

Hello!

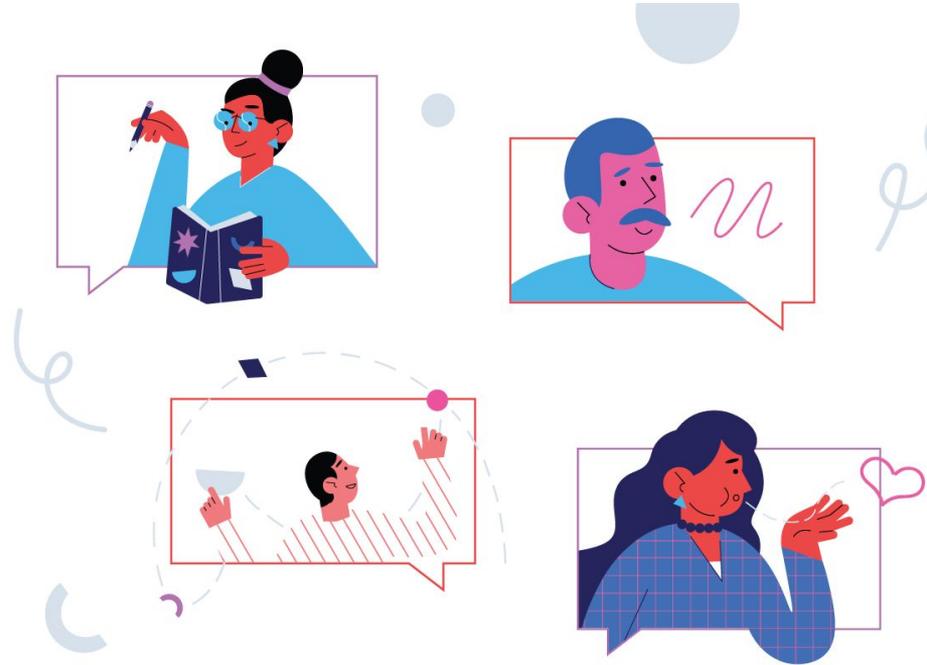
Pavína Louženská

@pavlina_speaks

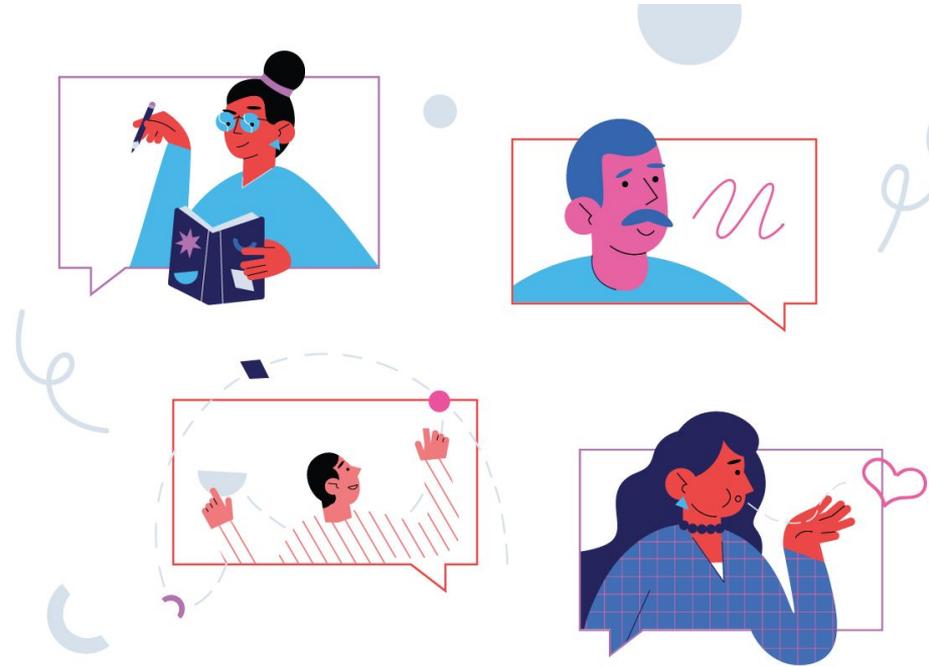
pavlina.louzenska@gmail.com

tinyletter.com/pavlina_speaks

Google Certified Trainer Design Thinking and
Google for Startups Mentor Europe and Africa,
#HolkyzMarketingu Founder, Product and
Marketing for tech startups and design brands

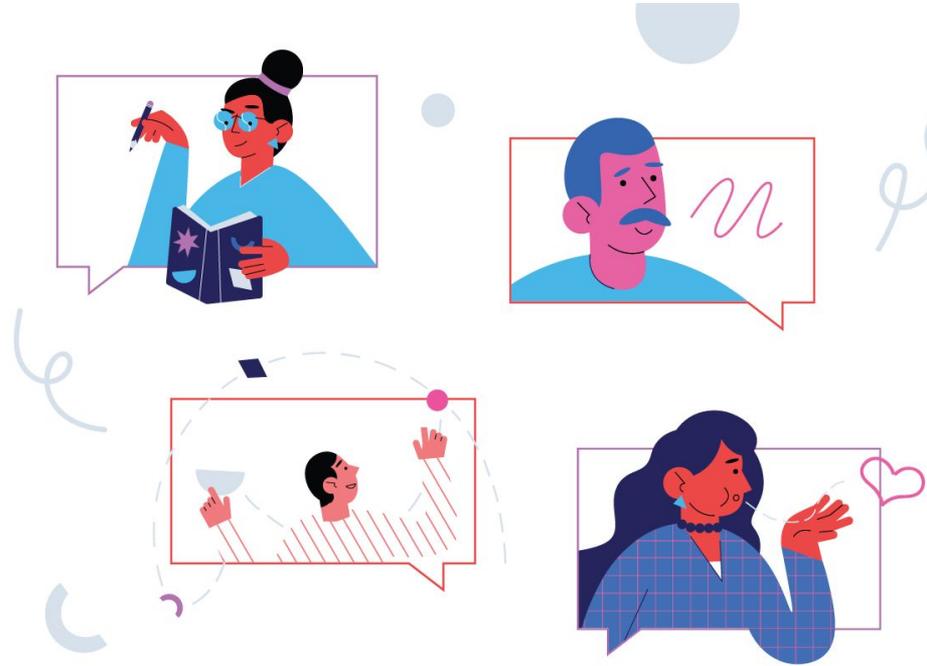


**Who has pitched
before?**



Any pitching tips you've heard before?

