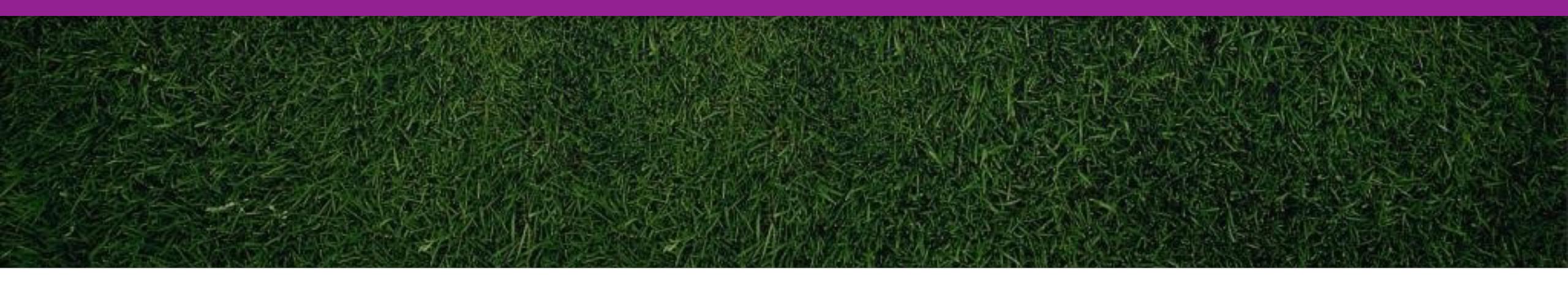
## Brainstorm your AUDIENCE







Write down who the audience is for your pitch;

What do they care about?

What is their biggest challenge?

Are they Conservative or Innovative?

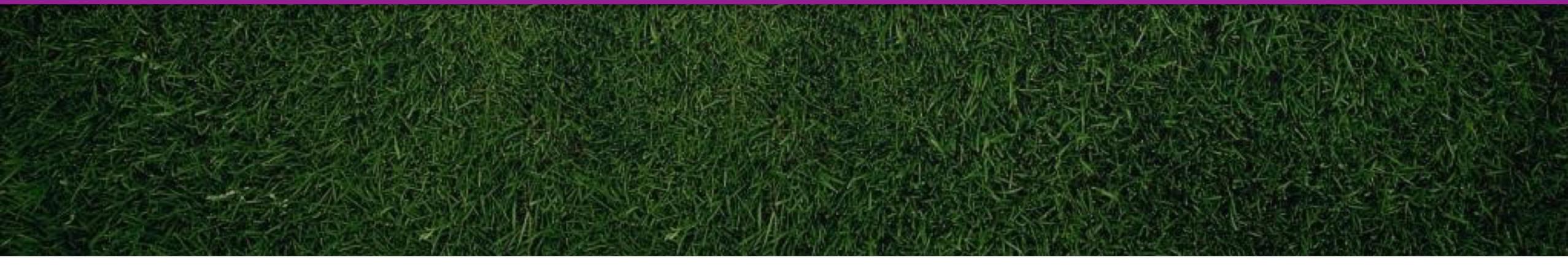
Technical? Do they want to know how it works?

Money focused? Or interested in Social or Environmental Impact?

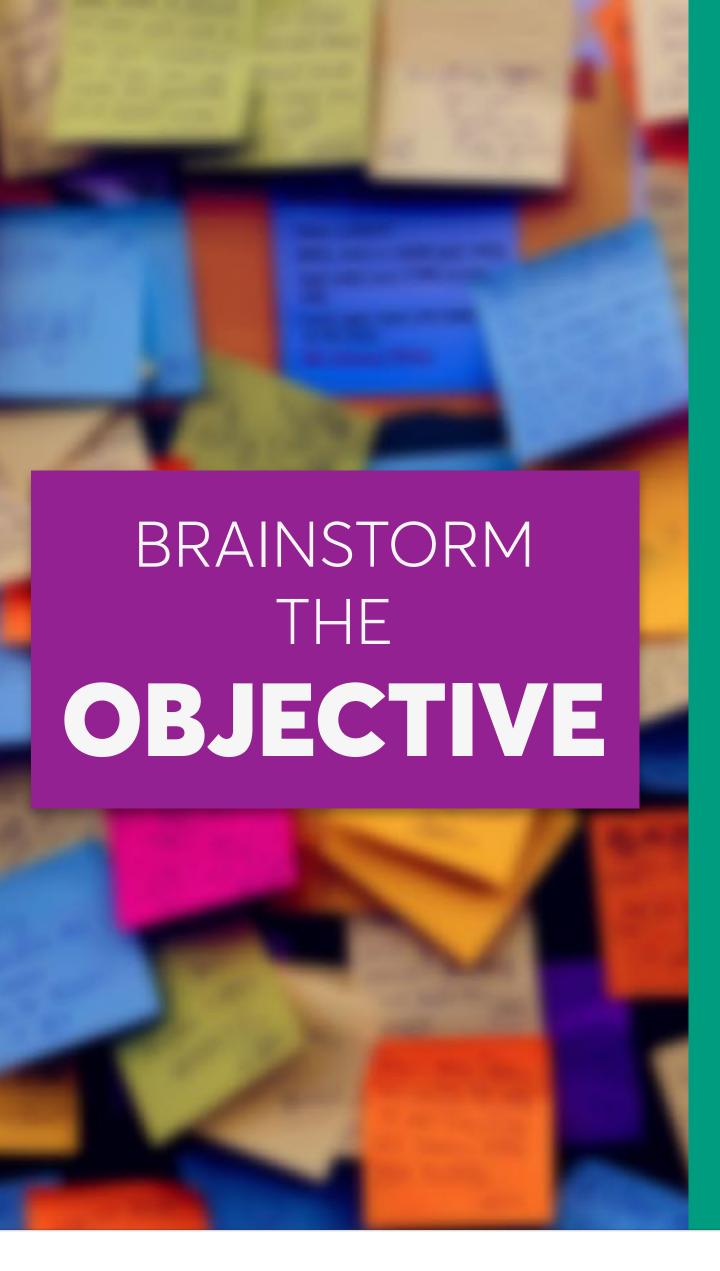
Theoretical or doers?











Write down what you want the audience to do as a result of the pitch;

Have a follow up meeting? Sign a cheque?

Introduce you to a customer?

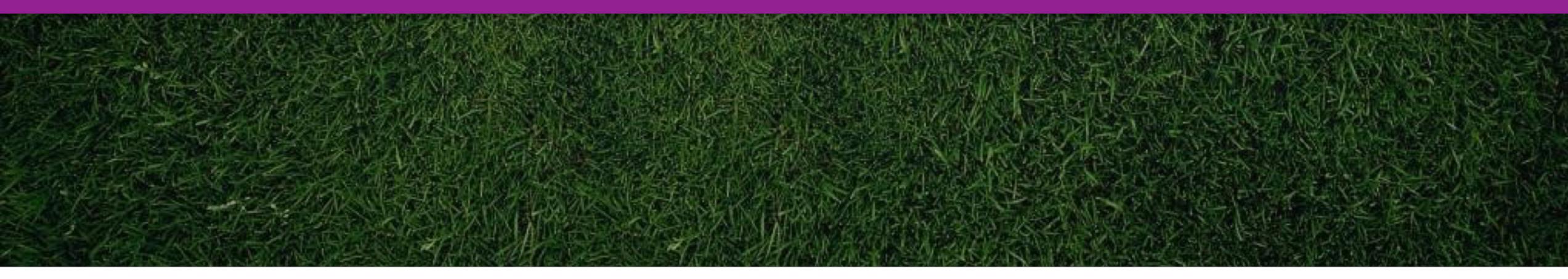
Give you advice?

Visit your website?

Allocate people to work with you?











What industry are you operating in?

What's the basic pain you are solving?

What is the value you are delivering?

