



Balkan Women Coalition vol. II

Social Start-Up Booster for Supporting Female Entrepreneurship in Balkans

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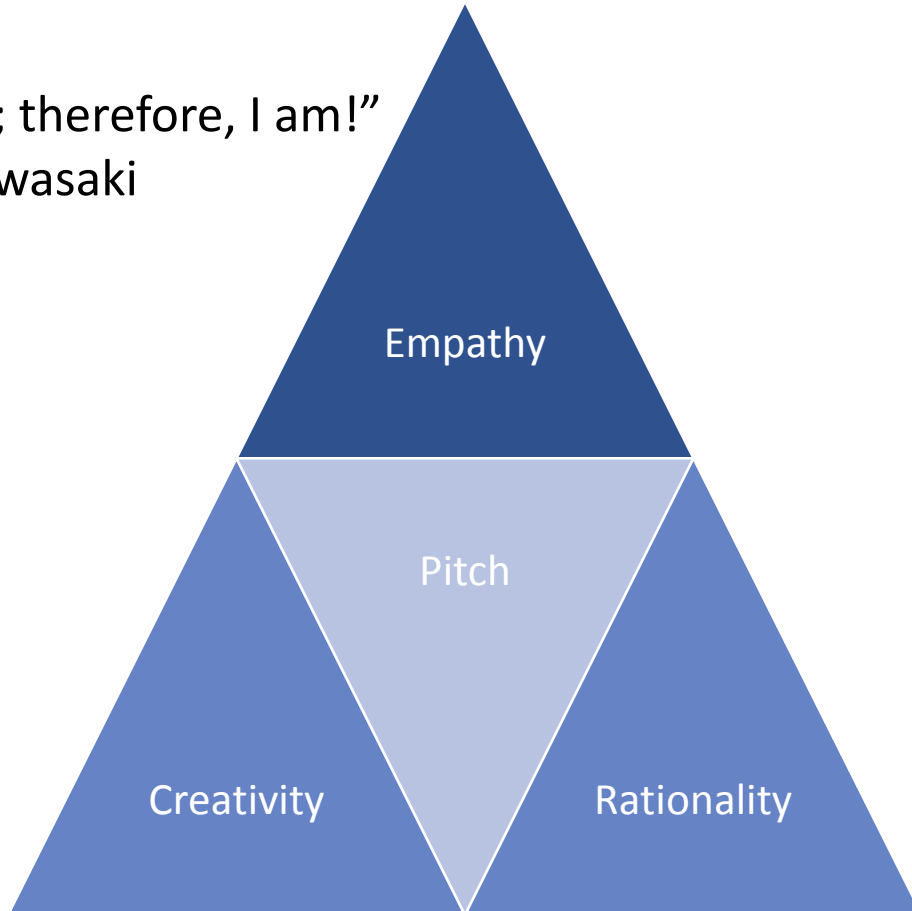
Module: Pitching of Business Ideas

ABW – N. Macedonia

March, 2022

Part 1 – Introduction: What is pitching?

“I PITCH; therefore, I am!”
- Gay Kawasaki



- **Pitching:**
- Is a **summary** used to **quickly and simply define or introduce** a product, service of organization and its value proposition.
- Should spark **interest**, be **brief, persuasive** and **memorable**, and show the **advantages + uniqueness** of your idea.
- “**Who the hell are you and why should I pay attention? / What’s in it for me?**”
- Is about **convincing and winning people** for you and your idea, attract **investors, co-founders, employees** and **fine-tune the idea**

Who does the pitching?



Where/when do we pitch as entrepreneurs?





Types of pitching?

The MVP (minimal viable pitch)

