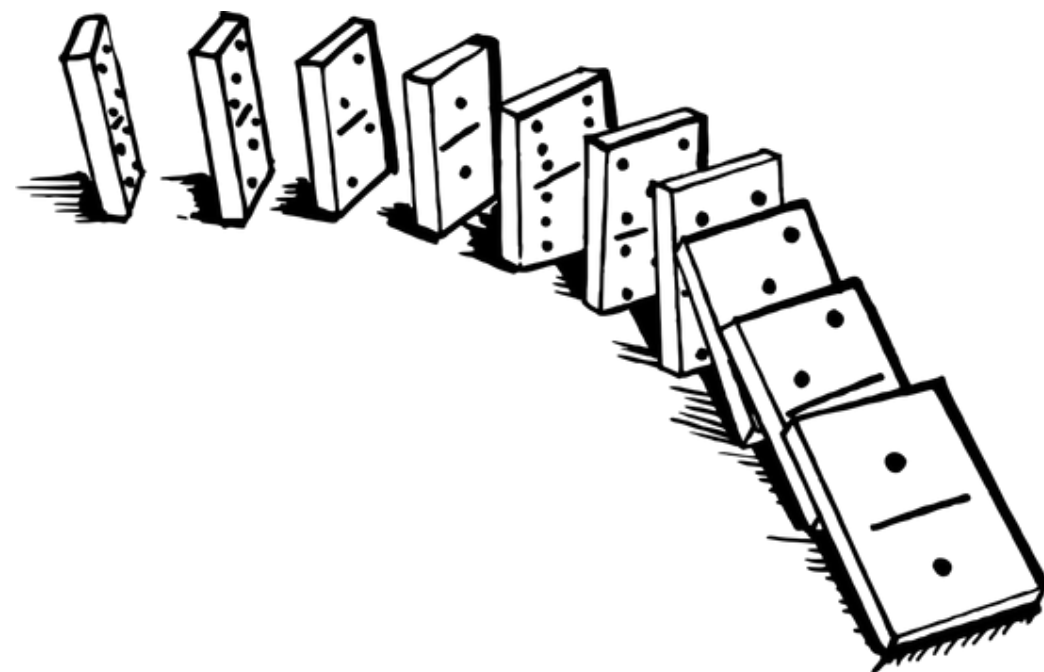
“It usually takes me more than three weeks to prepare a good impromptu speech”

- Mark Twain

Pitching The Pain



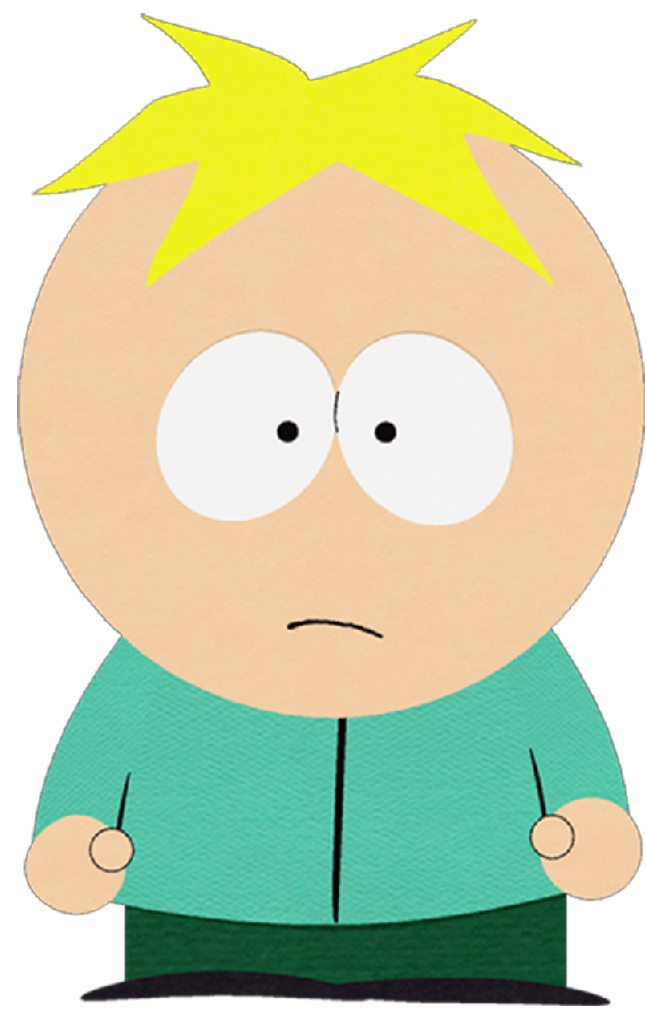
It needs to hurt!



