

PITCHING MASTERCLASS

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BREAKTHROUGH
LABS

PITCHING

1

Investors

2

Sales: Customers

3

Partners, advisors, board
members, recruitment



MY EXPERIENCE

- I see a lot of pitches: VC scout, angel investor, grant evaluator, run and attend pitch events
- I pitched for funding at a high level (i.e. Bill Gates)
- I also pitched for consensus (govt Ministers)
- Now: Pitching all the time!
 - To get new members
 - To get new partners
 - To get sponsors



PITCHING PRINCIPLES

Be clear on
your problem
& solution

What is your
USP?

Know your
audience
deeply

Tell a story

Use evidence

Anticipate
objections

Practice

Close with
call to action

WHAT'S YOUR PROBLEM?



- Sometimes the problem is difficult to explain.
- Sometimes the solution is difficult to explain
- Sometimes there is no problem
- Sometimes the problem isn't relevant to your audience

HERMESA

If the story isn't immediately clear, we move on.

Please, please, please make sure you tell us upfront:

- Problem (and it should be a real problem; not just a 'people are somewhat annoyed about this')
- Solution (including your sustainable competitive advantage in providing the solution)

If this story comes through loud and clear, we'll reach out to you for a first meeting to learn more.

SOUTHEAST ANGELS

When you have compelling answers to our questions, including:

- Why is this needed?
- What problem are you solving?
- How does it work?

Talk to us.

WHAT THIS LOOKS LIKE IN A 5-MINUTE PITCH

	Slide 1	Slide 2	Slide 3	Slide 4	Slide 5	Slide 6	Slide 7	Slide 8	Slide 9	Slide 10	Slide 11	Slide 12	Slide 13	Slide 14	Slide 15
Seeds of Colour	Elevator Pitch, logo, initial photo	Problem	Solution	Solution	Solution	Competitors	One competitor (In-depth)	Team	Target customer	Timeline so far	Amount raising	Sustainability agenda	Financials (op + cap + raise)	Exit value	Closing + slogan
Infersens			Problem	Solution	Competitors	Case study	Biz model	Addressable mkt – global	Timeline so far	Customers so far	Financial plan	Team	Investment offer + timeline to exit		
Smarter Naturally			Solution	Solution	Biz model	Biz dev (future)	Target mkt, mktg channel	Competitors	Team CEO 3x	Investment offer – raise + share					
Herd			Problem	Solution	Solution	Product photos	Celebrity customers	Achievements	Traction	Competitors + USP	Global market	Team – CEO 2x	Mktg + sales data	Amount raising + financials	Close + slogan

ACTIVITY: WHAT'S YOUR PROBLEM?

- What is your problem statement. ONE SENTENCE and/or 30 seconds.
 - ex. Female founders aren't getting funded at anywhere near the rates of their male counterparts, regardless of industry or country.
- Split into groups and share your problem statement with your group in 30 seconds.
- Group members provide feedback using the 3C Framework
 - Clarity: Is it immediately understandable?
 - Convincing: Does it feel significant/urgent?
 - Compelling: Does it make you want to hear the solution?
- Revise your problem statement if needed
- Share with the larger group

DESCRIBING YOUR (TECH) SOLUTION

If you're the only one who understands what you're doing, how will you ever get customers or investors?

- Leave the tech out of it.
- Why this? Why now? Why you?
- Connect your solution to common human experience - make it relatable.
- Explain why it matters - why should everyone care?



ACTIVITY: MAKING SENSE OF YOUR SOLUTION

- Take a few minutes and write a technical description of your solution. Use all the technical jargon, acronyms, details and capabilities.
- Rewrite your description as if you're explaining this to:



- Break into pairs to share
 - Is the solution clear/understandable? Could you explain it to someone else?
 - Is it exciting? Do you get emotionally drawn in?
 - If not, what needs to change?