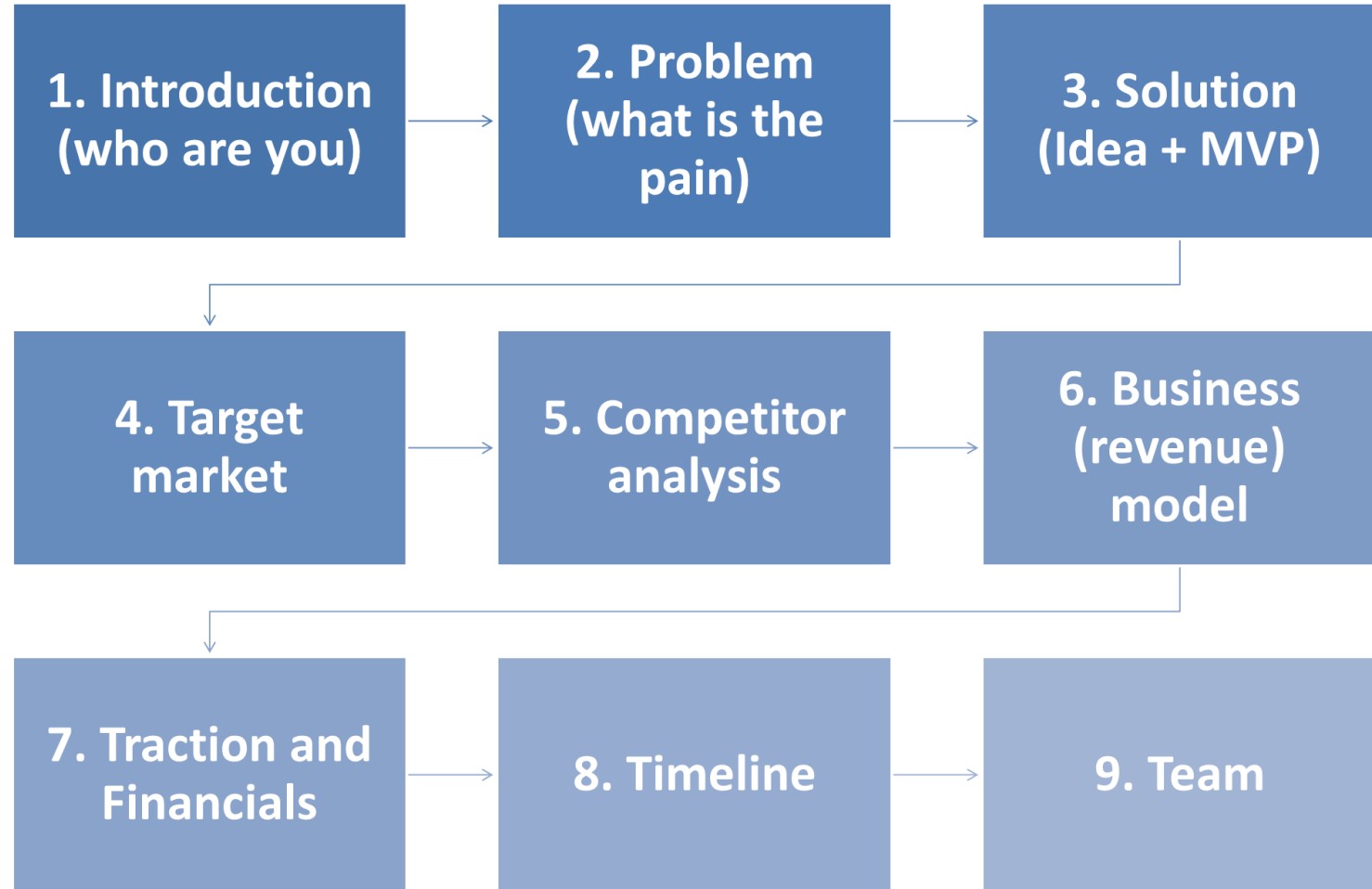
- **Who** (are you)?
- **What** (is the problem, need and solution)?
- **Uniqueness** (value proposition)?
- **Why** (are you pitching/what do you want – call to action)?

	Elevator	Competitive	Investor
Duration	< 1 minute	3-5 minutes	Max 20 minutes + Q&A
Purpose	To interest	To excite	To inform
Usage	Every day	Occasionally - when there is a competition, and you need \$	When you need \$
Format	Clear/KISS	Structured	Data intensive

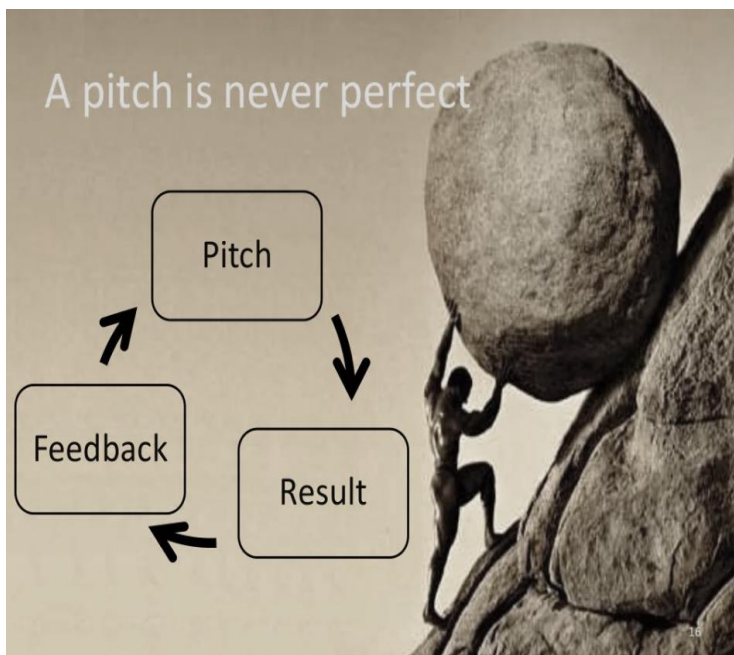
Part 2 and 3

Key components of pitching – pitch anatomy

- How to create a great pitch?
- Questions your pitch should answer?



Tips for pitching



Tips for pitching (do's and don'ts):

1. Tell a story
2. Grab attention – don't be boring!
3. Practice timing - don't waste time!
4. **Use the key components of pitching for the Pitch deck (10:20:30)**
5. Present the unique feature
6. Pitch – don't sell (less is more/KISS)
7. Ask for what you need - don't forget the call to action
8. Include social proof – don't say everybody will love it!
9. Present the team - investors invest in people, not only ideas.
10. Practice, integrate feedback and practice again!



Conclusions and Feedback

1. What did we learn?
2. Can you use the knowledge from the workshop in future?
3. Did you have a possibility to participate and interact?
4. How did you feel?
5. Comments and recommendations?
6. Fill the evaluation form (provided in print).