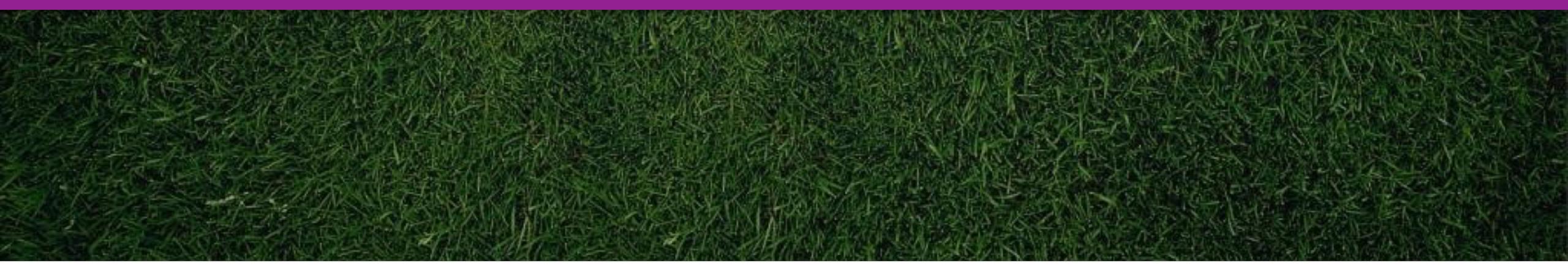
Make sure you are not describing the product!

Remember the example of **WeTransfer**; 'Our mission is to enable the **effortless** transfer of **ideas**, from one **creative** mind to **many**.'

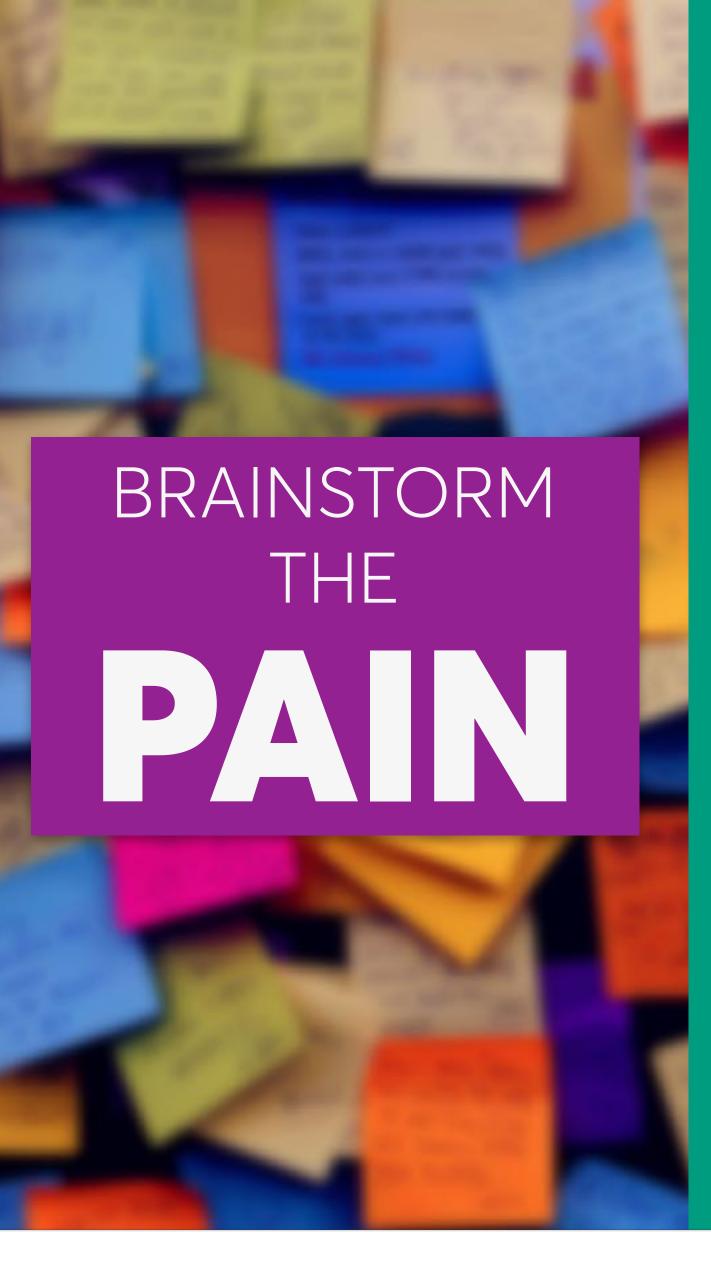
You can review this exercise at the end of the course.



## Brainstorm the PAIN







Who is **experiencing** the Pain? How big is the **market**?

What does the pain result in?

Lost time, lost money, lost customers, more administration, more complexity?

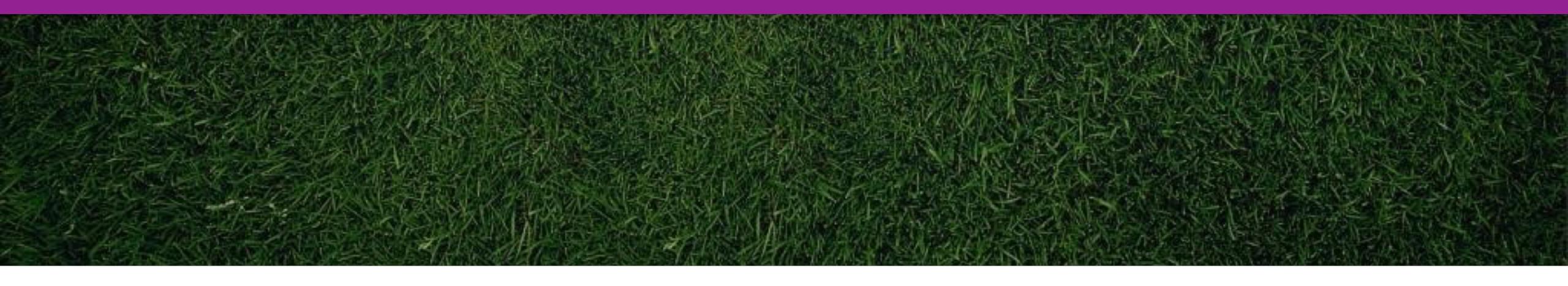
Or negative social or environmental impact?

Write down as many ideas as you can think of

One Post-It Per Idea!



## Brainstorm your PRODUCT







What does your product do?

Physical? Online?

Who does it help?

What technology does it use?

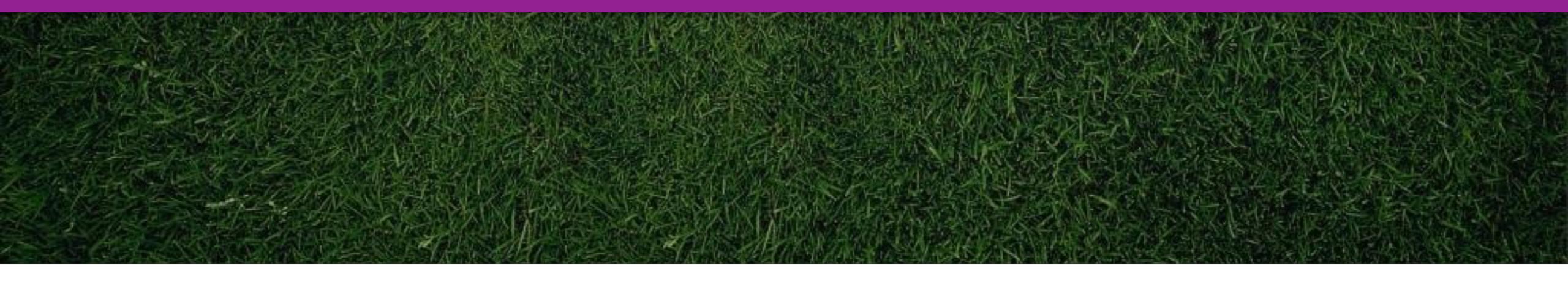
Does it make things **easier**, cheaper, faster, or **more efficient**?

Less wasteful, or better for the environment?

Is there anything unique about it?



## Brainstorm your DEMO







What's the best way to demonstrate your product and the value it delivers?

Animation movie to explain the concept?

Physical? Can you show an actual product?

