

Prof. Tamara Jovanov Apasieva



Die Landesregierung
Nordrhein-Westfalen



Pitching of entrepreneurial Ideas

WUS Workshop

February 2024



Pitching Quiz - 5 minutes

Q 1: The aim of pitching is to:

- a. Sell the product
- b. Gain attention and interest from an audience
- c. To sell something to users or 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 others

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

- a. Target as small area as possible
- b. Target an area according to your resources and needs
- c. Target the whole world

Q 5: When pitching to investors you should discuss:

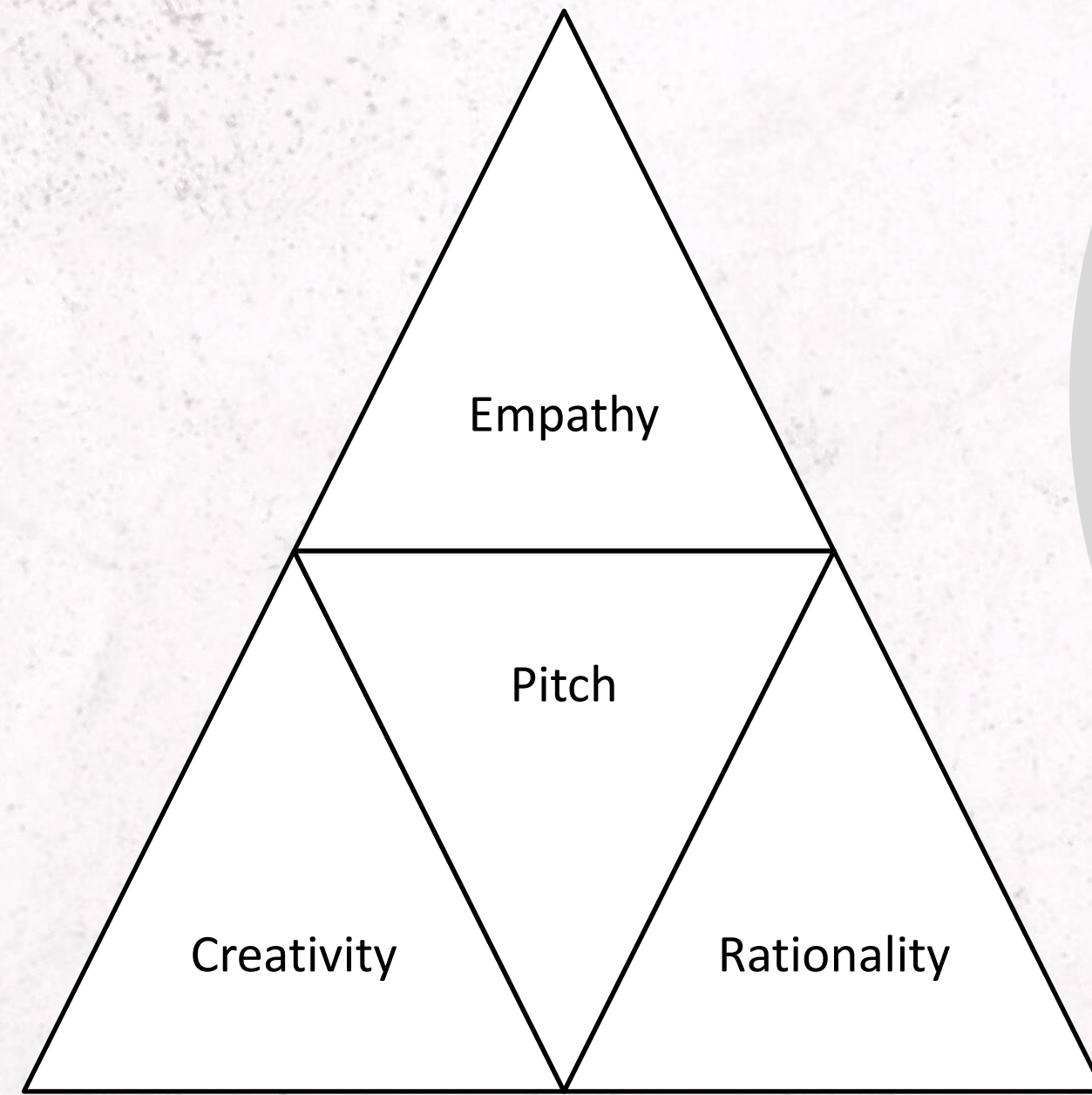
- a. Exit strategy
- b. Go-to-market strategy
- c. Financial debt

Q 6: For users acquisition, you should discuss:

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

What is pitching?