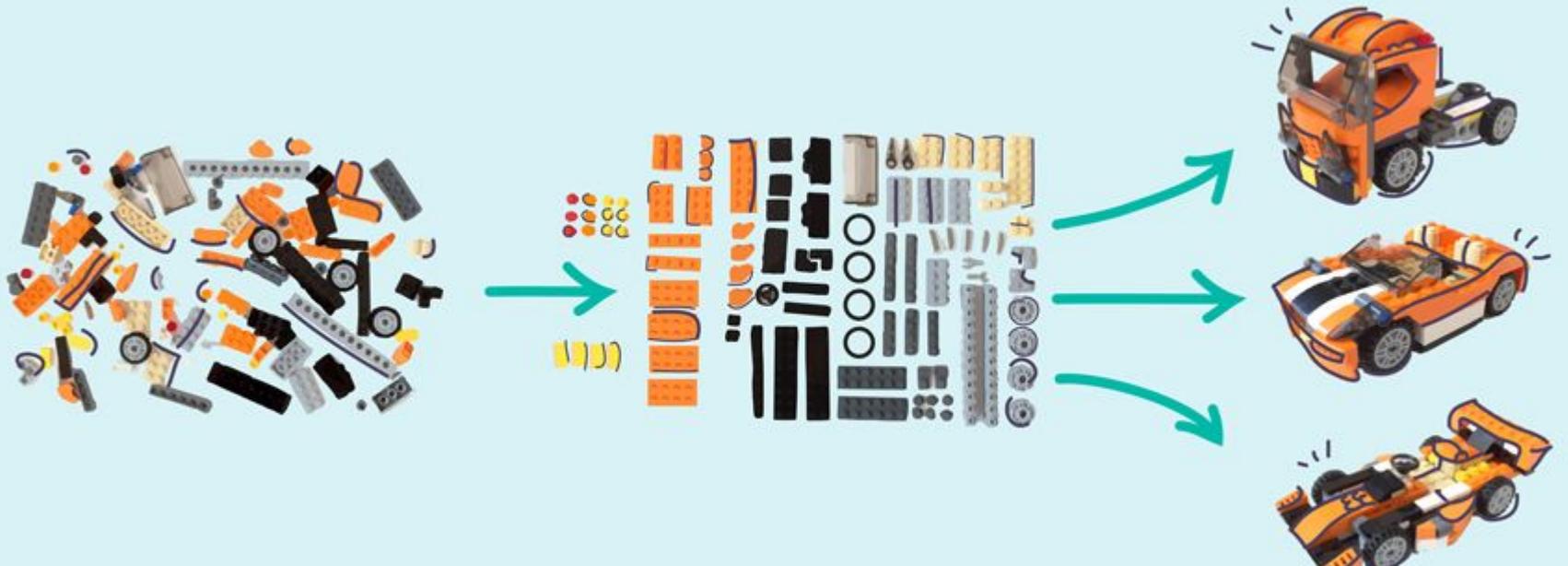
No wrong answers here





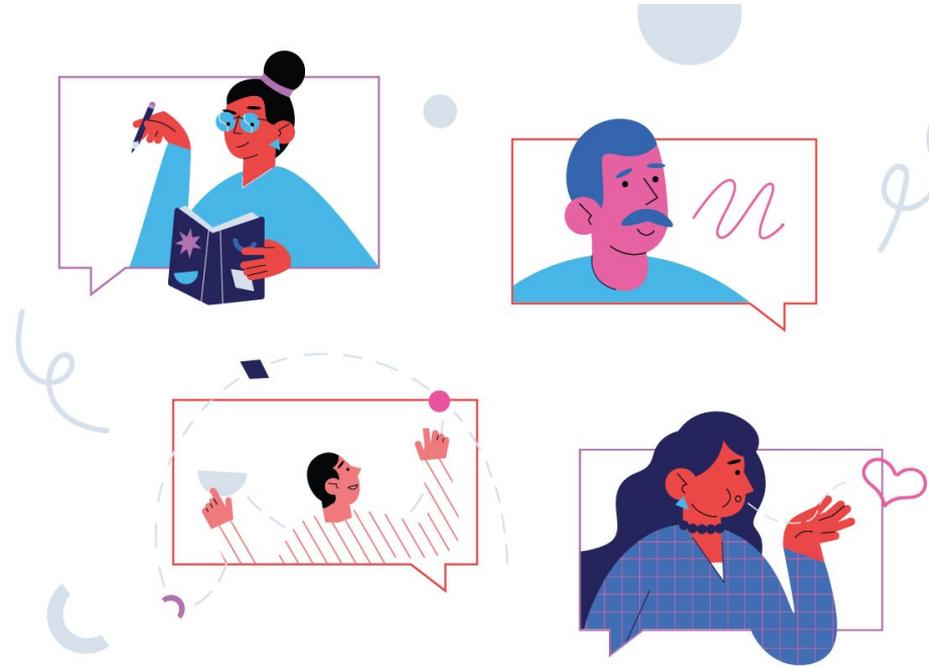
Planning a pitch is like Lego:

1. know the final product *therefore*
2. lay down all the pieces first *therefore*
3. read the manual before you start building



Audience

Who are they?



What do they want to hear?

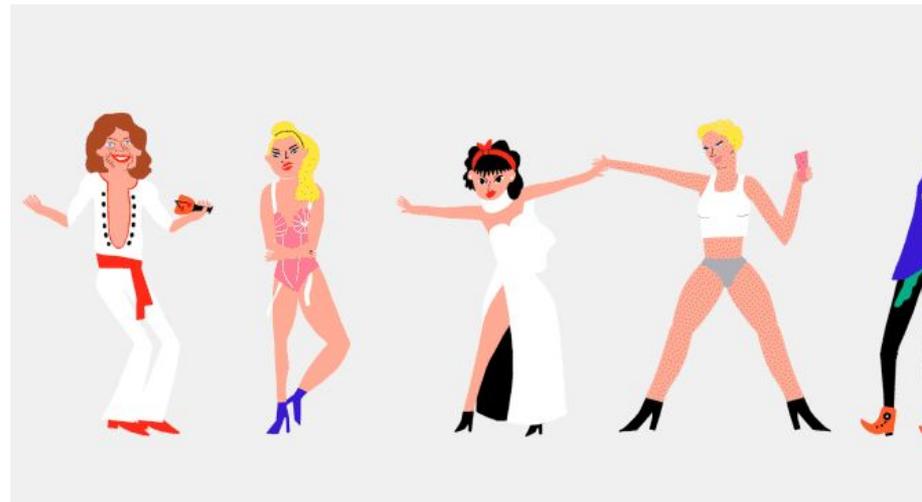
1. Research the jury
2. Ask for investor list
3. Ask for attendees list



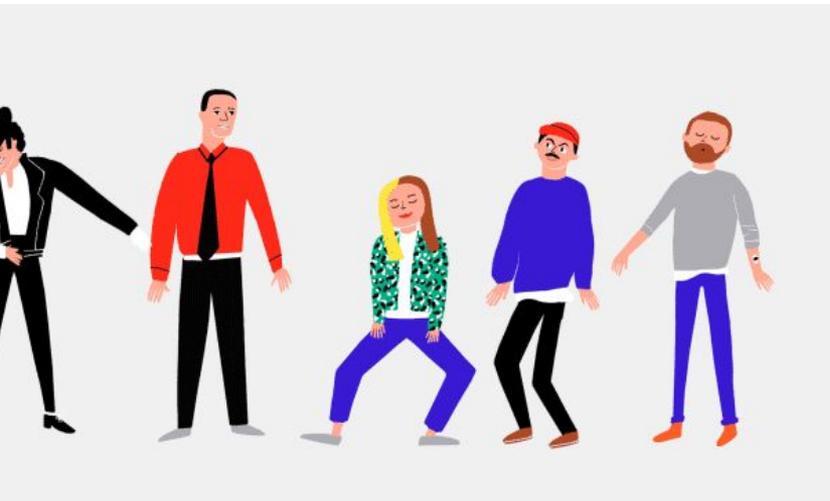
Who are you presenting for?