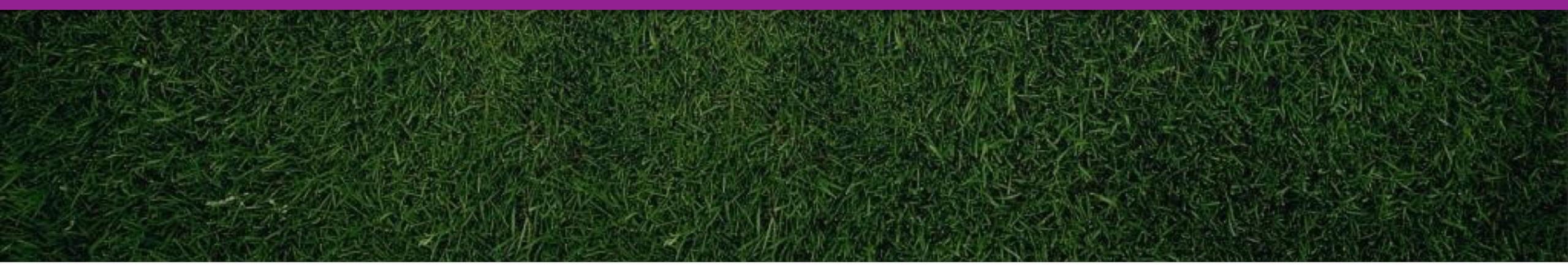
Screen shots of the product?

On-screen movie to show the product in action?

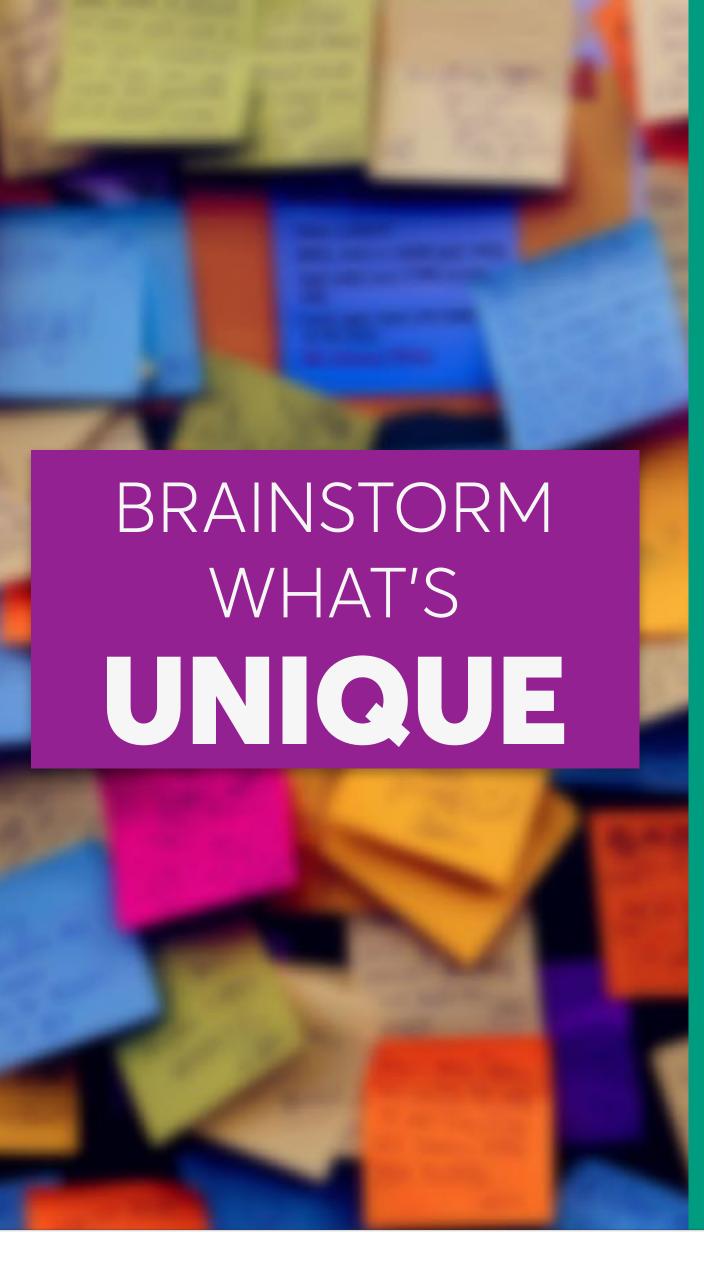
(Don't forget - I don't recommend live demos unless you are 100% sure it will work!)











What makes your product **stand out** from competition?

Is there a unique **technology** - or a unique **use** of existing tech - that you've developed?

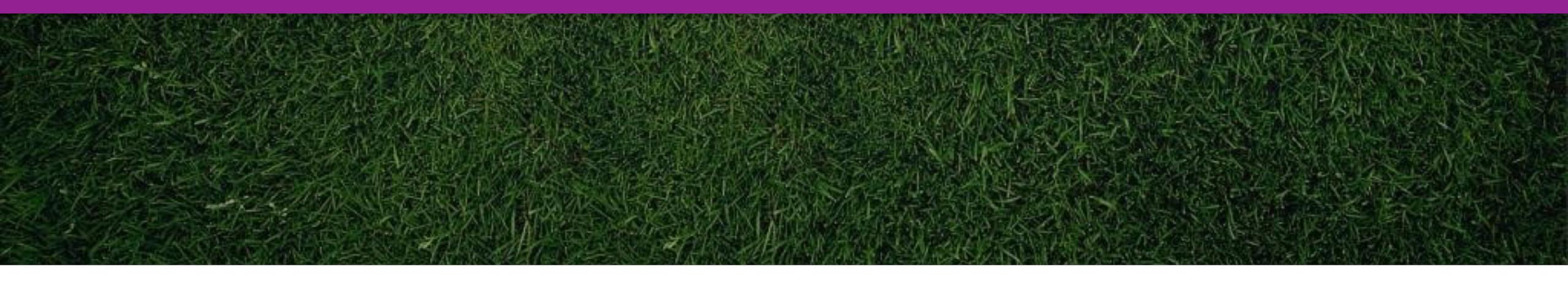
Do you have a unique partnership, or co-creation agreement?

What about **competition** - what's different to current solutions?

Is there one killer feature that sets you apart from competitors?



## Explain your IMPACT











What is the **Social Impact** you make with your solution?

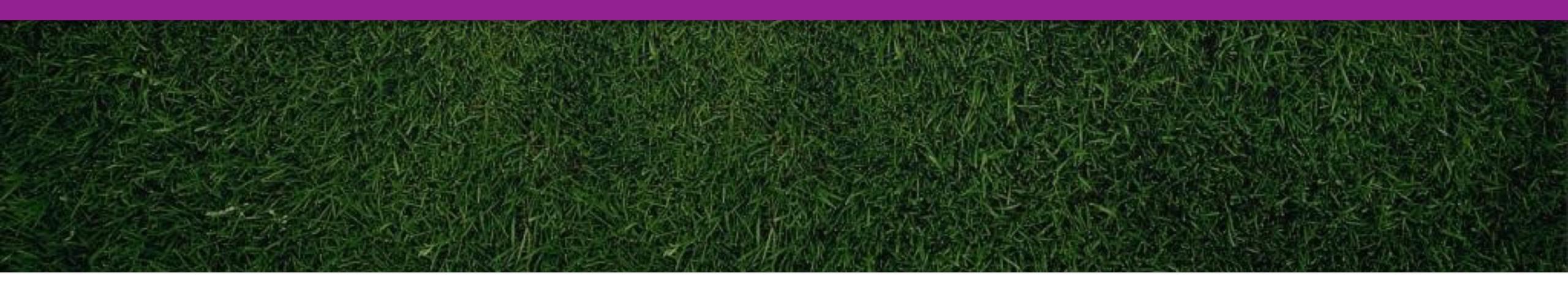
Can you **quantify** the impact? Put **numbers** on how many people are helped, or what kinds of **communities** you make a difference to.

What is the specific difference you make to fashion value chain?

How will that impact grow by winning the prize?