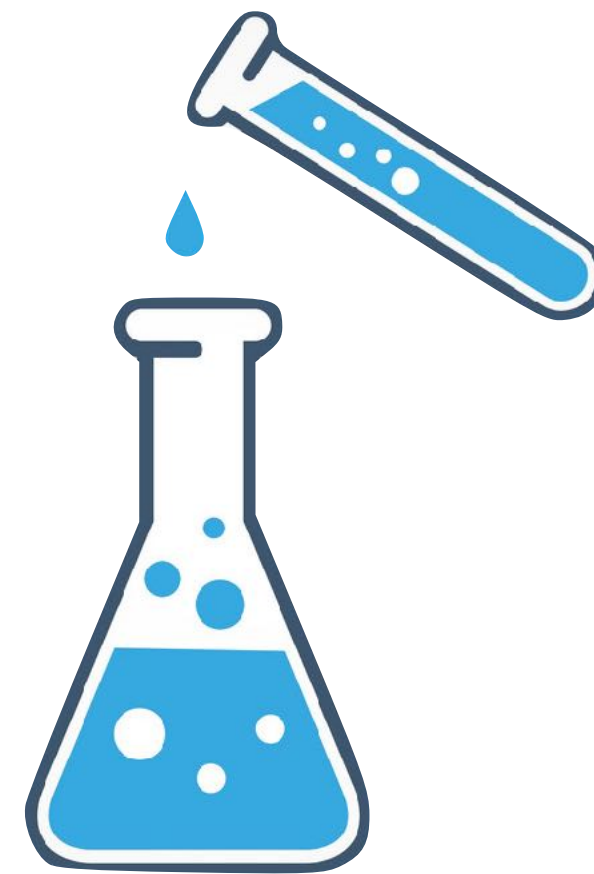
What does it result in?

- The Pain
- The solution
- Business Model
- Go to Market
- Competition
- Risk factors
- Team
- Call to action

Pitching The Solution



Stay Grounded



Has it been tested?

