PITCHING

Statements, situations, and considerations
Goals

• Get to the next minute

• Questions are good

• Get better (between speed dating and applying to jobs)
When to pitch

- Job interview
- Investor presentation
- Internal project proposal
- Audition
- What else?
10 minute practice in groups
Modular Approach

IKEA – Do you need all those shelves right now?

Neil Peart – Can you handle 20 drums?
Guy Kawasaki
Chief Evangelist for Apple
Not just stagecraft—substance

- 10 slides
  - Greatest hits

- 20 minutes
  - Or shorter!

- 30 point font
  - Big, broad items for you to detail
2-minute pitch

• Identify market opportunity

• Key success factors for building business

• Revenue to date, future plans

• Team or personal quick bio

• Ask for questions
2-minute pitch

• Confidence/Enthusiasm

• Focus/Passion

• Call to action/connection/discussion

• Excitement and knowledge-> good pace, concise
10 Slides

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action
Steve Jobs

• Peep the iPhone technique
  • Focus on delivering what the audience expects
    • Make them spread the word

• Something new
  • Excites
  • Memorable
  • Nice to be first to know it
Steve Jobs

- Slide design is key
  - One major point per slide
  - Great when you have images!

- Rhythm
  - Pick the right pace

- Repeat, repeat, repeat
  - “We love our users.”
10 minute practice in groups
Key takeaways?