# Do you have CUSTOMER TRACTION?







Do you have paying customers already?

What's the **development** in sales? How are the User numbers developing?

Is there a % growth of revenue/users that you can quote?

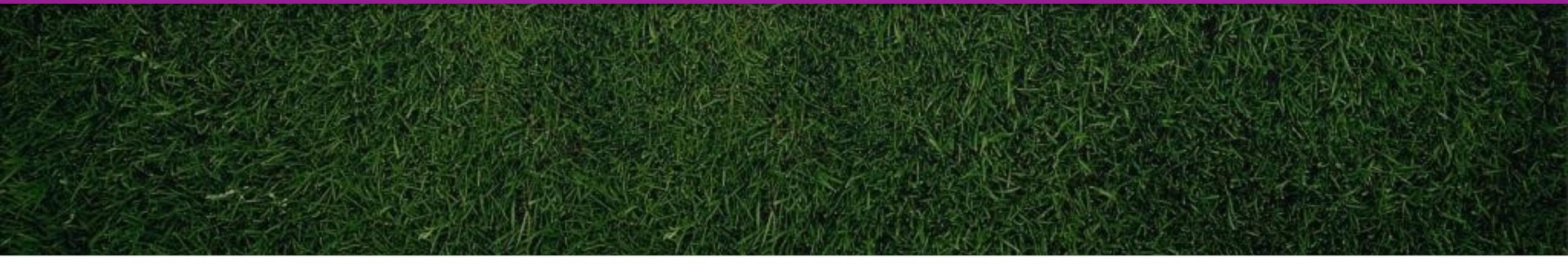
Which brands have you sold to? (B2B)

How many users do you have? (B2C)

Paid pilots are also relevant.











How have you tested this idea?

Have you spoken to potential partners, or clients?

What do they say about your proposition?

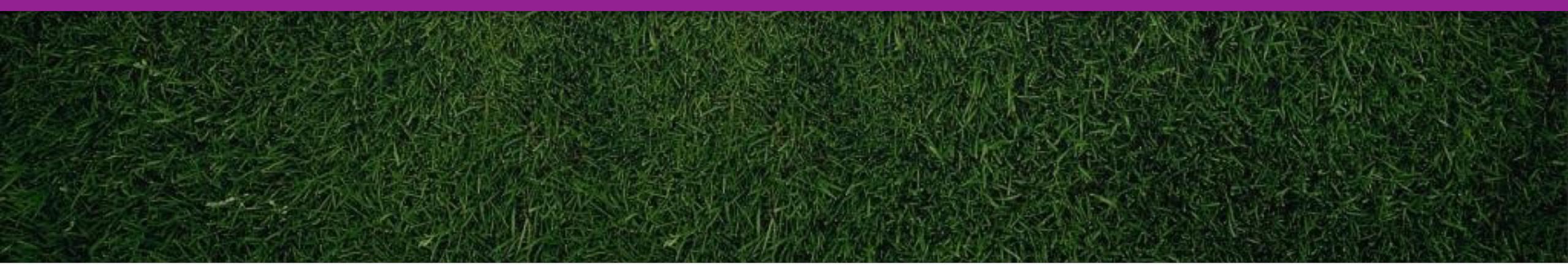
Any pilots in action or completed?

Have you carried out any customer interviews online experiments? If so, how many, and where?

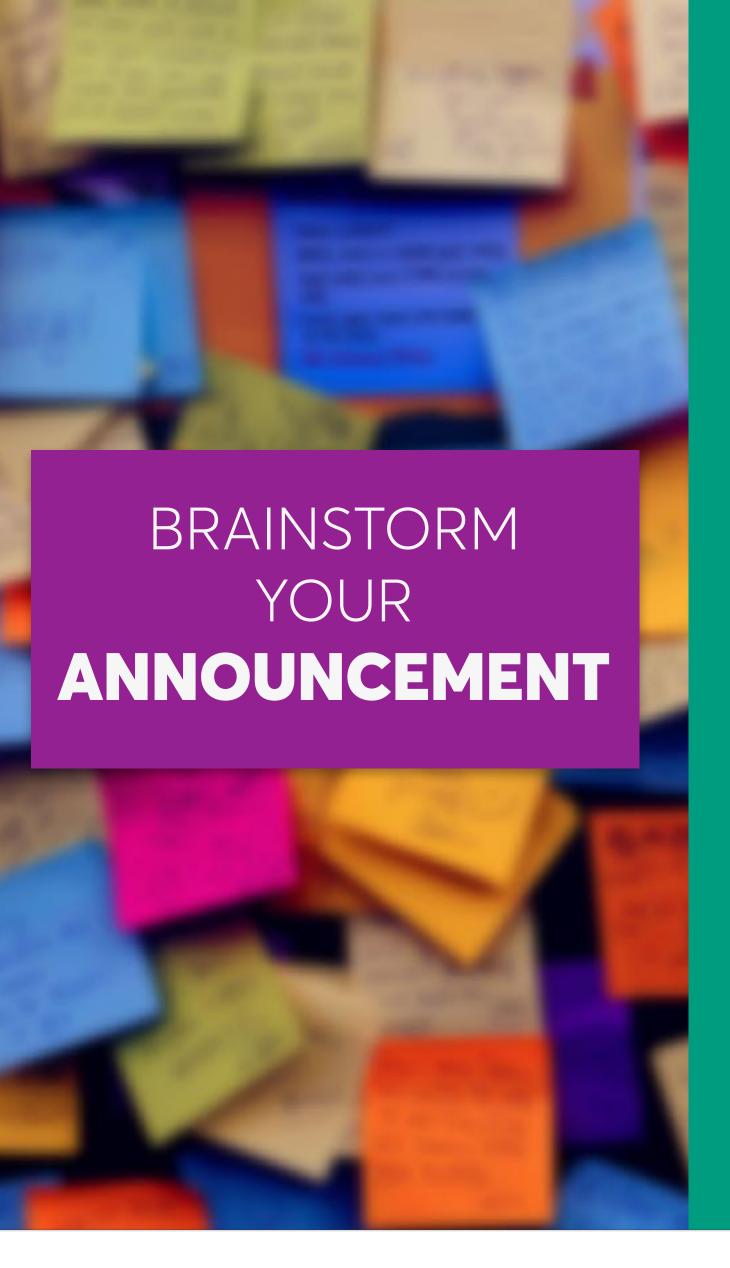
What did you learn? Is there feedback that shows you are on the right track?











Have you reached a significant milestone that is worth announcing?

A deal signed with a major new client?

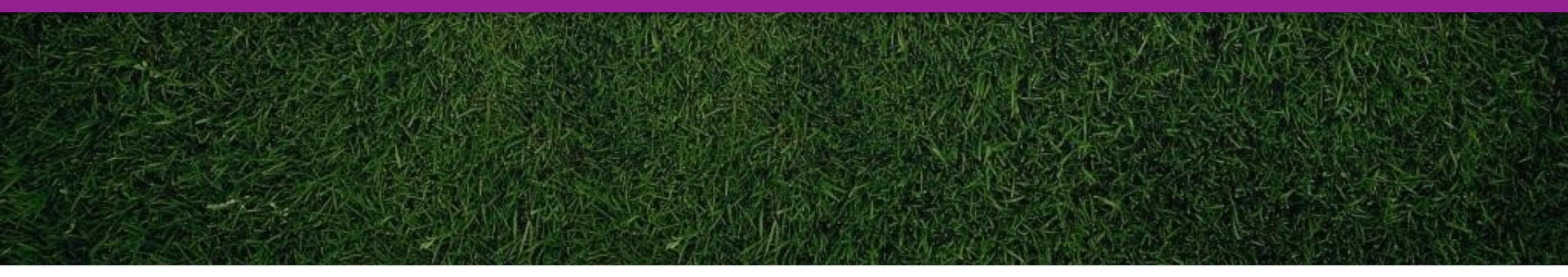
A number of users? A revenue figure?

Write down how you will say it.