Customer

- Wants to be wooed: is really interested in your solution
- Loves stories and tribes
- Understands the problem firsthand
- Likely to understand a joke



Who are you presenting for?

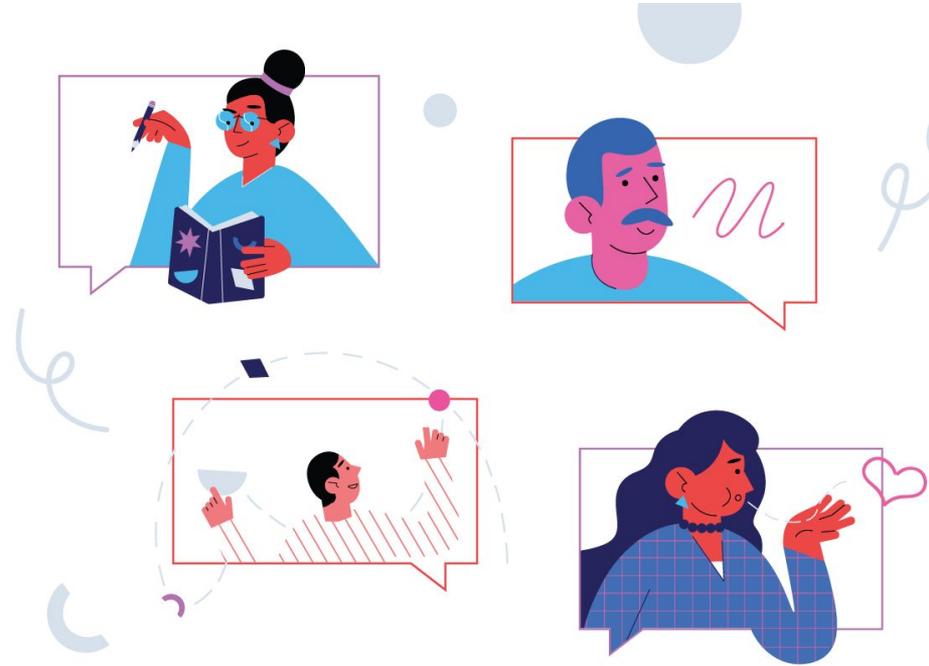


Investor

- Wants to see return on investment
- Loves graphs, numbers and \$\$\$
- Does not understand market or jargon
- Not likely to understand a joke

Structure

Storytelling is the key



Your Brain Receiving Facts



● WERNICKE'S AREA: *Language Comprehension*

■ BROCA'S AREA: *Language Processing*

Your Brain Receiving Stories



● SENSORY CORTEX: *Touch*

● WERNICKE'S AREA: *Language Comprehension*

● AUDITORY CORTEX: *Sounds*

● OLFACTORY CORTEX: *Scents*

■ MOTOR CORTEX: *Movement*

■ BROCA'S AREA: *Language Processing*

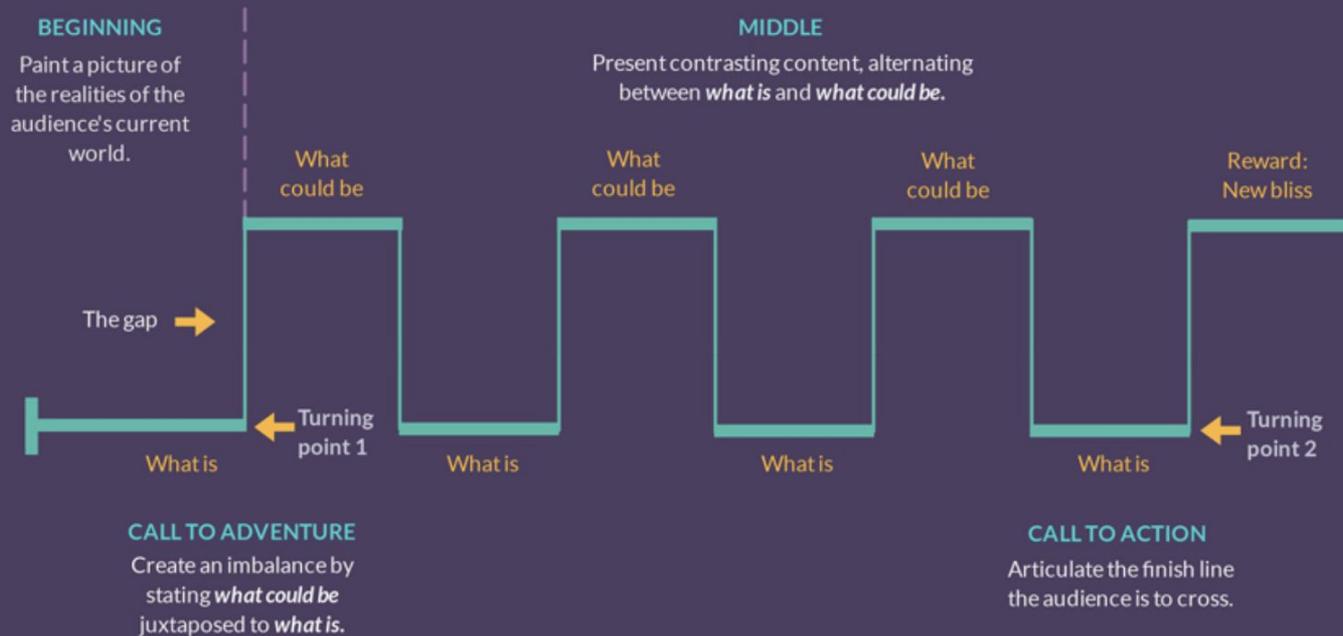
■ VISUAL CORTEX: *Colors & Shapes*

■ CEREBELLUM: *Touch*

1. Introduction to the problem
2. Main body
3. Solution

1. Fact and Story

A presentation with this story structure moves back and forth between facts and stories, between “what is” (the present reality) and “what could be.”