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



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

When and where can we pitch?



Types of pitching?

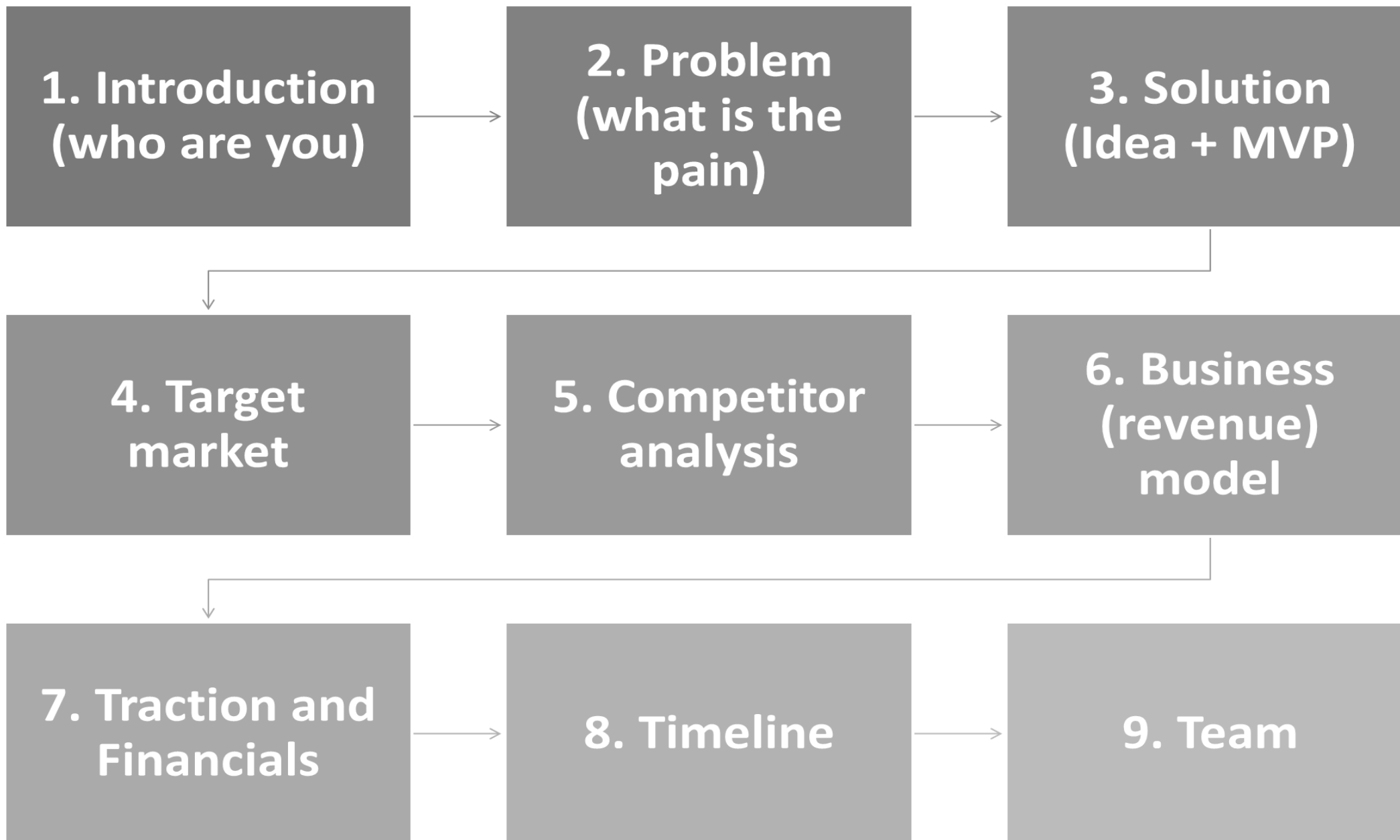


	Elevator	Competitive	Investor
Duration	< 1 minute	3-5 minutes	Max 20 minutes + Q&A
Purpose	To interest	To excite	To inform
Usage	Every day	Occasionally - when there is a competition, and you need \$	When you need \$
Format	Clear/KISS	Structured	Data intensive



**MVP EXAMPLE:
Maya – The only bag you'll ever need.**

How to do a great pitch? (key components)





DISCUSSION AND EVALUATION