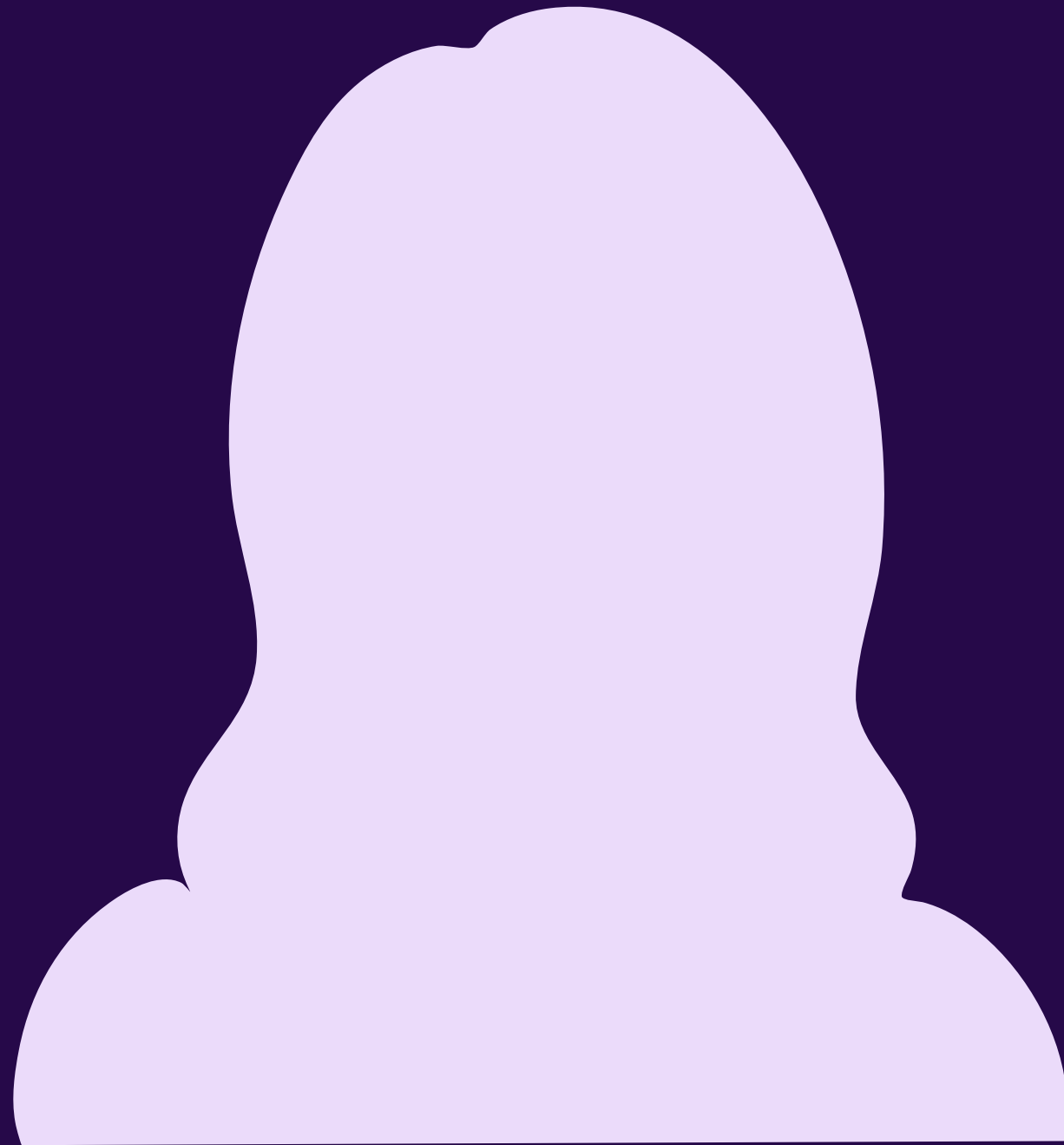
KNOW YOUR AUDIENCE



Your pitch should change depending on who you're pitching to. Do your research and find their comfort zone.

- Who are they?
- What are their motivations?
What do they want and need?
- What is their pain point?
- What do they know/now know about your domain?
- What terminology do they use and recognise?

EXERCISE: WHO IS YOUR AUDIENCE?



1

Who are they?

2

What are their top 3 priorities?

3

What are their likely objections to your pitch?

4

How does your solution address both?

Now what?

- How can you use what you've done here today to refine your own pitch(es)?
- What do you need next?
 - Storytelling work?
 - Pitch deck development/review?
 - Pitch practice? (internal/external)
- Any other questions?