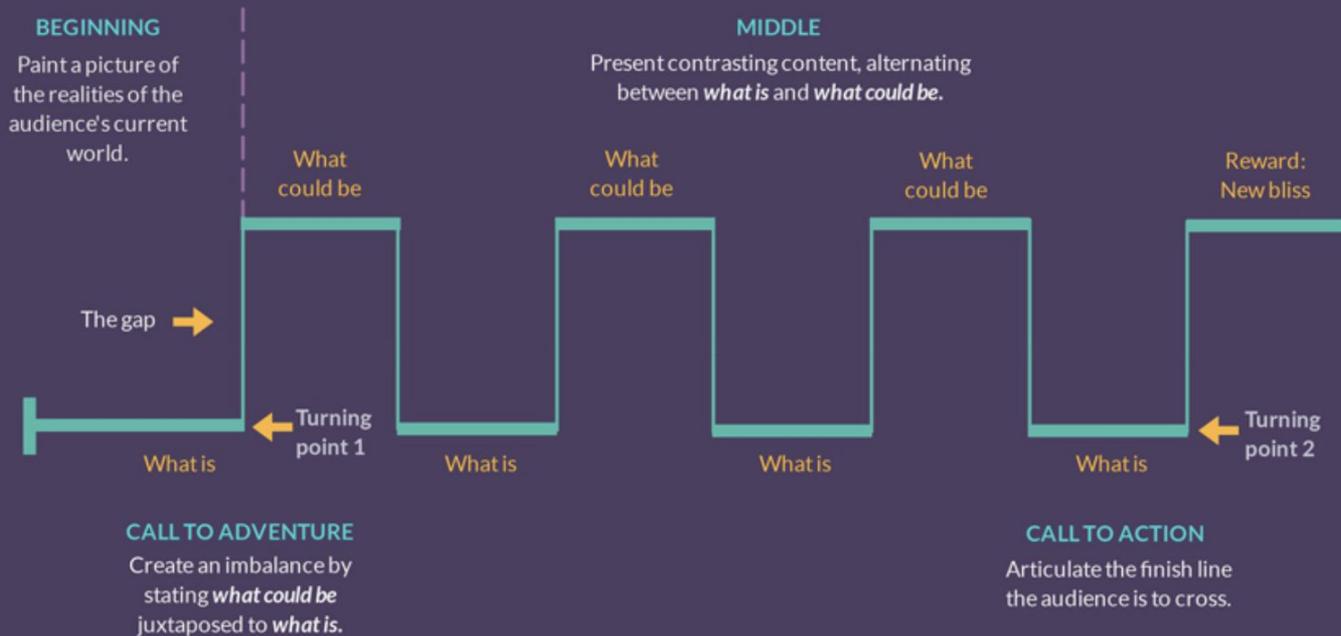


1. Problem
2. What if...
3. We are the solution
4. Nowadays...
5. But with.... \$\$\$
6. We are and we know what to do
7. Call to action

1. Problem **Short personal story**
2. What if... **I am not alone**
3. We are the solution **Here is what we do**
4. Nowadays... **Show current solution**
5. But with.... **Market value \$**
6. We are and we know what to do **Team**
7. Call to action **Invest / Sign-up** (measurable)

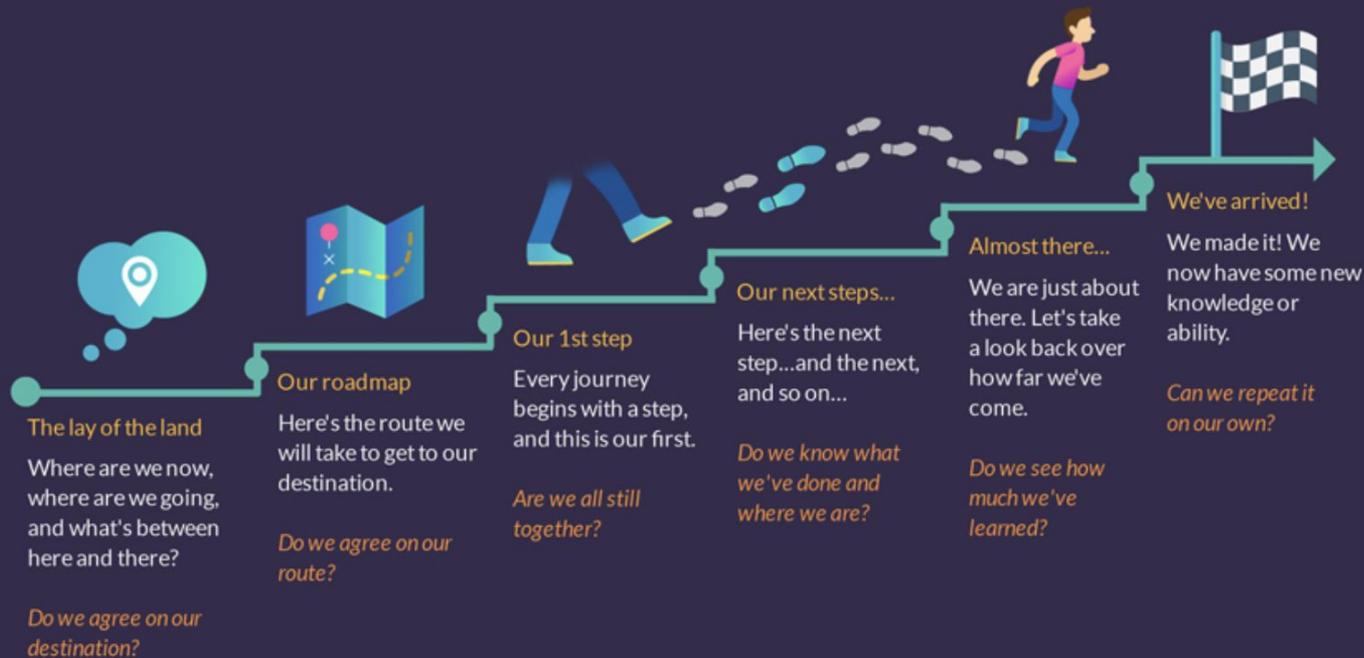
1. Fact and Story

A presentation with this story structure moves back and forth between facts and stories, between “what is” (the present reality) and “what could be.”