The Pain

The solution

Business Model

Go to Market

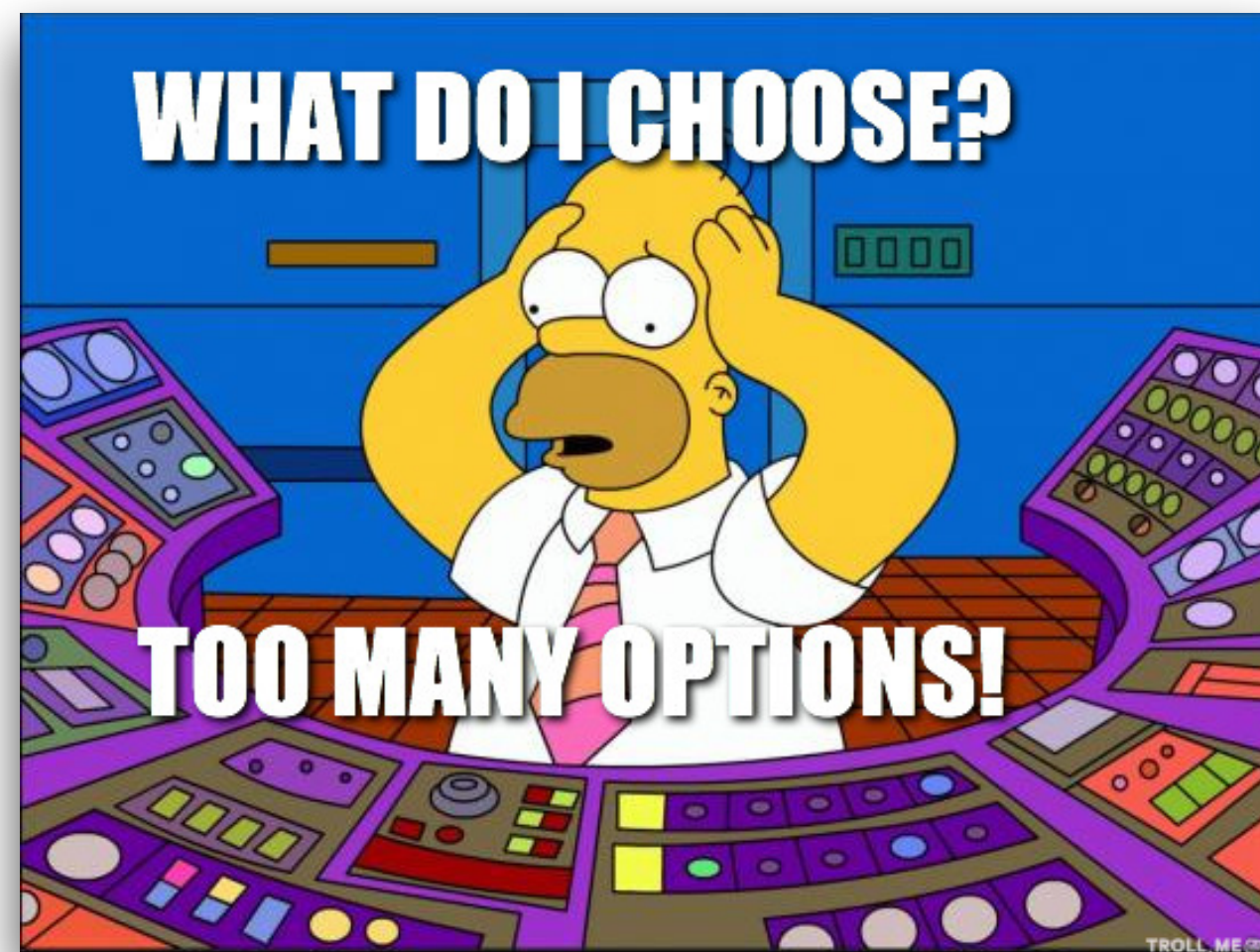
Competition

Risk factors

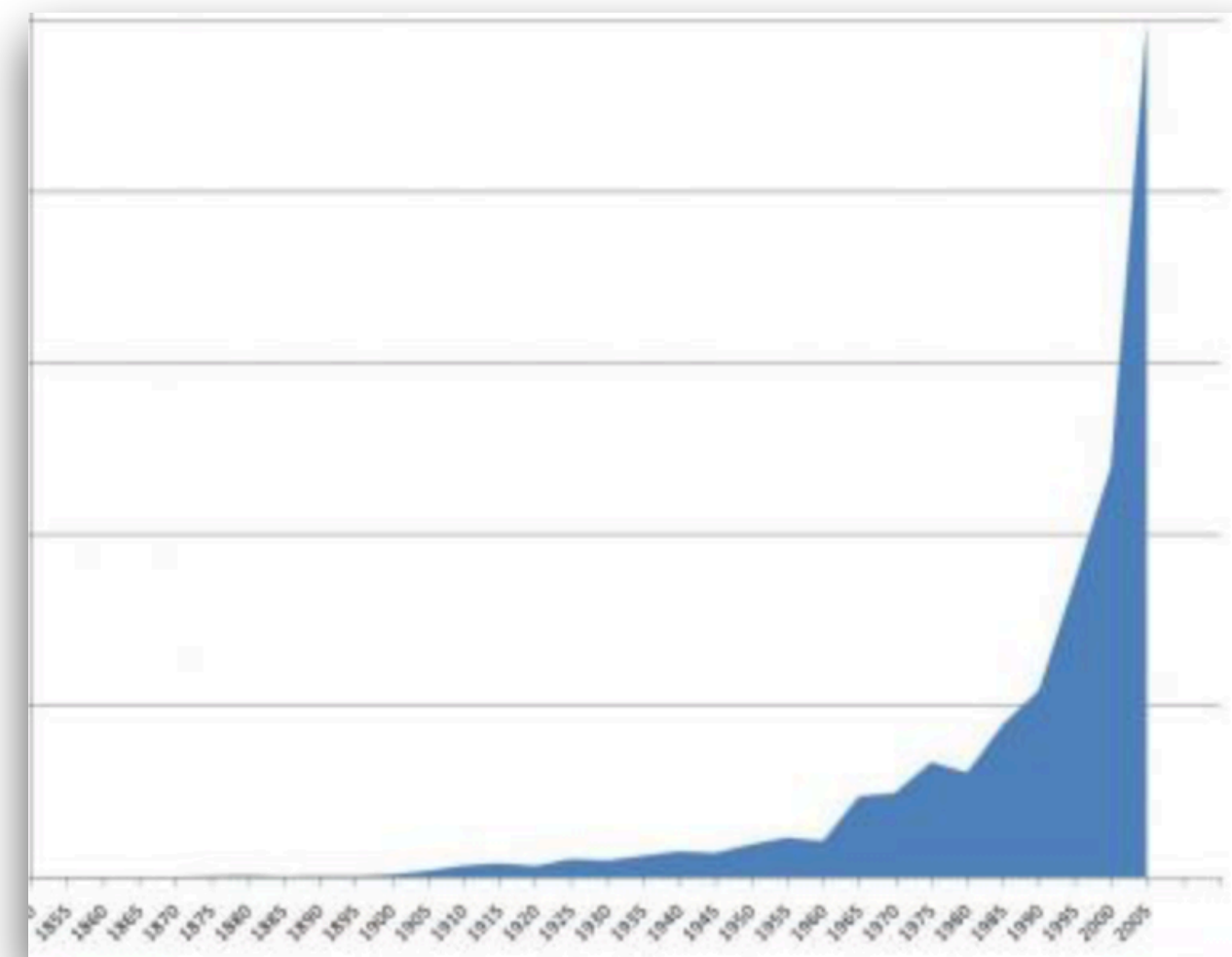
Team

Call to action

Pitching Business Model



Stick to one



Is it scalable?

The Pain

The solution

Business Model

Go to Market

Competition

Risk factors

Team

Call to action

Pitching

Go to Market



Show that you are paying attention to the market

The Pain
The solution
Business Model
Go to Market
Competition
Risk factors
Team
Call to action

Pitching Competition



No competition =
You haven't checked



Amplify your
relative strength

- The Pain
- The solution
- Business Model
- Go to Market
- Competition
- Risk factors
- Team
- Call to action

Pitching

Risk factors



Don't hide from the risks



Show manoeuvrability

The Pain

The solution

Business Model

Go to Market

Competition

Risk factors

Team

Call to action

Pitching Team



What binds you together?

