

How to rock your pitch on the stage

About me

- Helping people answer the right questions
- Helping others convey their message
- Experience in working with startups
- Experience in working for a startup company

Why are presentation
skills important?

Presenting ~~and~~ addressing the questions
that haven't been asked yet

You can only get the answers right if you
ask the right questions

What is the problem?

Why is it important to solve it?

What is your solution?

What is the product?

Who is the user of your product?

How does it work?

Why is your solution the best choice?

But... I have just
4 minutes!

If you can't explain it simply, you
don't understand it well enough.

Albert Einstein

3 levels of pitch:

- 5 seconds
- 30 seconds
- 5 minutes

5 seconds:
describe in one sentence what
your product is about

30 seconds (elevator pitch):
shortly describe the problem
you're solving and your solution
to it

Whose pitch is that?
(based on the first pitch
deck of the company from
2009)

Most tourists booking online care about ~~air~~ hotels are one of the highest costs when traveling. On the other hand, platforms like Couchsurfing have proven that over half a million people are willing to lend their couches or spare bedrooms.

We have created a platform that connects travelers with locals, letting them rent our rooms, or even entire places. Travelers save money, and locals can monetize their empty rooms - we just take a 10% commission.

How does that sound?



Most tourists booking online care about price and hotels are one of the highest costs for when traveling. On the other hand, platforms like Couchsurfing have proven that over half a million people are willing to lend their couches or spare bedrooms.

user

problem

We have created a platform that connects travelers with locals, letting them rent our rooms, or even entire places.

product

solution

Travelers save money, and locals can monetize their empty rooms - we just take a 10% commission.

business model

How does that sound?

Start with the one
sentence description, then
add more and more detail

Food for thought

Give emotion
to get emotion.

What makes your product important
is the people who use it.

First few seconds are what
matters the most.

Use the first 10 seconds of your pitch to make
it memorable.

Use a story.

Base it on the problem your product solves.

Or engage with an audience otherwise...

Ask a question

Make a joke

Poll the audience

Use a shocking number

Show examples



Know your audience.

Adjust what and how you say - avoid jargon,
buzzwords and clichés.

Take a breath.

Breathe and control the speed of your speech.

Find your space on the stage

Feet slightly wider than hips

Move only with purpose

If you move, your mic has to move

Elevator pitch examples





- half of the pitch devoted to describing the problem
- storytelling - personal story related to the product





- shocking number
- metaphor (skin as a sponge)
- personal story





- first 20 seconds devoted to the problem
- “did you know that” question
- shocking statistic
- product related to a personal struggle



Sprint
Business
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- first 20 seconds about the problem
- starts with the positive, relatable story
- inserts a negative (the problem that brings uncertainty)
- shocking information



- first 20 seconds about the problem
- storytelling about a personal struggle



...bonus example for those who know how to tell jokes :)



Thanks and good luck!

If you'd like to know more about
pitching your idea or would like to get
access to additional resources,
contact me via [LinkedIn](#) ;-)