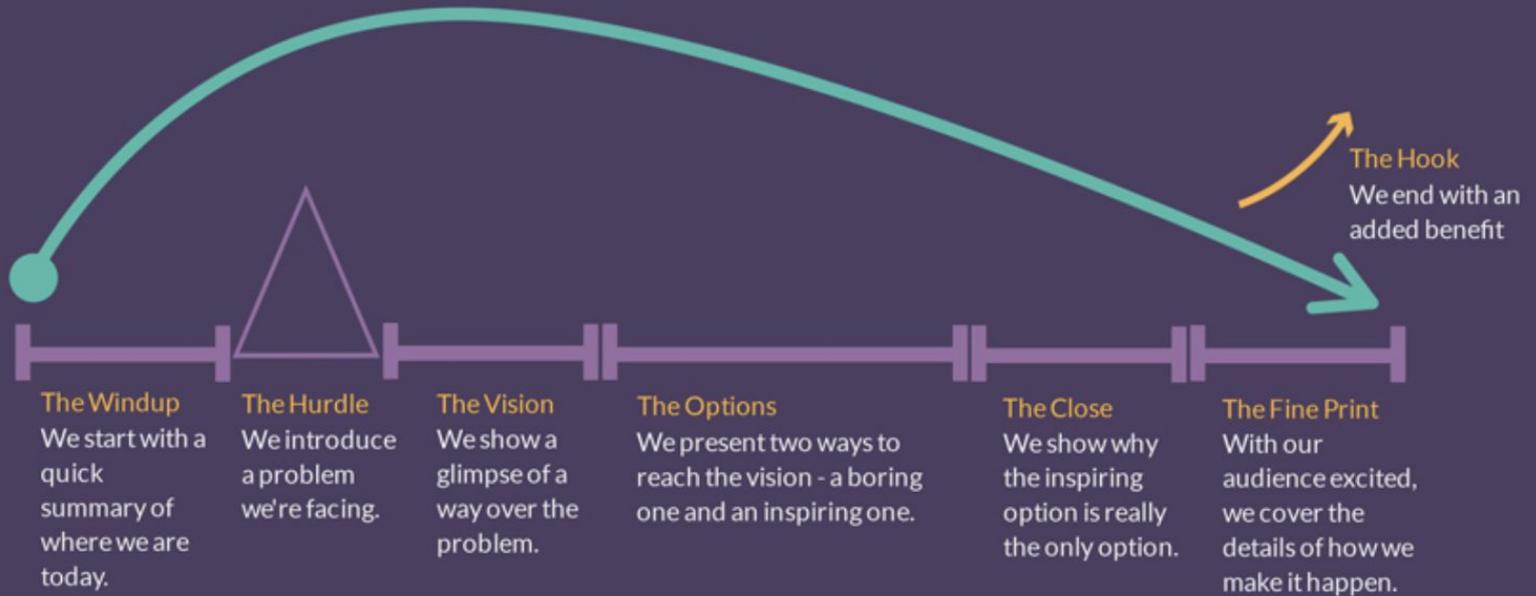
2. The Explanation

This presentation structure is meant to teach new insights and abilities. Its main purpose is to inform about a process or plan to either fix a problem or learn something new.



3. The Pitch

This presentation structure is like a climb uphill that takes you over a hurdle and on to a positive resolution. Storytelling is used to show how the presenter's idea can really improve a situation.



**Be about the
problem. Not about
the product.**





Believe in something. Even if it
means sacrificing everything.

Be specific. Concise.
And speak human.

AFROSTREAM IS A SUBSCRIPTION VIDEO-ON-DEMAND SERVICE WHICH PROVIDES AN UNLIMITED ACCESS TO AFRICAN, AFRICAN-AMERICAN & CARIBBEAN MOVIES AND TV SERIES.

WE BRING A UNIQUE FOCUS TO CONTENT CREATION, DISTRIBUTION AND ENGAGEMENT FOR THE RADICALLY UNDERSERVED BLACK AND BLACK FRIENDLY AUDIENCES.

AFROSTREAM[®]

Netflix of African and African American content



Push Button
Get Marijuana

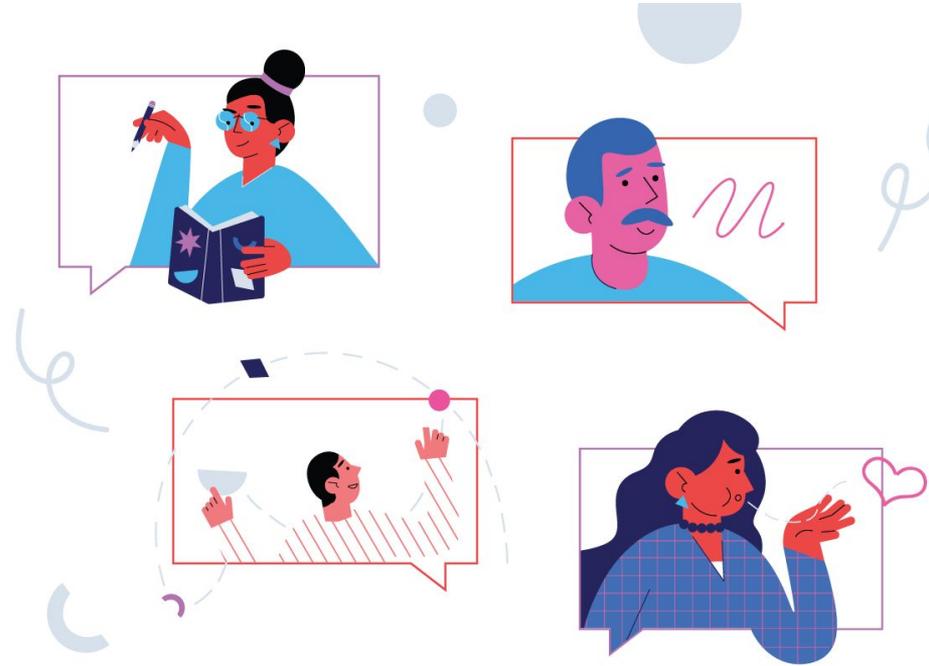
‘We index the world’s information so you can type what you are looking for in a search box and get the best possible answer.’

“Don’t do a slow reveal. Don’t make me figure out what business you’re in over time. If you can articulate your value proposition early in the presentation, I’m going to be able to relax and listen to you.”

— Carter Cast

Design

Short, simple and legible



Presentation is not the
hero. **You are.**

By making it illegible,
complicated, and subtle.

Make it legible.

Make it simple.

Make it obvious.

Legible slides are ones that even old people in the back row with bad eyesight can read.

It really doesn't matter what I write here

- It could be my shopping list
- Or name of all my friends in my biggest group chat
- Or lyrics to a Beyoncé song...
- And you're still reading it?
- Seriously, I thought more highly of you guys
- That doesn't make any sense
- Xoxo, Gossip Girl

And some small font to discriminate against the folks with astigmatism.



DachisGroup Social Business Power Map for 2010

Mapping the interest, adoption, and maturity for the business aspects of social media across the spectrum.

