

RESOURCE 2: 1-MINUTE PITCHES

"Never invest in a business you can't understand." Warren Buffet

The art of effective pitching determines whether investors see potential in your product or service and are prepared to hand-over money for the development of your opportunity. Pitching and presenting your business opportunity, demonstrates your ability to understand the product or service you are trying to develop/sell and your skills in being able to inform and persuade an audience.

Let's begin by asking three questions that you need to consider:

What is the purpose of the presentation?	
What information are you trying to convey?	
What audience is the presentation for and what is the objective of the presentation?	

In other words, you need to determine what you are presenting, why you are presenting and to whom you are presenting. Once you have successfully been able to answer those three questions, you will be in a better position to choose language, images and statistics to inform and persuade your audience.

Typically, when we want to persuade an audience, we can consider including the following techniques to engage them.

Think of **A FOREST**:

- A** – Anecdotes
- F** – Fact
- O** – Opinion
- R** – Rhetoric
- E** – Explanation
- S** – Statistics
- T** – Three (rule of)

In order to put a clear and effective presentation together, less is often more. Too much unnecessary information (and very dense text) with too many visuals or moving images on a presentation are likely to distract the audience rather than keep them engaged. When writing your presentation, you need to ensure that the words you speak are coordinated with the slides. Typically, business presentations should not be more than about 10-12 slides, otherwise you have not communicated clearly or succinctly enough.

RESOURCE 2 (CONTINUED):

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Your verbal presentation should include information on the following:

1. **What is your name? (1 slide)** Company name or a brand name for our innovative idea. A memorable name is a surprisingly effective way of raising the profile of an innovation within an organisation.
2. **What problem/s are you solving? (1 slide)** Begin your story by outlining a clear and important unmet need for specific users. Use a dramatic fact or personal anecdote in the pitch presentation.
3. **How you are going to solve this problem? (1-2 slide that can include an image of your prototype/MVP)** Here we describe how your product or service satisfies a customer's need. You need to articulate exactly how your idea works, using plain and non-technical language. At this point it is advisable to mention any potential negatives and give reasons why they are not an issue.
4. **What is your business model? (this may be up to 6 slides where there is a focus of each of the components of the business model: customer segments, marketing channels, distribution, costs and revenue streams, resources required and business activities, potential partnerships)** In this part of the presentation, you will discuss how you have put your business model together in order to get your product or service to market.
5. **Why are you different? (1-2 slides)** Define your competition and describe how your innovation has competitive advantage over other existing products/services in the market. Differentiation through competitive advantage or niche market benefits must be presented.