

**Prof. Tamara Jovanov Apasieva**

# **Pitching of Ideas**

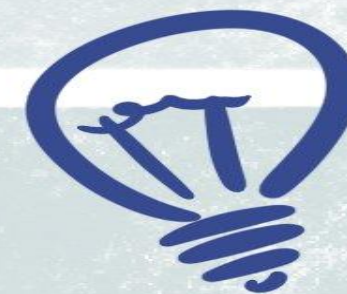
**TCP Workshop**

**Greece, December 2022**



# WW

# PITCHING OF IDEAS



\* or how to give the right attention to your ideas



Who the hell are you and why should I pay attention?

Who are you?

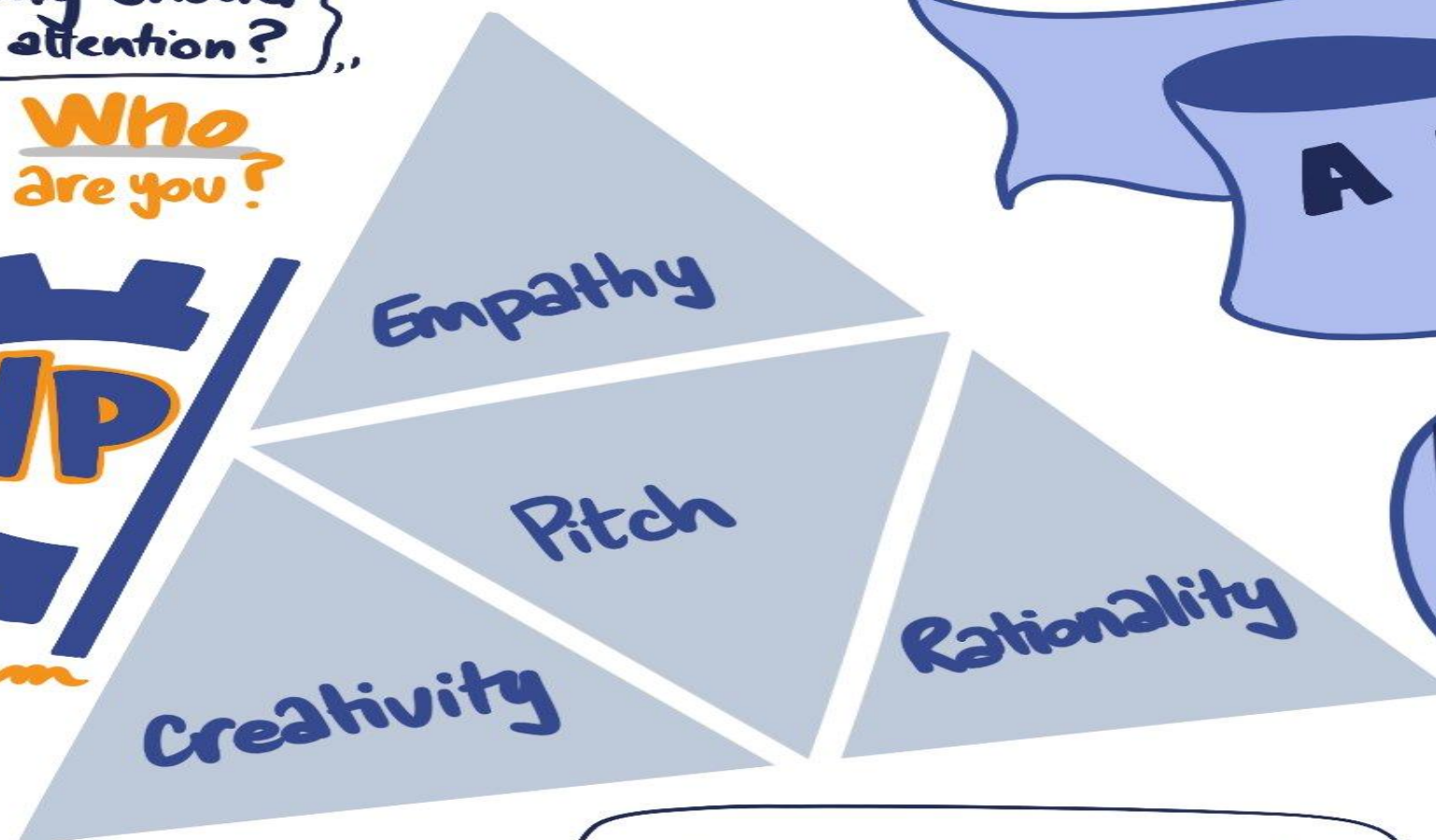
What is the problem, need, solution

Uniqueness  
value proposition

Why are  
pitching,  
to action



minimum  
viable  
pitch



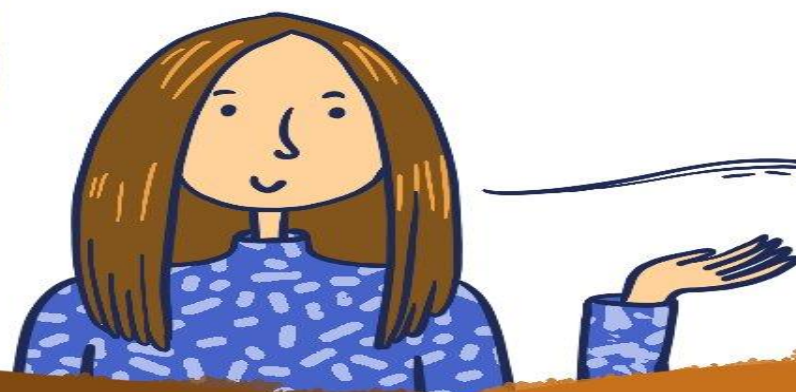
A Pitch is never perfect

Integrate feedback  
Practice  
Practice again

Grab attention!  
Don't be boring

CALL TO ACTION

#TCPGREECE



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IOANNINA 2022



# Additional reading