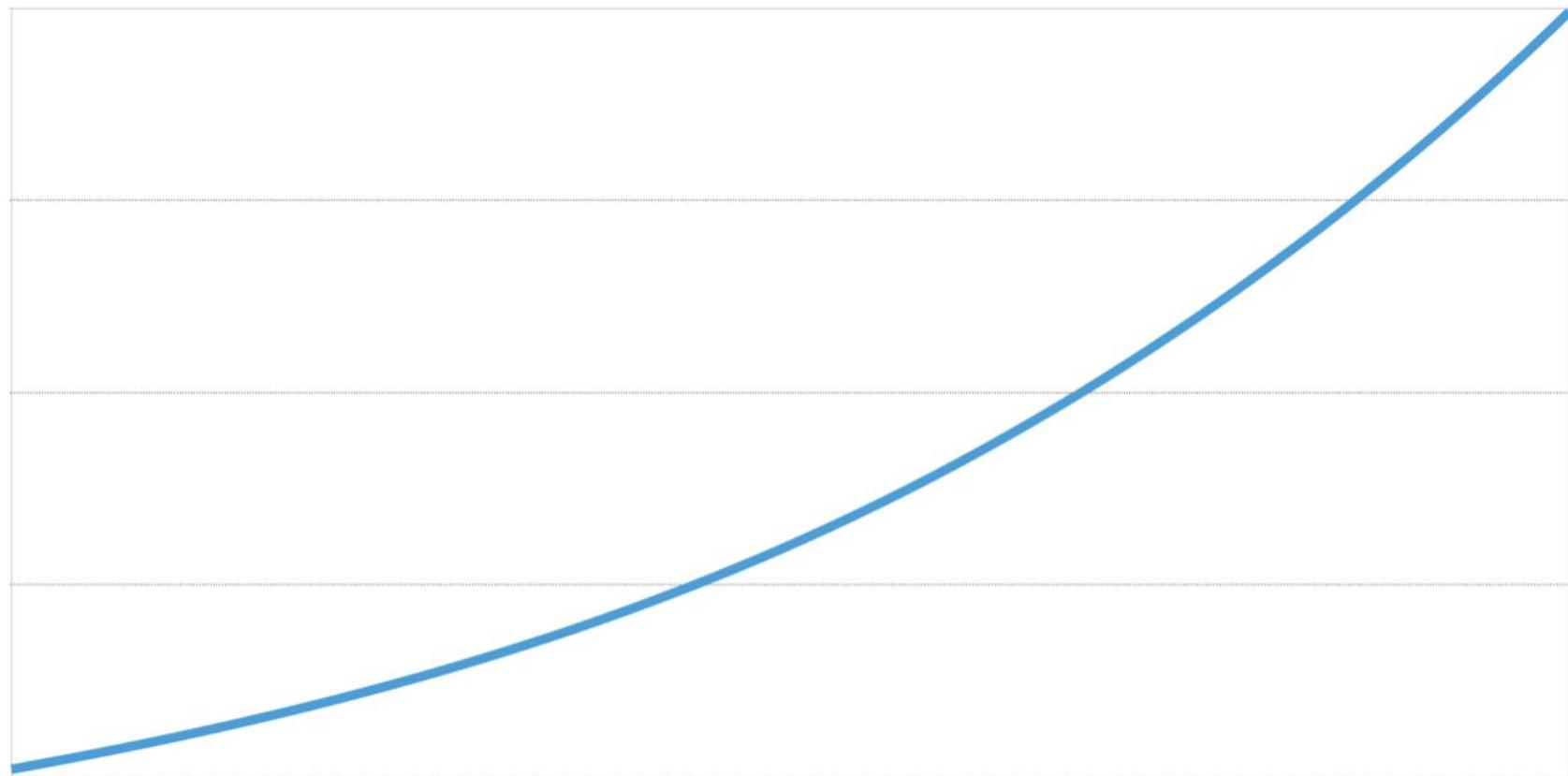


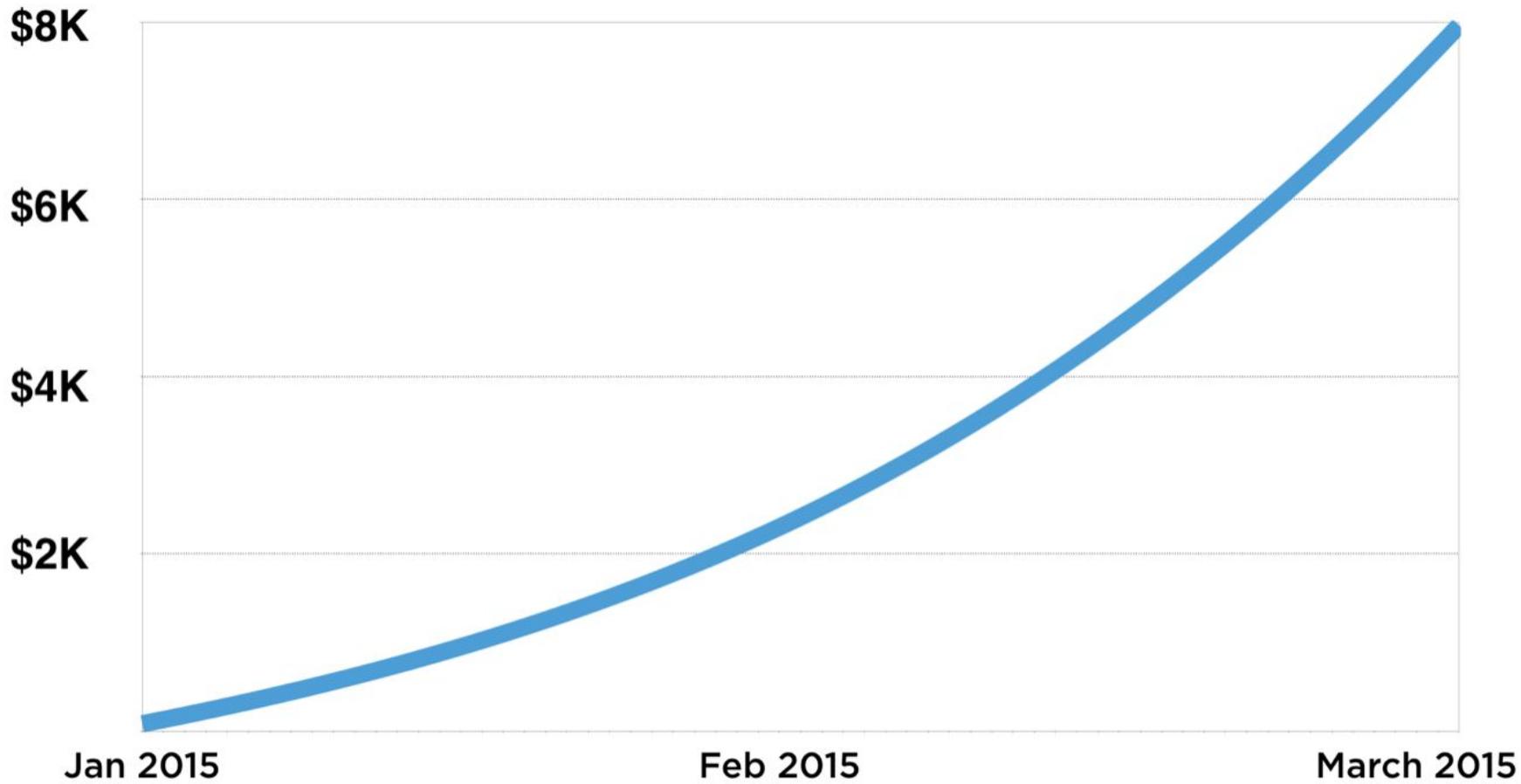


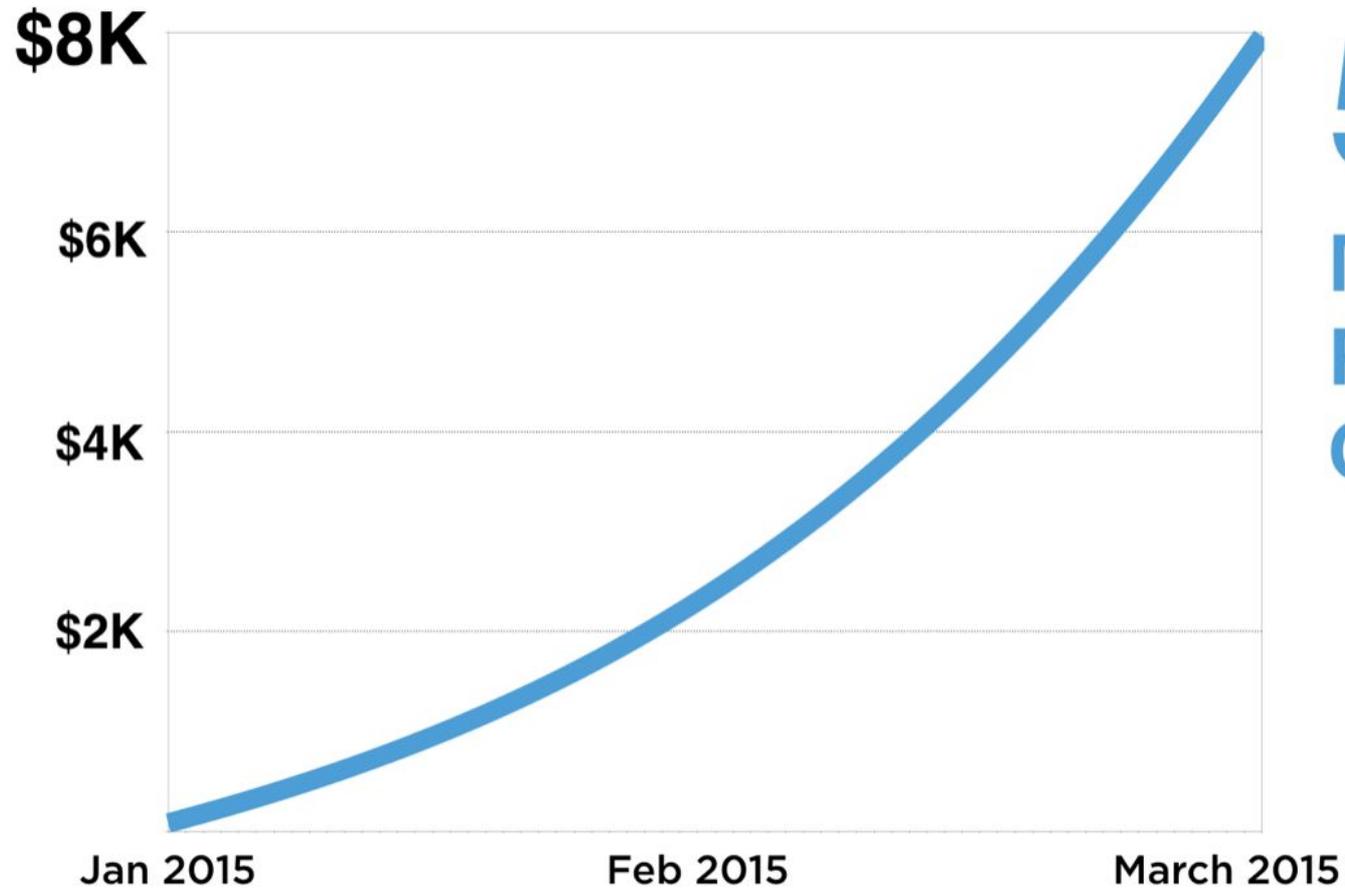
ARTIFACTS

**Don't be humble. Be
proud and excited.**

Show me why you are the
best.



