

Fire-Ed Communication - Pitching



Pitching your Solution

What is a Pitch?

A pitch is a concise way to tell a story about a problem, its solution and why people should invest in your product.



Pitch Deck

A pitch deck is, in essence, the presentation slides that you use for the 'Pitch'. You may use different techniques to pitch, but typically you would still design your presentation using a series of slides. You may use a storyboard to develop your pitch deck.

Common mistakes while pitching



- Taking too long
- Lack of a story
- Use graphics and images instead of words
- Not recognising a real problem
- Not identifying the opportunity

Structuring your pitch

Typically a 5-minute pitch would include eight to twelve slides. Because you only have one minute, include only the most essential slides:

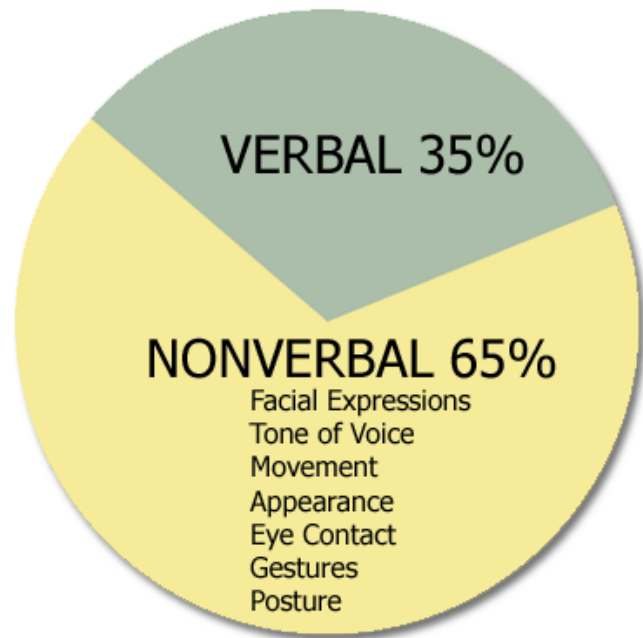
- Identify the problem
- Identify your solution
- Outline the potential of your idea
- The ask / why pick mine?
- Highlight the team

Make your Pitch Magical: Tell a story!

- Where did the idea come from?
- What is your background?
- How did you get here?
- What is your vision?

Presentation

- Know your audience
- Keep language simple but powerful
- Be confident, be in control and do not speak too fast
- Be passionate



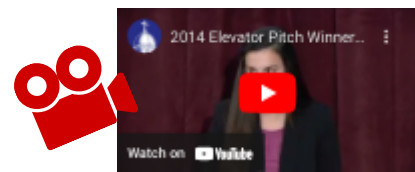
Some examples of a good pitch



MIT Elevator Pitch Winner 2011



TEDx Southbank Pitch Winner



University of Dayton Business Plan Competition

Fire-EdUp Communication - Pitching



Storyboard Activity - In the boxes below produce a storyboard for your pitch. Each box would represent a pitch deck slide or a different aspect of your talk.

1.

2.

3.

4.

5.

6.

Activity - Use the space below to plan out other aspects of your 'Pitch'. This could include use of props, non-verbal communication.