

NAME:

DATE:



# DESIGNING THE PITCH CONTENT

## YOUR 'WHY'

Why does your business exist? Use keywords and bullet points to outline your answers. TIP: Connect the business idea to a global phenomenon (e.g. a megatrend). Show the larger mission you are on and your corporate values. Impress with urgency and scale. COMMON MISTAKE: sticking to a superficial need and not digging deep enough.

WHY DOES YOUR SOLUTION MATTER TO THE SOCIETY?

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WHY DOES YOUR SOLUTION MATTER TO THE CUSTOMER/END USER?

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HOW DOES THE SOLUTION RELATE TO YOUR PERSONAL VALUES AND MOTIVATION IN LIFE?

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# DESIGNING THE PITCH CONTENT

## YOUR 'HOW'

How do you bring added value to your customer, end-user or the society at large?

TIP: Think about how to use storytelling and incorporating your customer personas in the pitch. Consider your audience when choosing the type of language you use. A skilful presenter varies between pragmatic and emotive language.

Pragmatic description: popular benefits include saving time or costs and increased efficiency. Emotive description: Benefits are often described based on the emotional needs of the customers or end-users, and through the problems the project solves.

COMMON MISTAKE: ignoring your unique value proposition.

HOW DO YOU BRING ADDED VALUE  
TO THE CUSTOMER/END-USER?

HOW DO YOU BRING ADDED VALUE  
TO THE SOCIETY?

PRAGMATIC  
DESCRIPTION

EMOTIVE  
DESCRIPTION


# DESIGNING THE PITCH CONTENT

## YOUR 'WHAT'

What is your project actually about? Write out complete sentences. Edit, and edit again.

TIP: Use as simple language as possible. Use active voice instead of passive, and remove any hesitation ("We disrupt" instead of "We aim to disrupt").

COMMON MISTAKE: being too technical, using too much noise (unnecessary words), overcomplicating the language.

THE PRAGMATIC DESCRIPTION: A SHORT DESCRIPTION OF THE PRACTICAL PRODUCT OR SERVICE YOU OFFER.

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THE EMOTIVE DESCRIPTION: A SHORT DESCRIPTION OF THE EMOTIONS THE USER OR CUSTOMER HAS WHEN BENEFITTING FROM YOUR PRODUCT OR SERVICE.

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THE VALUE-BASED DESCRIPTION: WHAT IS THE LARGER IMPACT OF YOUR BUSINESS? WHAT IS YOUR UNIQUE VALUE PROPOSITION THAT DISTINGUISHES YOU FROM THE COMPETITION?

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YOUR BUSINESS IN ONE SENTENCE:

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# DESIGNING THE PITCH CONTENT

## THE PITCH STRUCTURE

Use this template to outline the key points in your pitch. Strengthen your argument with numbers and statistics. Tailor the content according to your audience.

### **GREETING**

CHOOSE THE WAY YOU GREET YOUR AUDIENCE. NEED FOR FORMALITY? HOW DO YOU SHOW YOUR PERSONALITY?

### **PHENOMENA**

DESCRIBE THE OPPORTUNITY AND PHENOMENA WHICH EXCITES PARTICIPATION, YOUR 'WHY'

### **SOLUTION**

DESCRIBE THE SOLUTION YOU HAVE CREATED TO GRASP THE PHENOMENA-BASED OPPORTUNITY, YOUR 'HOW' AND 'WHAT'

### **MARKET AND STRATEGY**

DESCRIBE THE MARKET OPPORTUNITY, THE COMPETITORS AND GROWTH OPPORTUNITIES.

### **UVP**

DESCRIBE YOUR UNIQUE VALUE PROPOSITION AND WHY YOUR PRODUCT OR SERVICE IS SUPERIOR TO THE OTHERS IN THE MARKET.

### **TRACTION**

EXPLAIN YOUR WORK AND MAIN ACHIEVEMENTS SO FAR.

### **TEAM**

DESCRIBE YOUR TEAM AND WHY IT IS THE BEST TO GROW THIS BUSINESS.

### **ASK**

SHARE HOW OTHERS CAN BE A PART OF THE JOURNEY.

### **THANK YOU**

DON'T FORGET TO THANK YOUR AUDIENCE.