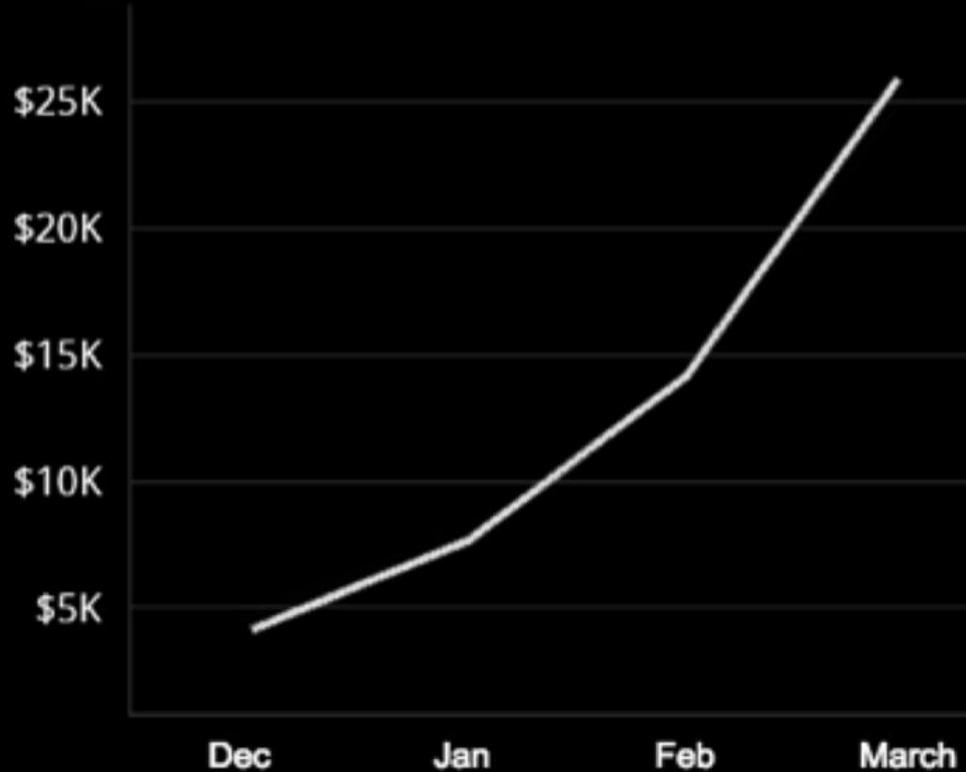




50%

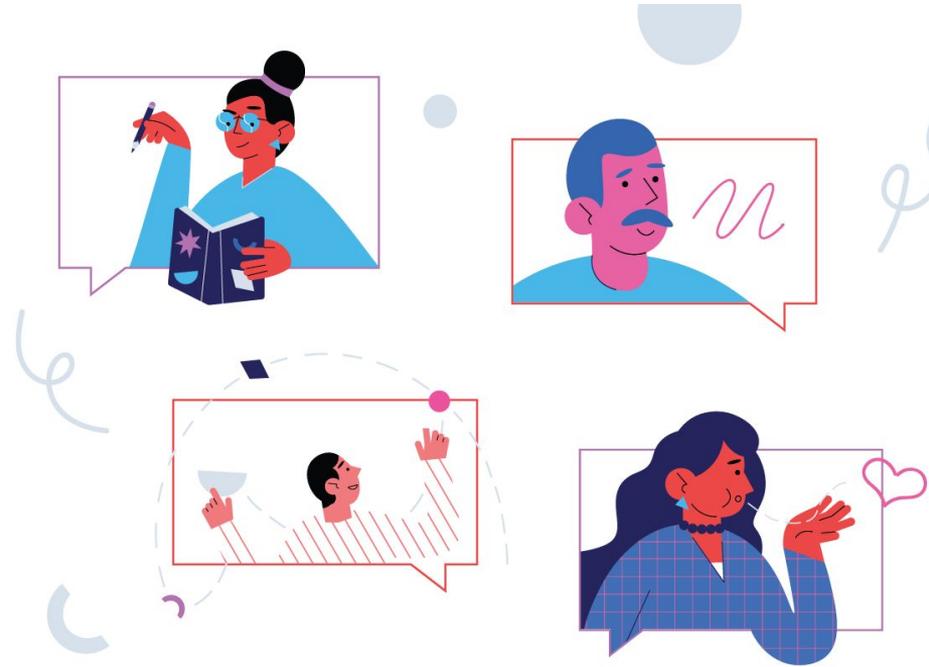
**Monthly
Revenue
Growth**

Revenue doubling every month



Afterwards

It doesn't end after 2 minutes



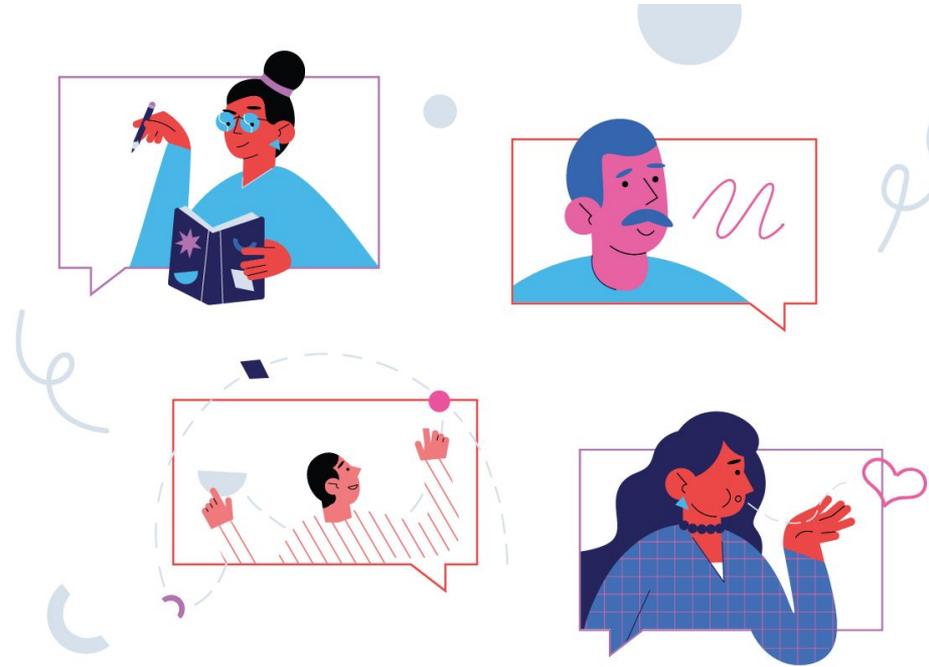
- 1. What questions could they ask?**
2. Could I distribute something to look at?
3. Could I send a follow-up?

1. What is your customer acquisition strategy?
2. If you had \$1 mil what would you do?
3. What's your 18 months roadmap?
4. Who's your competition? How do you differ?
5. Have you done user research?
6. What do you need now?

- There is a competition. **You're not the only one.**
- **I don't understand the problem.** I understand your excitement and expertise.
- Show the numbers. Show the user research. Show your progress.
- “Great question! **I will send it to you.**”

Troubleshooting

I know you're nervous



Breathe. Don't drink.

Headspace.

Bring a friend.

Talk to someone friendly in the audience. Set up a monitor.

Practise in front of people. Practice on that stage / ZOOM. Practice non stop. Memorize and then...

Find a perfect you.

Walk. No heels. Props.

Online pitch

It's different. But not.



**One key
take-away?**
Or a wow moment?

Key take-aways for pitching

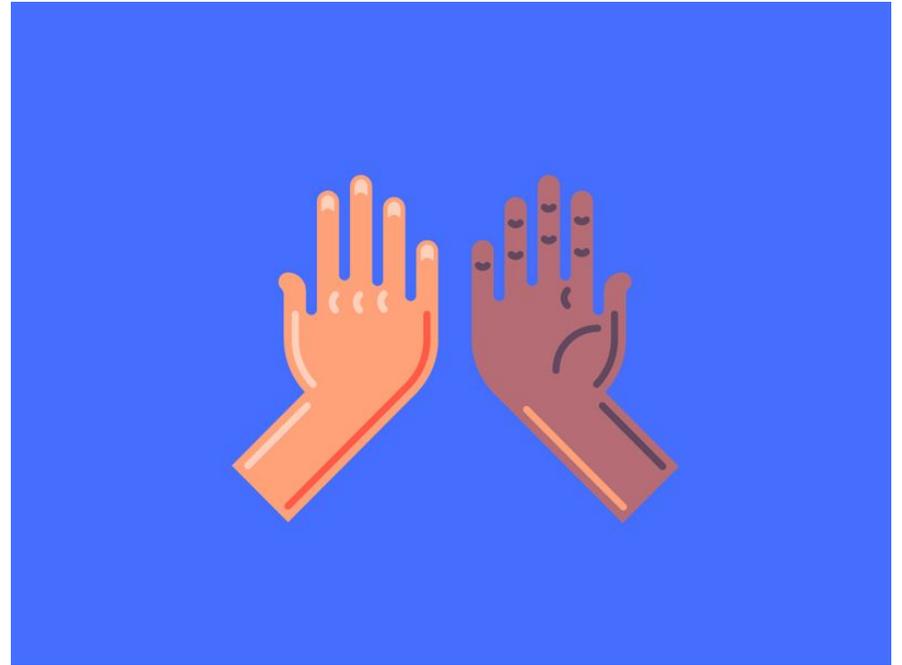
1. **Research audience:** create a persona
2. Know what should be **the final Lego**
3. Lay down all the pieces first: **what you need to cover**
4. **Make it about the problem**, not the product: use storytelling
5. Be specific, concise and **speak human**.
6. **Be excited and proud**. Keep humble outside the door.
7. You do not need slides. **Be the hero**.
8. Slides should be **legible, simple, obvious**.
9. **Prepare for the aftermatch**. Questions. Follow-up. CTA.
10. Find **what fits you the best**. And bring a friend.
11. **Enjoy it**. It will be visible and loved.

Thank you!
Questions?

Pavλίna Louženská

@pavlina_speaks

pavlina.louzenska@gmail.com



[Presentation structure](#). And explained [on TED](#).

[Slide design notes](#).

[How to pitch Y combinator](#). [And tips](#).

[How to pitch investors](#).

[Pitch investors / customers](#).

[How to pitch according to crunchbase](#).