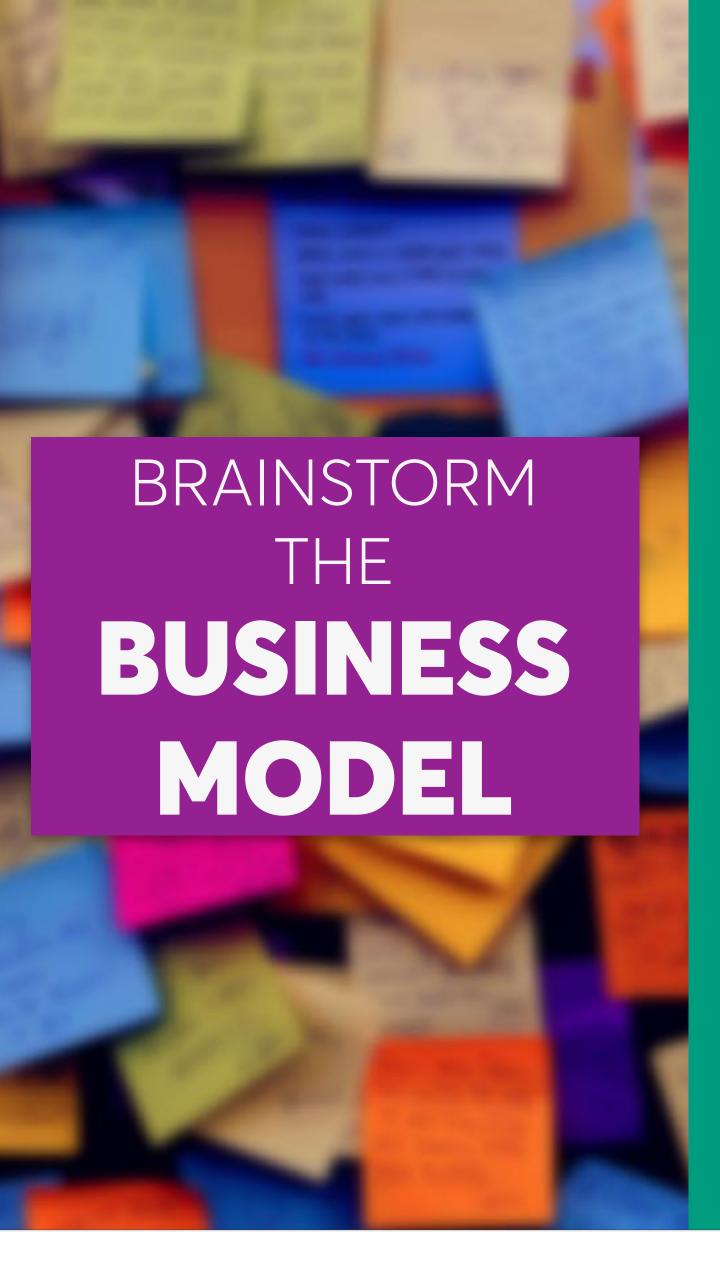
Keep the most **important** word to the **end** - usually the customer name.











What's the mechanism for earning money? NOTE: avoid actual pricing in short pitches.

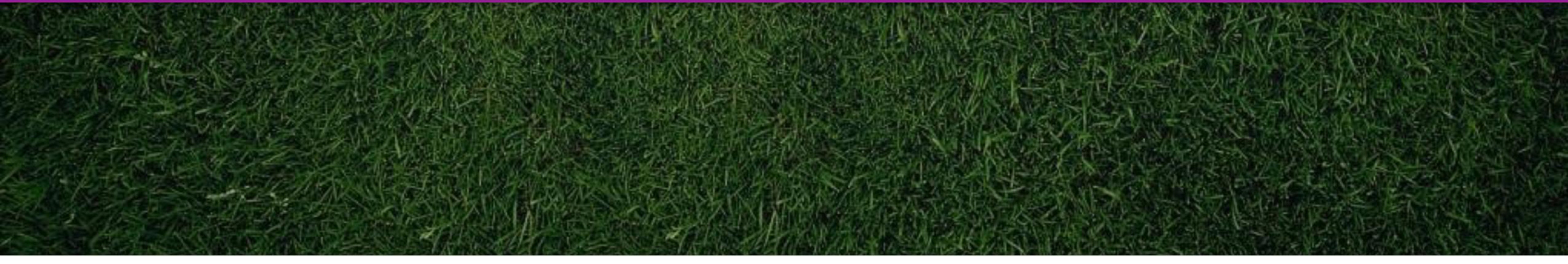
Is it a monthly fee, a yearly contract, and are there any fixed fees?

If you are **testing a number** of business models, don't mention them all!

You can keep this short!











Have you invested money yourself? How much?

How much are you raising now?

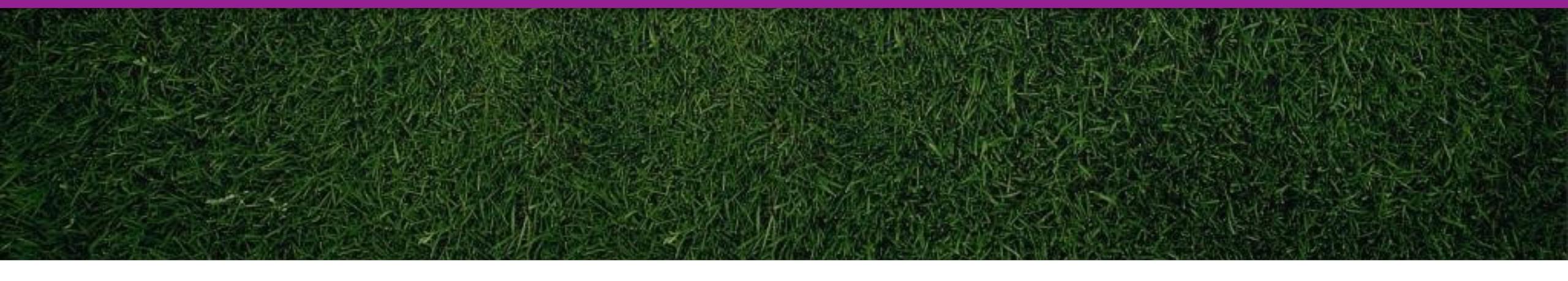
Which three big things will you spend the money on? Keep to the headlines, not the detail!

What milestone will that investment help you reach? User number? Revenue target? Version 2.0 of your product?

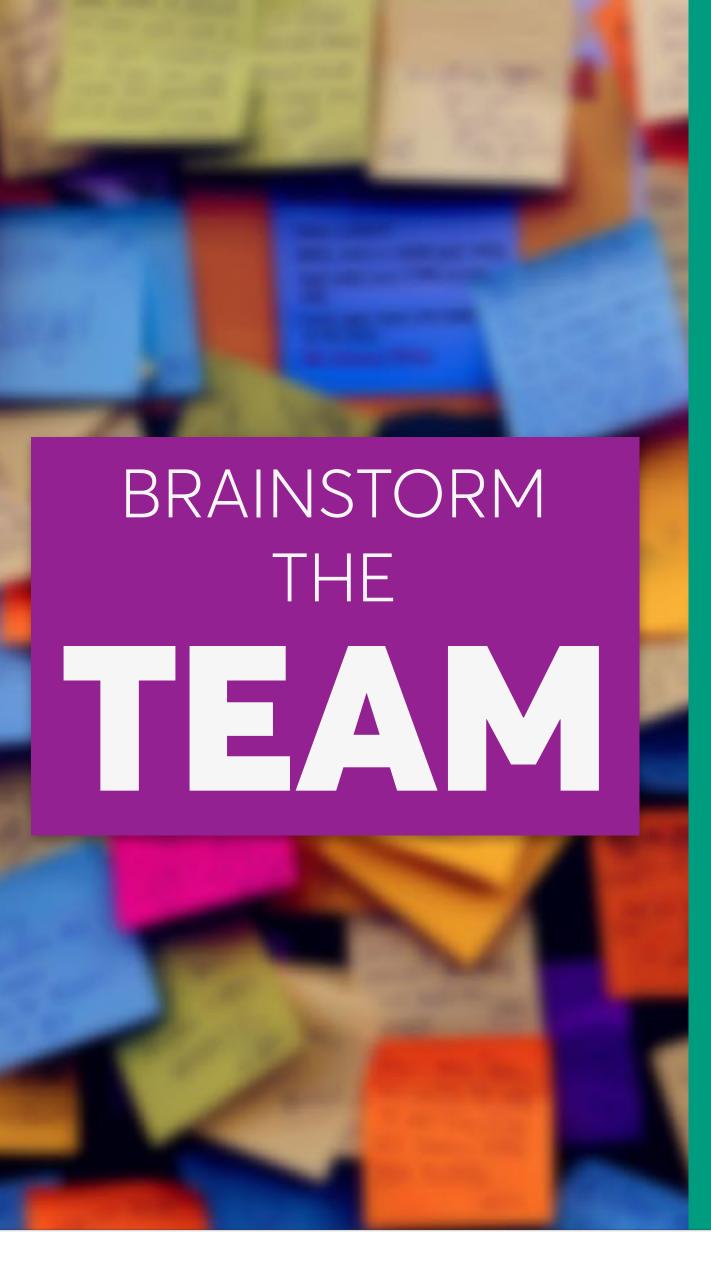
Do you need an investor with industry knowledge/network?



