



# Pitching of (Business) Ideas

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Introduce  
yourself in one  
sentence.

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**Q 1: The aim of pitching is to:**

- a. Sell the product
- b. Gain attention and interest (from an investor)
- c. To take care of customers

**Q 2: When telling your story, it is more important to:**

- a. Relate to the problem of the target group
- b. Focus on your background
- c. Talk about financials

**Q 3: When outlying the solution, you should:**

- a. Be as detailed as possible
- b. Keep it short and simple
- c. Discuss your involvement with other companies

**Q 4: When choosing your target market, you should:**

- a. Target as small area as possible
- b. Target as large area as possible
- c. Target the whole world

# Pitching Quiz

**Q 5: When pitching to investors you should discuss:**

- a. Exit strategy
- b. Go-to-market strategy
- c. Personal debt

**Q 6: For customer acquisition, you should discuss:**

- a. How you plan to reach your customers
- b. Ask for guidance on how to reach customers
- c. Both

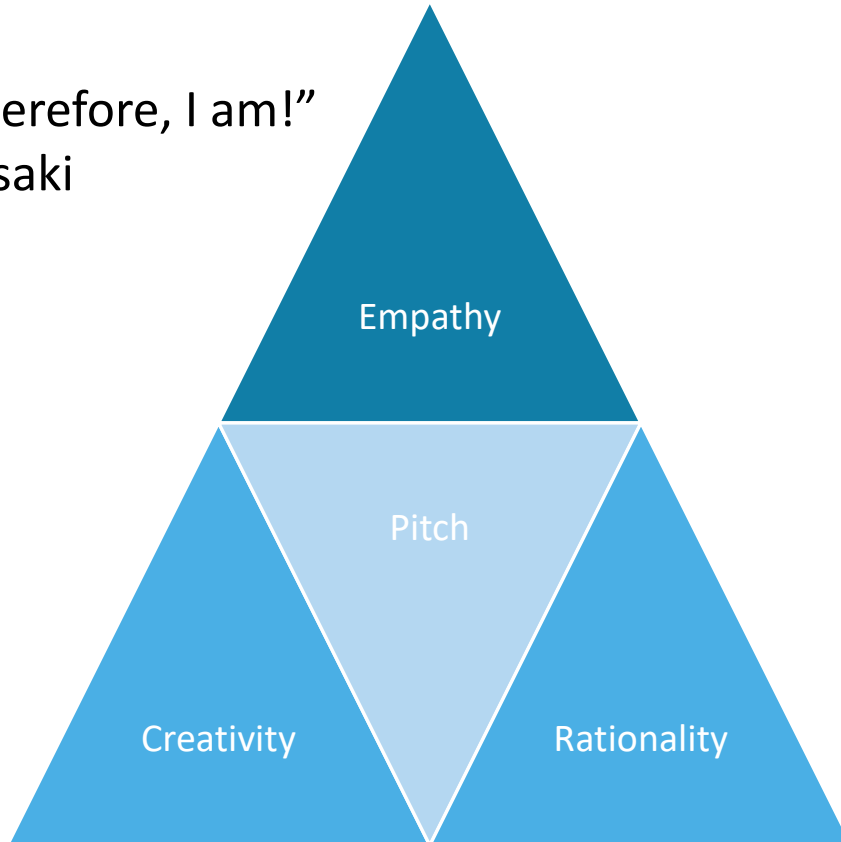
**Q 7: When pitching to investors, you should:**

- a. Dress in a suit
- b. Dress casually
- c. Dress how you feel comfortable

# Pitching Quiz

# What is pitching?

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



## Pitching:

- “Who the hell are you and why should I pay attention? / What’s in it for me?”
- A **summary to quickly and simply define or introduce** a product, service or organization and its value proposition.
- It is about **convincing and winning people** for you and your idea, attract **investors, co-founders, employees** and **fine-tune the idea**.



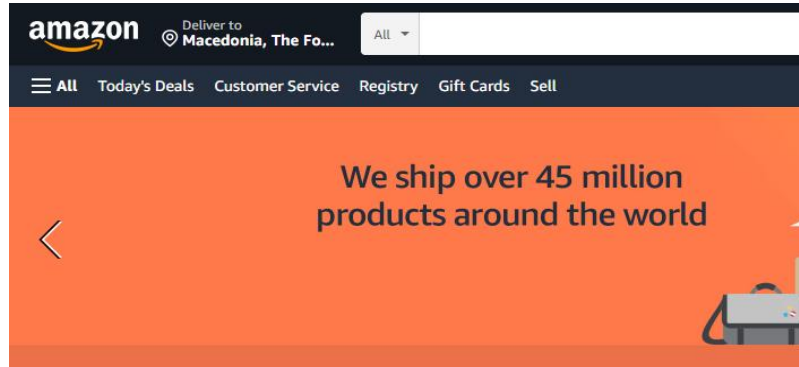
## Exercise: 5 min.

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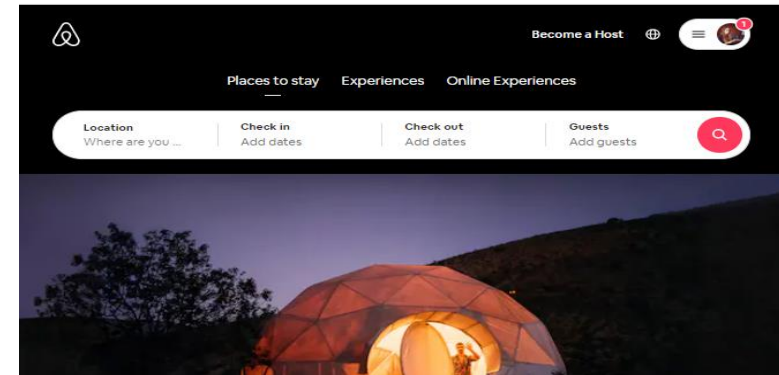
- 1.** List one problem for which you would like a to see a solution.
- 2.** Explain memorably in one-two sentences, how it impacts the target group.