- The Pain
- The solution
- Business Model
- Go to Market
- Competition
- Risk factors
- Team
- Call to action

Pitching

Call to action



Always ask for something!

- The Pain
- The solution
- Business Model
- Go to Market
- Competition
- Risk factors
- Team
- Call to action

Pitching



Preparation



Structure



Delivery

“Design is not just what it looks like and feels like, design is how it works.”

- Steve Jobs

Pitching Colors

Oranges PLAYFULNESS WARMTH VIBRANCE	Greens NATURE FRESHNESS GROWTH	Purples ROYALTY SPIRITUALITY DIGNITY	Pastels SOFTNESS NURTURE SECURITY	Blues TRUST RELIABILITY COOLNESS	Reds EXCITEMENT PASSION DANGER
Whites PURENESS CLEAN YOUTHFUL	Blacks SOPHISTICATED ELEGANT MYSTERY	Golds PRESTIGE EXPENSIVE ELEGANT	Silvers PRESTIGE COLD SCIENTIFIC	Yellows WARMTH CHEER HAPPINESS	THE EMOTIONS OF COLOR

Colors

Fonts

Hierarchy

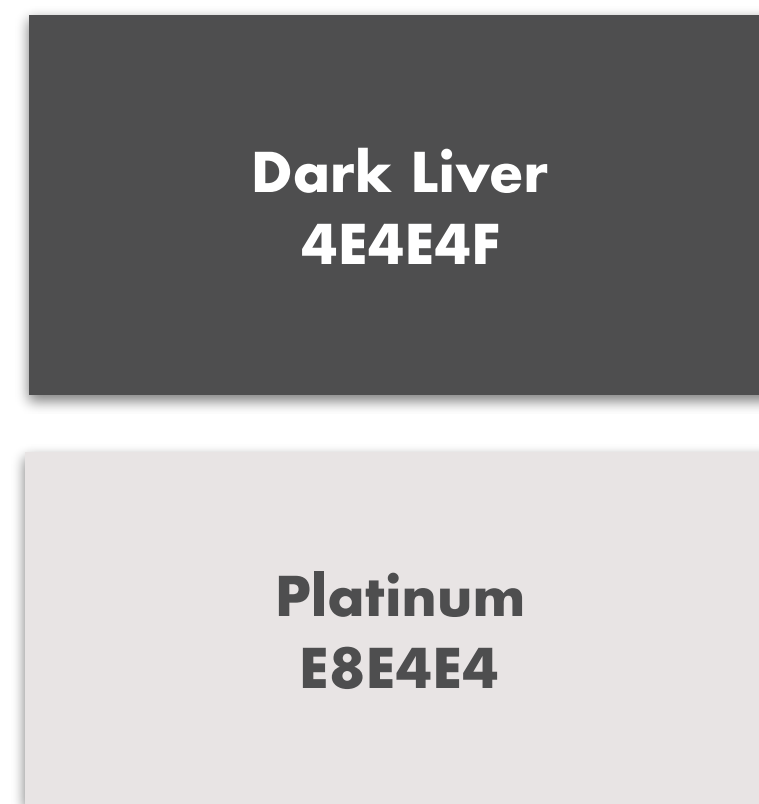
Assets

PDFs

On Stage

Colors are Emotions

Pitching Colors



HEX Codes

2 or 3 Colors

Shades of those colors

Colors

Fonts

Hierarchy

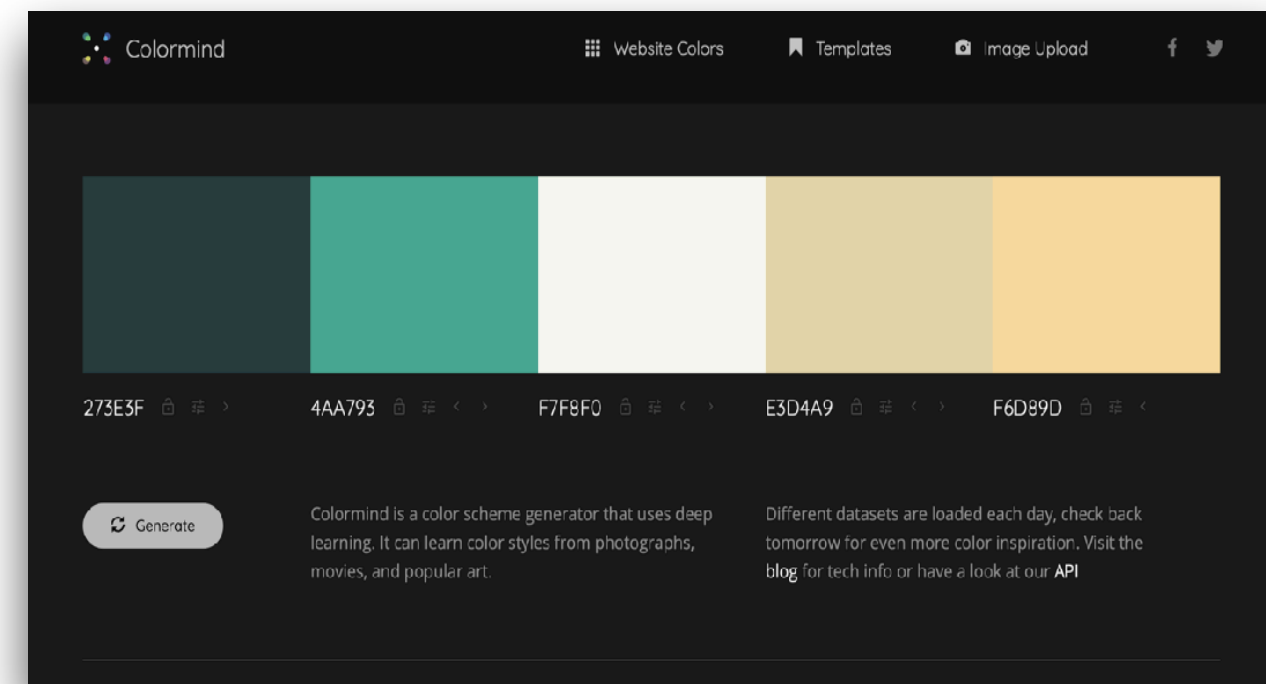
Assets

PDFs

On Stage

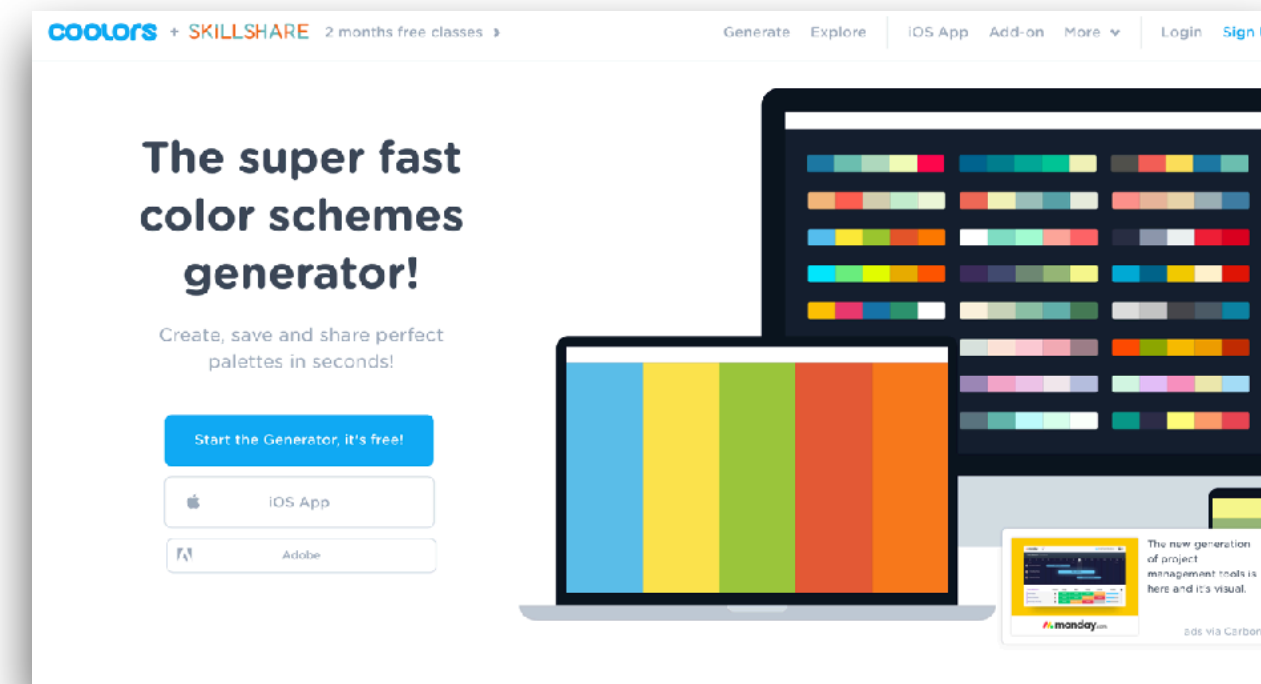
Pitching Colors

ColorMind



<http://colormind.io>

Coolors



<https://coolors.co>

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

Fonts

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage



Hairline	Font Size 54
Thin	Font Size 36
ExtraLight	Font Size 24
Light	Font Size 18
Regular	Font Size 12



