

Pitching Your Business

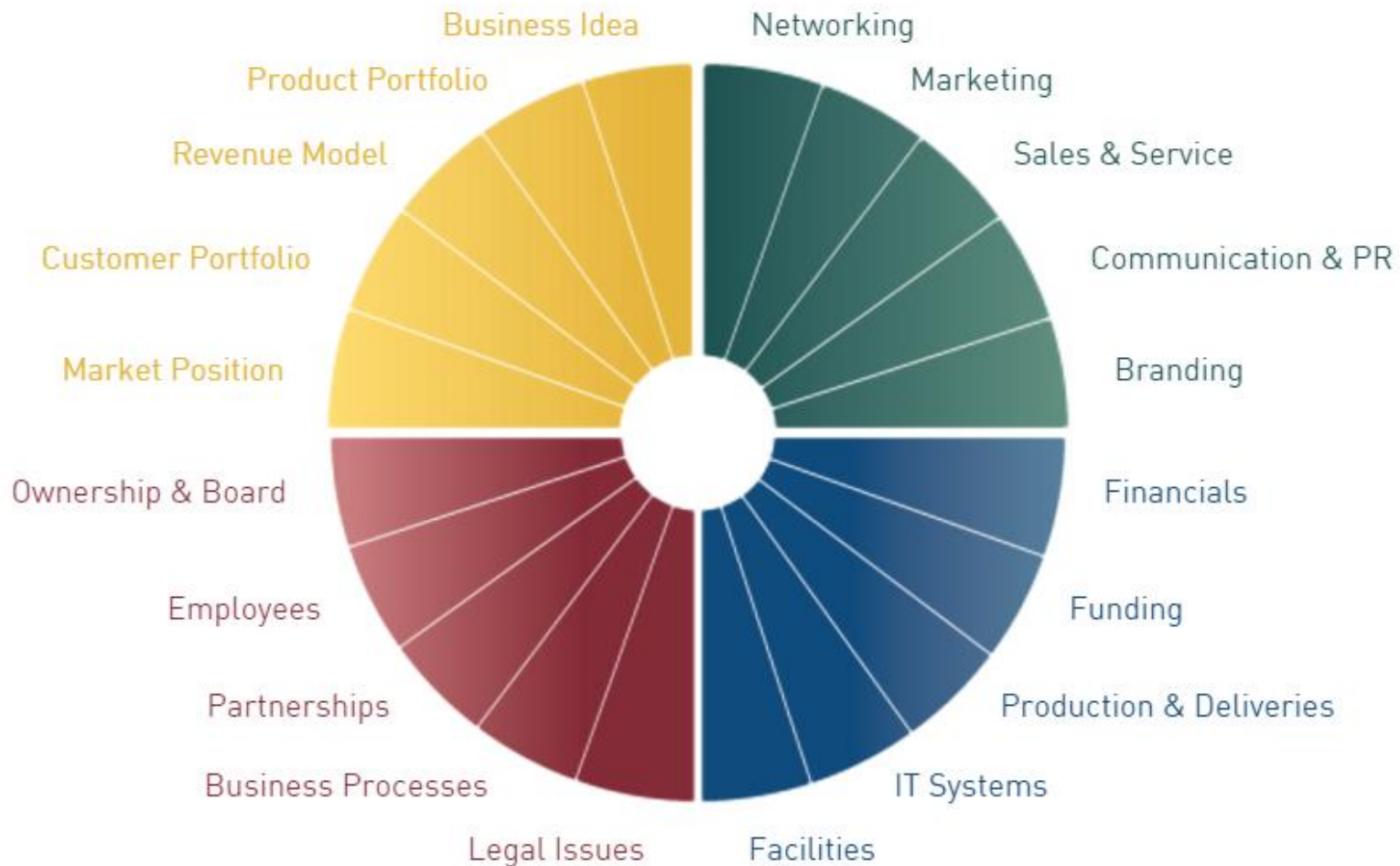


April 27, 2016

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Introducing GrowthWheel



What is a Pitch?

- A pitch is a succinct and persuasive summary of your business or your business idea
- It quickly defines your organization and the product/service that you're selling
- Pitches can serve a variety of purposes:
 - Introduce yourself
 - Ask for investment
 - Promote your brand
 - Increase awareness
- An elevator pitch should last between 30 and 60 seconds, while other pitches may be longer

Don't Be Like This Guy



Components of a Pitch



- Problem
- Solution
- Competition & Market Opportunity
- Traction
- Team & Business Model
- Financing & Milestones
- Call to Action

Do's of Pitching

- Use a hook to get your audience interested
- Use “the grandma/grandkid rule”
- Clearly articulate the problem and why it’s worth solving
- Show passion and enthusiasm
- Be confident and in command
- Make eye contact with your audience
- Consider what questions might arise as a result of your pitch and be prepared to answer them
- Practice, practice, practice!

Don'ts of Pitching

- Don't use jargon, industry slang, and acronyms
- Don't speak too fast
- Don't go into lots of operations or financial detail that will be difficult to follow in the short period of time
- Don't state that you have no competitors
- Don't make claims about your growth potential that you can't back up with data/evidence
- Don't make your presentation devoid of personality
- Don't read your slides – tell your story!

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of this workshop's
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Example Pitch 1



Example Pitch 2



Example Pitch 3



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