Use post it notes.

# Examples Solution – MVPs



- Amazon began as **an online bookstore**.
- Jeff Bezos started out by **buying books from distributors and shipping them to customers every time his online store received an order**.
- The high book sales meant it made sense to keep adding more products to the store, then acquire warehouses, and finally provide each user with a personalized experience on the website.



- Beginning with **the founders' own apartment**, Airbnb gave people the **option to list a room for short-term rental** to earn extra income.
- It became clear that travelers were willing to stay in someone else's home to save money on accommodation, and the platform grew from there.



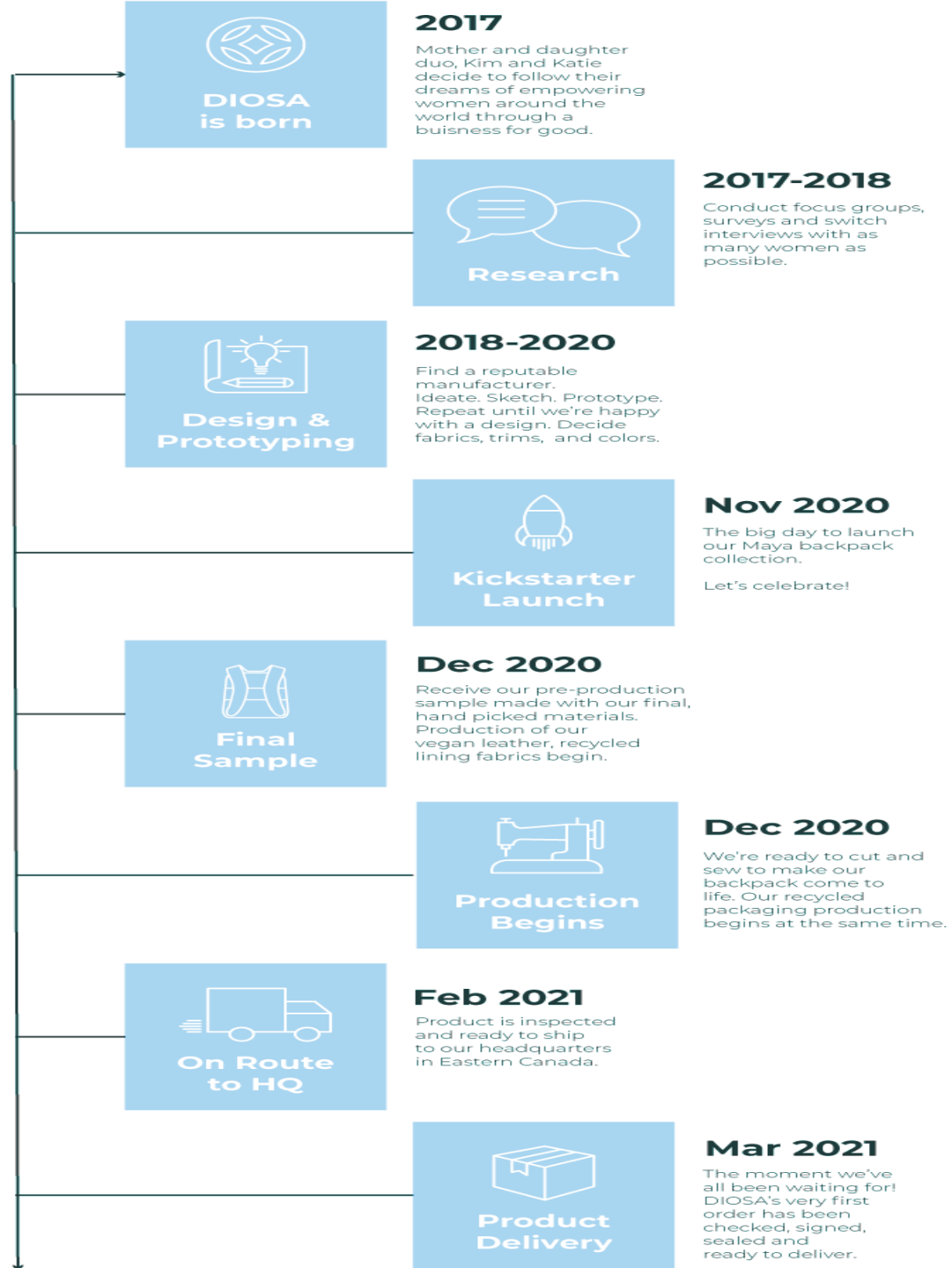
# Target Market

- Who are the customers you want to serve?
- Customer's problems, wants and needs.
- **Research** - geographic, demographic, behavioral and psychographic factors for segmentation
- **What makes you the best fit for a customer (benefits)?**
  1. Help them make more money;
  2. Reduce business costs;
  3. Address multiple pain points;
  4. Make them more productive/efficient...



# Timeline

- Start
- Current state
- Future steps
- The process!



# 9. Team

- Experience and background
- Past success
- Potential
- Expertise (developer, marketer, engineer, sales...)
- Advisory board
- Current investors



STELLA ORNELAS

Chief Executive Officer

Master in:



BRYAN COOK

Chief Finance Officer

Master in:



THANK YOU

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