



**Pitching!**

It's easier than it sounds.

# Pitches

**Informal pitches:** Good for your Mom, your Dog, and that guy down the street

**Formal pitches:** Good for your boss, a VC, or that guy down the street, if he's also a VC.

# What we're talking about today!!!1!

- **What** are you covering (and how are you covering it!)
- **How** to do it: Generalized speaking stuff (it's more fun than it sounds)

Part 2: What type of presentations are these?

They're **Persuasive** presentations!

# How to be Persuasive, in 5 steps

- 1. Start with a bang.** Appeal the audiences emotions
- 2. State the need.** What is the Problem you want to solve
- 3. Propose your Solution.** How did you solve the problem
- 4. Describe the future.** What will happen if your solution is widely adopted?
- 5. Conclude with a call to action.** So What do you want people to do?

# One more time!

- 1. Start with a bang.**
- 2. State the need.**
- 3. Propose your Solution.**
- 4. Describe the future.**
- 5. Conclude with a call to action.**

# When you've gotta be super formal.

- Problem
- Your solution
- Business model
- Underlying magic/technology
- Marketing and sales
- Competition
- Team
- Projections and milestones
- Status and timeline
- Summary and call to action







# Part 1: Da rules

- The biggie: Organization and Preparedness
  - Run through it a bunch
  - Read your notes
  - Go solo
  - Tell a story
  - Avoid wimpy words
  - Keep it simple
  - Expect the obvious
- Get your visuals right: the 10/20/30 rule
- Control for anxiety or excitement