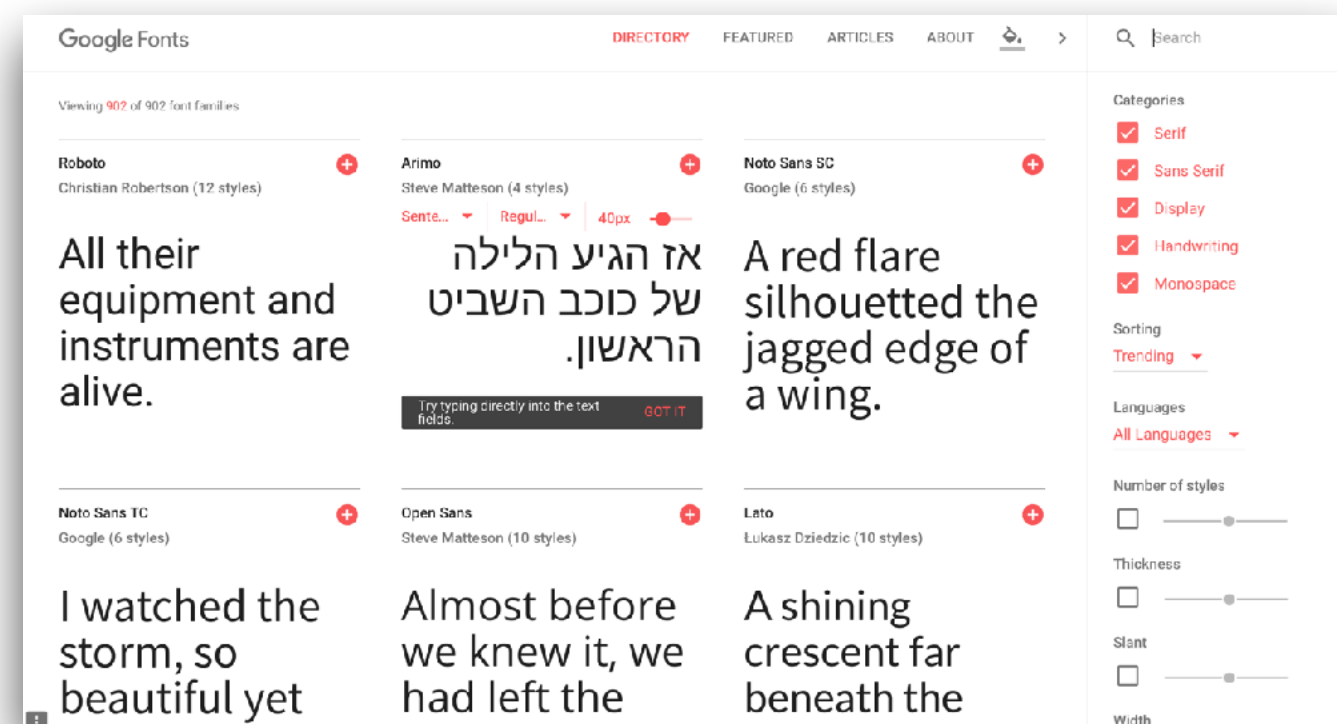
Black	Font Size 54
Heavy	Font Size 36
ExtraBold	Font Size 24
SemiBold	Font Size 18
Regular	Font Size 12

Choose one font

Different weights of that font

Pitching Fonts

Google Fonts



<https://fonts.google.com>

Typewolf



<https://www.typewolf.com>

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

Visual Hierarchy

You Will Notice Me First

Then, Its my turn to get noticed

Am I Getting Noticed?