## Brainstorm your TEAM







What makes your team unique?

Do you have significant **experience**, in relevant **industries** or **companies**?

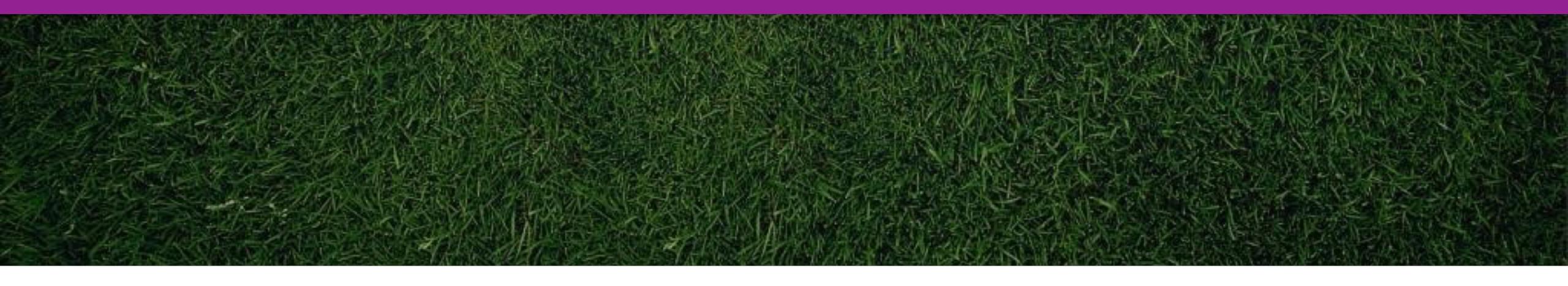
Is there anything that **connects** you as a **team** to the **problem** you are solving?

Is there something about the **character** of the team that makes them **special**?

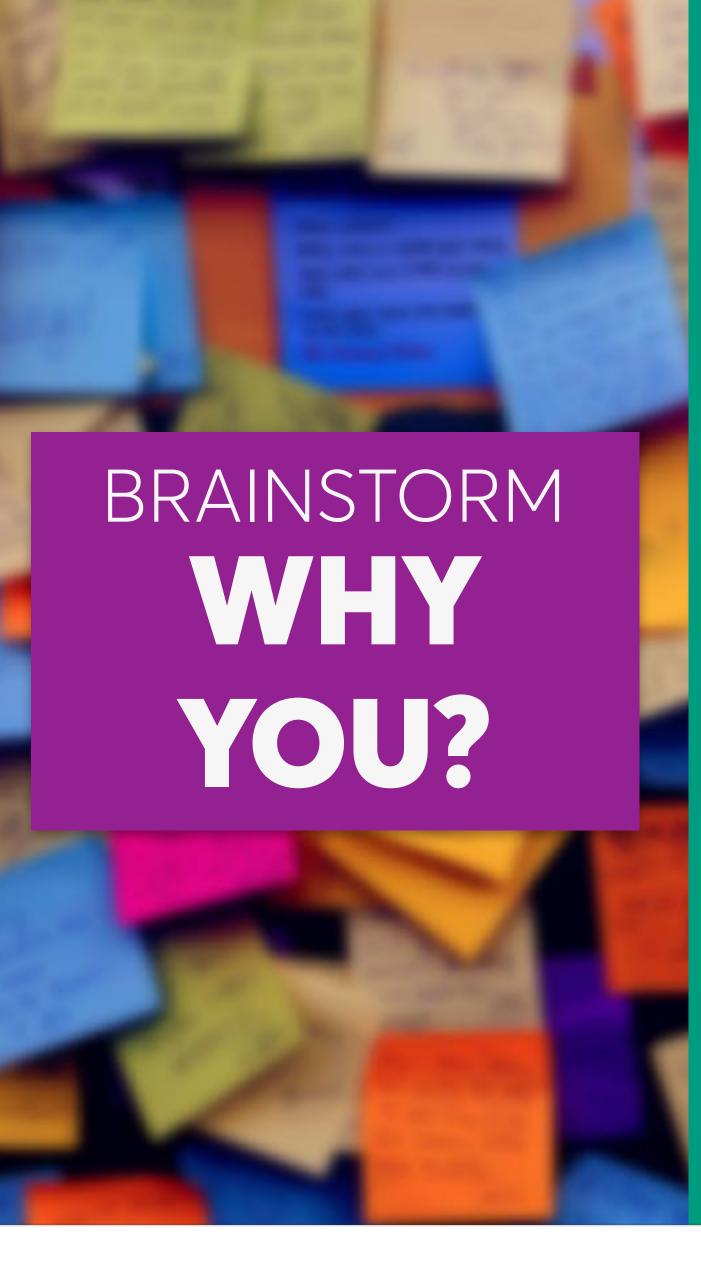
Which one memorable thing can you tell?



## Brainstorm WHY YOU?







Take a step back to ask the question: "Why am I doing this?"

Why are you personally passionate about solving this problem?

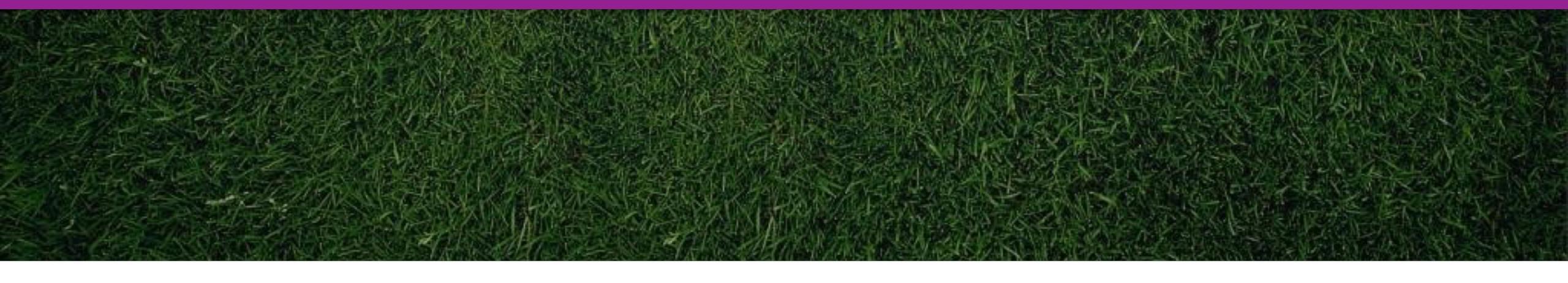
Do you have **personal experience** of the problem you are solving?

What drives you as a person?