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

Digital Assets



Images = 1,000 Words



High Resolution Only

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

Digital Assets



Iconography



Vectors

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

Digital Assets

Colors

Fonts

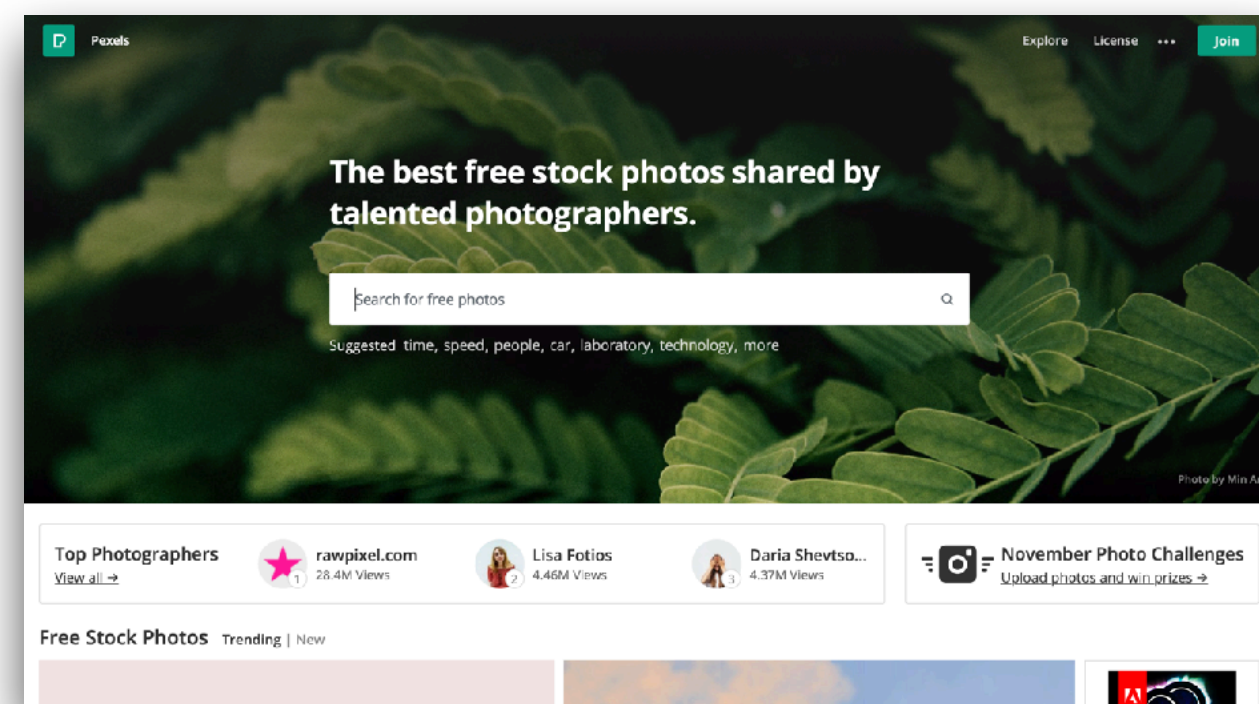
Hierarchy

Assets

PDFs

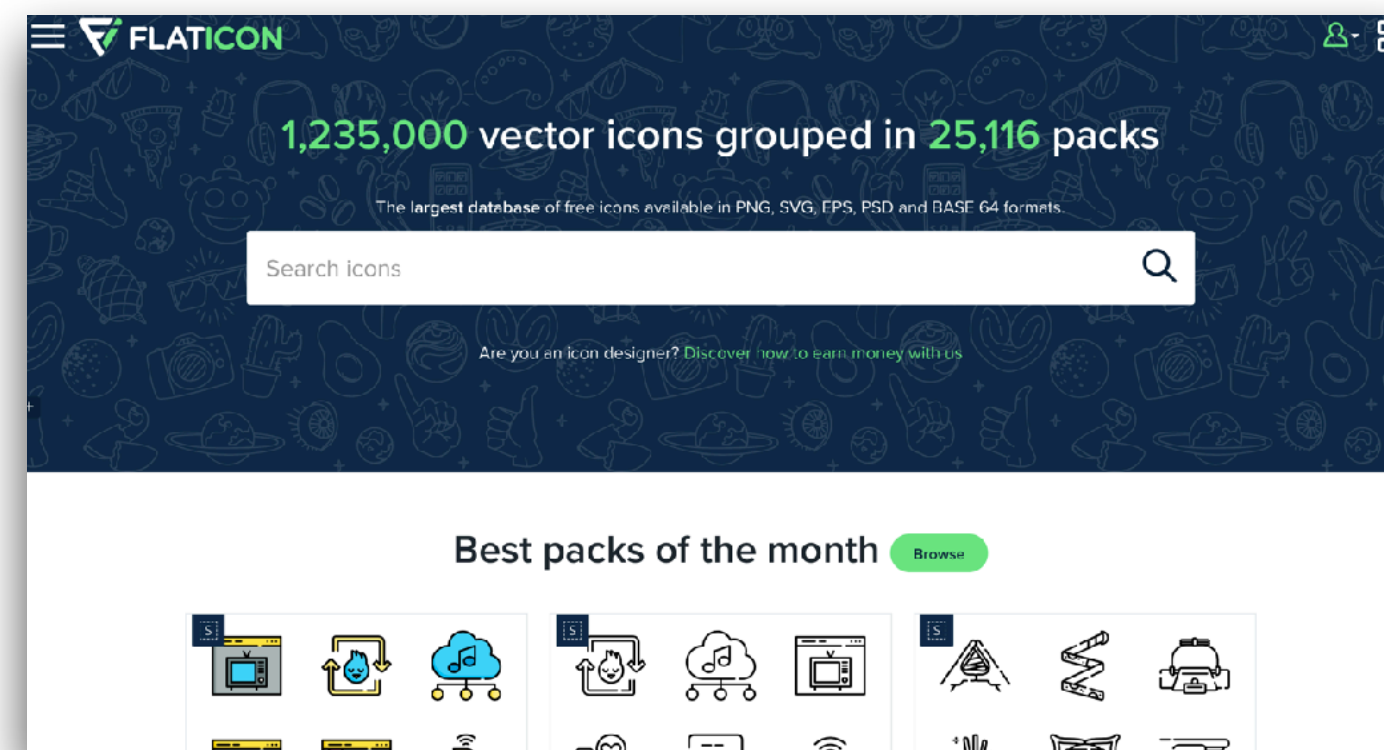
On Stage

Pexels



<https://www.pexels.com>

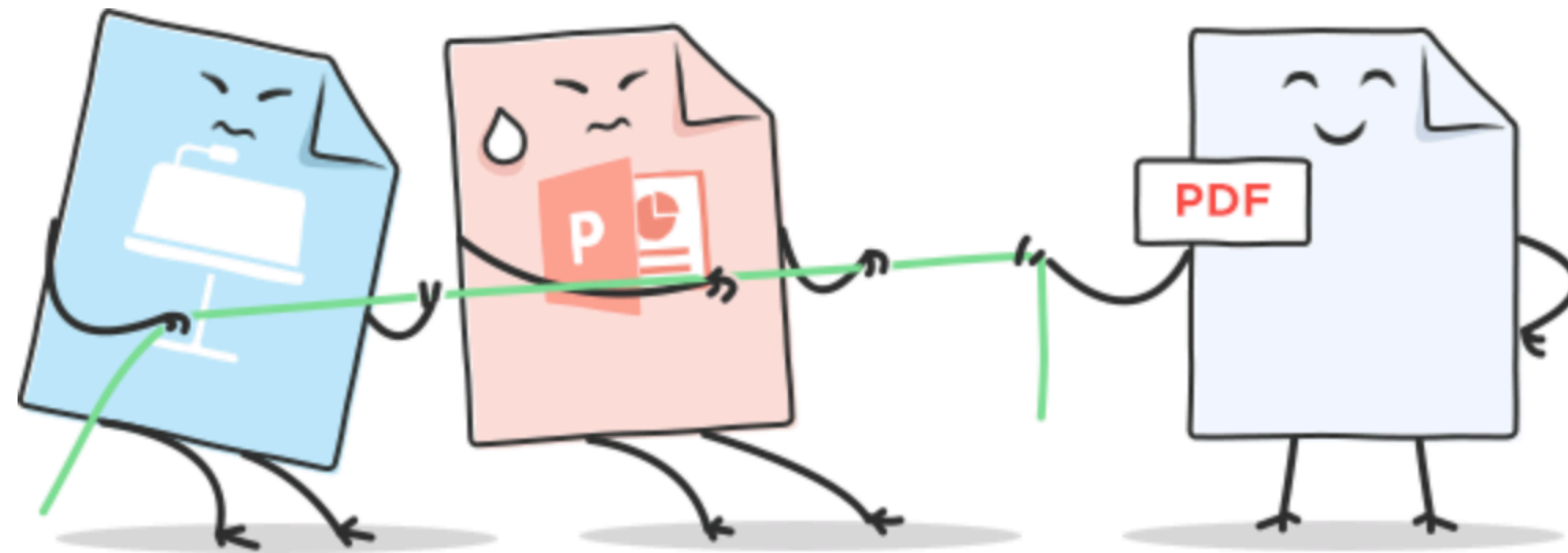
Flaticon



<https://www.flaticon.com>

Pitching

Use PDFs



Smaller Size

Same across all screens

- Colors
- Fonts
- Hierarchy
- Assets
- PDFs
- On Stage

Pitching

On Stage



Introduce yourself



Get Psyched!



Close with Thanks

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

On Stage



Don't be afraid to pause

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Pitching

On Stage



Smile!

Colors

Fonts

Hierarchy

Assets

PDFs

On Stage

Meet The Pitch Canvas

The Pitch Canvas©

Simple Statement of what change you and your product are making in the world. <small>A memorable one-sentence explanation of what you do for customers.</small>	
Pain (+ Gain) <small>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...?</small>	Product <small>As simple as possible: what does your product do for customers? How does it work? How have you tested it with customers? (Be sure not to let the product dominate the pitch.)</small>
Product Demo <small>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?</small>	What's Unique <small>Technology/Relationships/Partnerships How do you help your customers get results differently to your competition, or alternatives?</small>
Customer Traction <small>Success so far? Pilot customers? Major brands? Customer reference quotes/movies? PR coverage? Use data and facts to strengthen.</small>	Business Model <small>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?</small>
Investment <small>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; network, expertise?</small>	Team <small>What relevant experience does your team have that supports your story? Brands worked for? Achievements? Sales success?</small>
End statement with call to action <small>Finish the pitch strongly with a clear request for the audience to take action.</small>	
Why You? <small>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?</small>	

The Pitch Canvas is a brainstorming tool for entrepreneurs that helps you visualise your whole pitch on one page.

Created by David Beckett (My personal pitching guru)

@ best3minutes.com

Get it here!

Let David explain it

click
me!

DESIGNED BY: Best 3 Minutes Presentation Services
Produced by David Beckett and Geert van Vlijmen
Developed from an original idea by David Beckett, Version 5.0.
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Best 3 minutes

Please feel free to share The Pitch Canvas©.
Ensure you reference Best3Minutes.com after each use.

Pitching


“Learn the rules like a Pro,
So You can break them like an Artist.”

Preparation

Structure

Delivery

-Pablo Picasso



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Thank you!

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