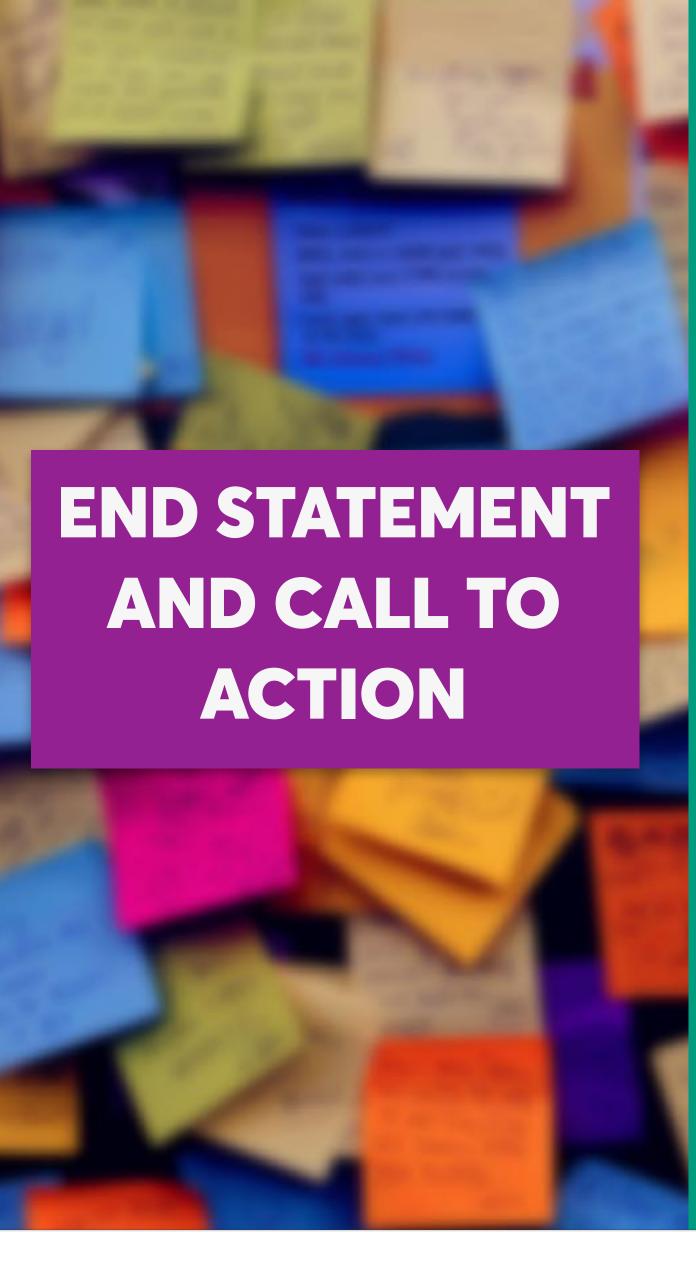
Why do you believe this is important?



## Brainstorm the END STATEMENT & CALL TO ACTION







What will be the **last** 3-4 sentences of your pitch?

What is the thing you most want them to remember? What is your Call To Action?

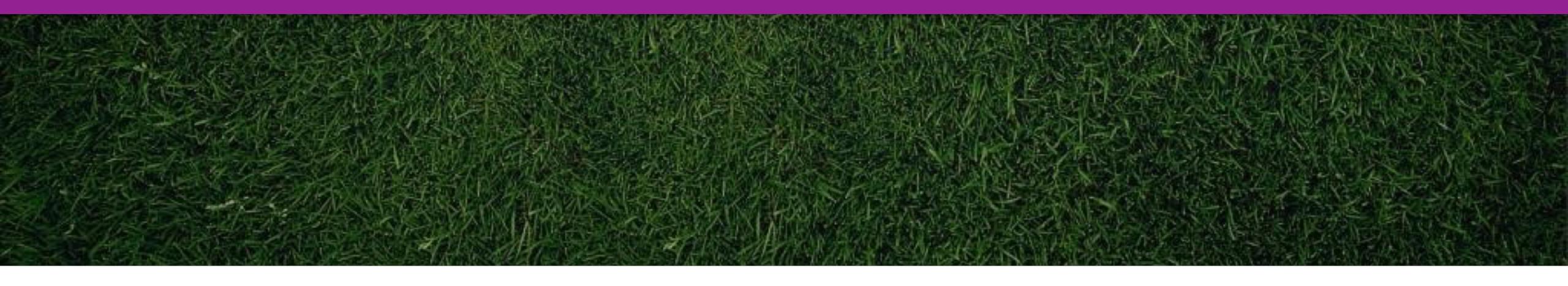
Do you want to remind them of your **name** and **what you do**?

Or do you want to close with your 'I Believe' statement?

Don't forget to say - Thank You!











Build your **storyline** with Post-Its **before** writing the script in Word

Gather together and review the Post-Its in each brainstorm exercise so far

Which items in each block of brainstorming - pain, product, traction etc - are essential?

Remember - select according to Audience,
Objective and Time Available

Organise into chapter headings and content (see image below)











How can you gain their **attention** in the first **twenty** seconds?

Remember the two questions to be answered;

- Is this person professional
- Do I want or need to know more?

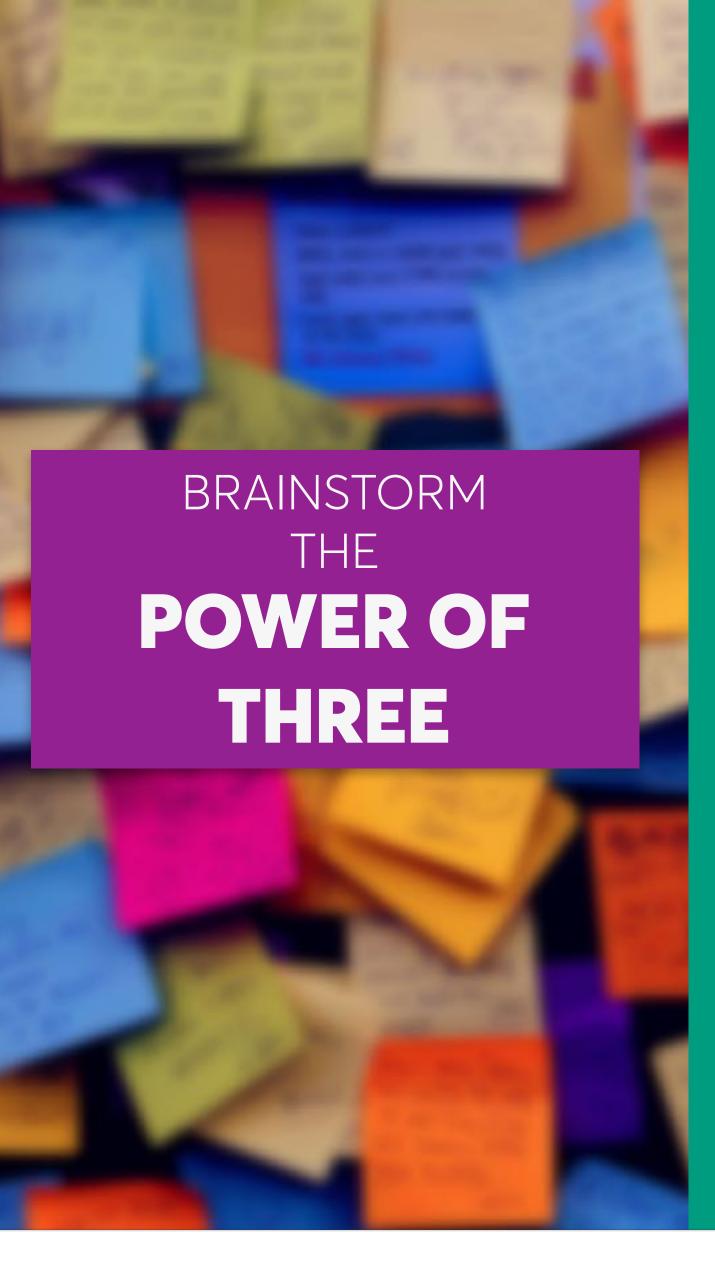
Can you mention some **traction** in the first sentence?

Can you quantify the pain you are solving?









Is there a part of the pitch which gets too detailed?

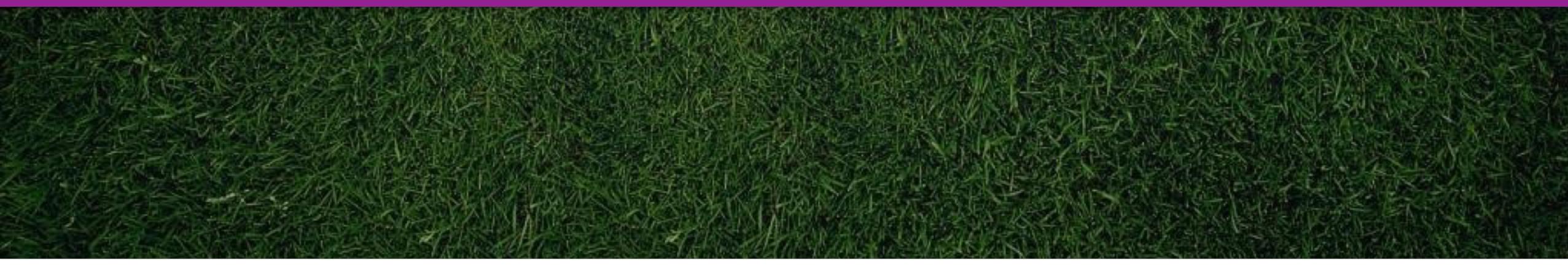
Can you **reduce** it down to three points to explain?

Are there three things you can focus on about your product, or the pain you are solving?

What are the **three things** you really want them to **remember** about the whole pitch?











Go through every sentence of the script.

What are the words that change the meaning?

Which words do you want to emphasise?

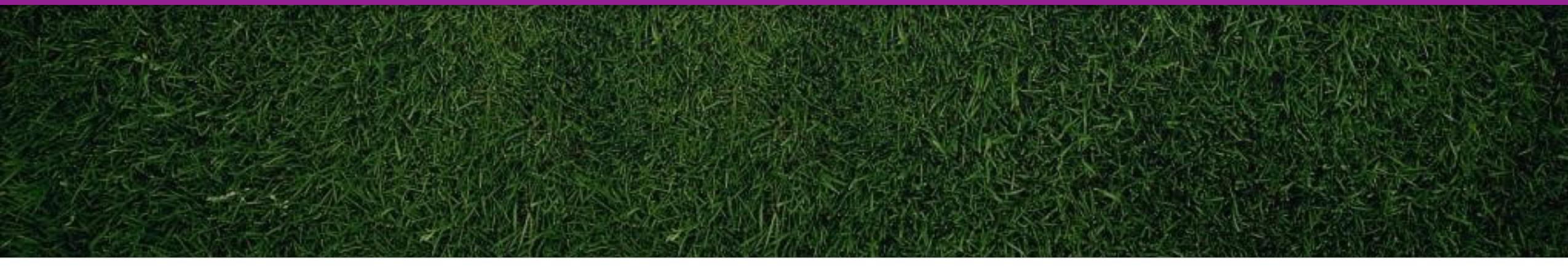
Underline the words that matter to you

Read the script out loud with energy and emphasis on those key words.

Record and listen to yourself to ensure you focus on the right words.











As you write the script, read it aloud.

Are these the words you would **normally** use, if talking to a friend over coffee?

Is this spoken language, not written language?

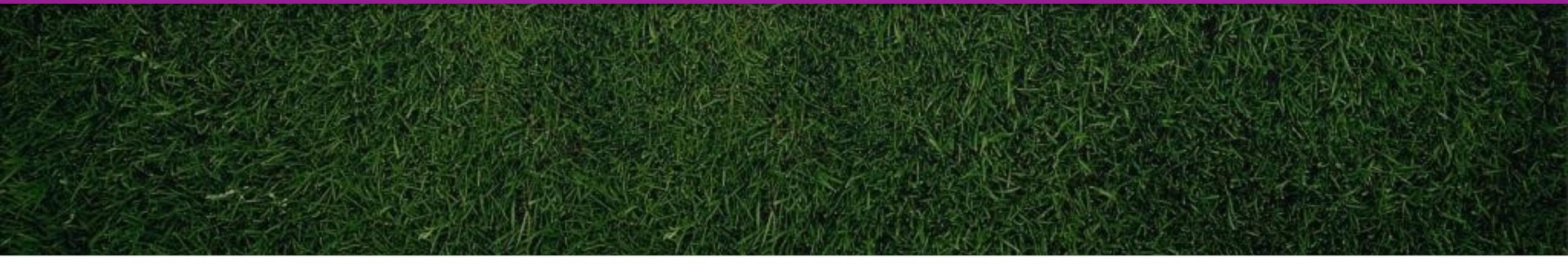
Read it aloud to a colleague or trusted friend.

Ask - what stood out, what did you not understand, one friendly piece of advice for improvement?

Review their **feedback** and make changes in the script where **you** think it's needed.











When you've **learned** the pitch, **film** yourself delivering the pitch.

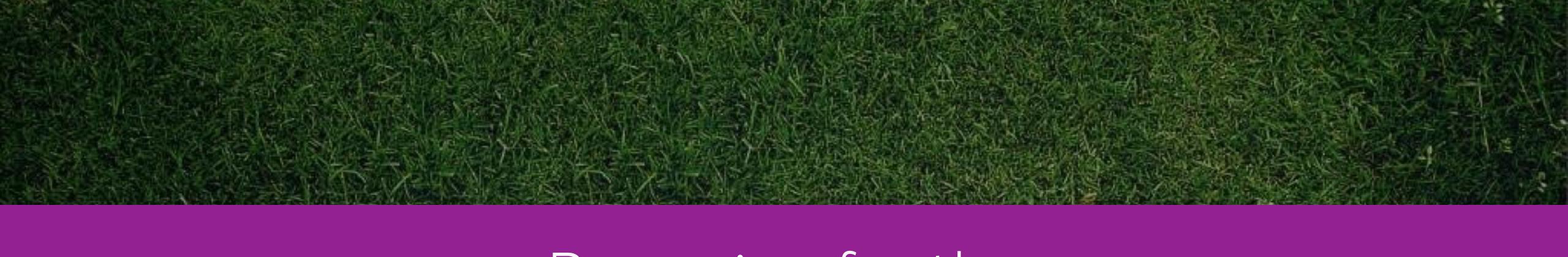
Watch the film as objectively as you can!

Are you doing anything that distracts the audience? Hand gestures, the way you stand, fill words, unclear speech, too fast?

Are you **emphasising** the words you want to make the **focus** of the audience's attention?

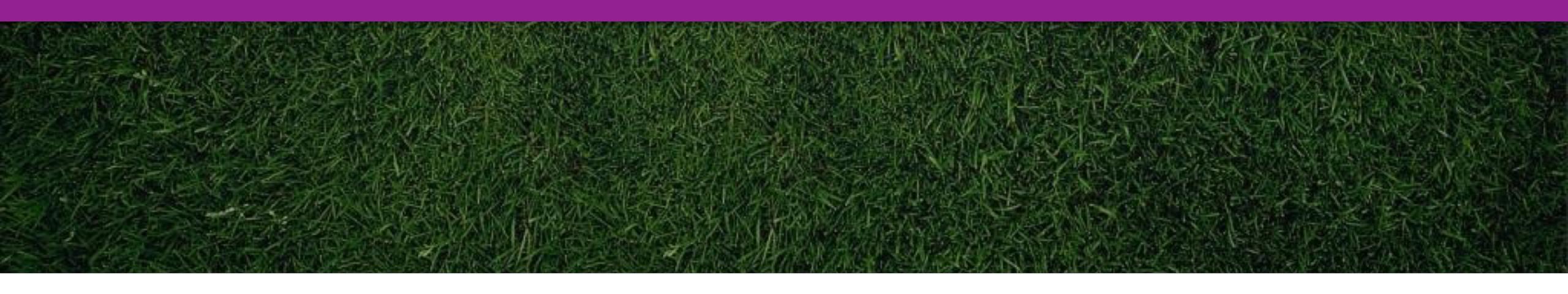
Do a new run-through, focusing on improvements.





### Preparing for the

# QUESTION & ANSWER SESSION





# GAATIPS

Listen to the last word of the question

Take a
moment
before you
answer

Write down the questions you don't want to be asked!





# GGATIPS

