

# Pitching Guide



# General guidelines

- Practice, Practice, Practice
  - You have 3-5 minutes to explain your business idea. You will run out of time if you do not practice!
- Know your audience – are they mentors, advisors, or investors?
- Be confident, yet honest
- It is often better to pitch alone, even if you are part of a team. The team can join the stage and show their support right after the pitch
- Think carefully if you want to show audio, video, etc. – three minutes is a short time!

# Structure of a pitch

1. Opening
2. Tagline / Punchline
3. Problem
4. Solution
5. Pictures
6. Value
7. Revenue model
8. Market
9. Competition
10. People / Team
11. Execution
12. Traction
13. Ending

**REMEMBER:**  
Make sure  
that your pitch  
includes  
almost all  
of these!

# Opening

- Be ready to present your idea when you go to the stage
- Remember to breath and trust your practices
- Be concise

## EXAMPLE:

*"Hi, I am Mike from StartUp App. Thank you for giving me a chance.../I am here to talk about how to.../I will next present..."*


# Tagline or punchline

- One sentence, that describes your idea
- It's hard, but worth the work

## EXAMPLE:

*... I am here to talk to you about the solution that enables women from third-world countries to go to school in their local villages."*

# Problem



Focus on this,  
and the  
solution!

- One of the most important parts of your pitch!
- A well defined customer problem is the starting point for a feasible business idea!
- Use time to define the problem:
  - Why is it a problem?
  - Whose problem is it?
  - Is the problem easily solvable?
  - Why other people haven't tackled that problem?
  - Is it a local or global problem?
  - Are there particular people this problem concerns? Etc.
- You can use stories to help the audience understand the problem

## EXAMPLES:

“Eva is a teacher at university of applied sciences. Her daily routines include teaching smart students who have different backgrounds. She is enthusiastic about her work. However, she...”

*“Imagine Mike. He is ...”*

# Solution

- The tension between problem and solution is important
- In the previous phase you presented a problem – now you should tell the audience your solution for it
- You can also use analogies to help the audience understand your solution – however, please use your own judgement

EXAMPLE:

*“StartUp App provides a solution for being lonely in a city; it uses vast amount of data to find the most likely friend in a new city during your travels”*

*“Storytell is a Netflix for books”*



# Pictures

- Show pictures / prototypes of your product
- If you are creating an app, you can find templates from web easily
- You can also create a *mockapp*





# Value

- What is the value you bring to the customers/users?
  - Are you saving customer's time?
  - Or money?
  - Are you creating good mood?
  - What is it that your product or service offers for the customers?
- You can back up your arguments with data

EXAMPLE:  
*"According to World Economic Forum there is a drastic need for developing skills for the future... this is also our goal"*

*"There is a constant need for..."*

# Revenue Model

- How are you going to make money with your service or products?
- The nature of the startups is that the business model evolves. However, it is good thing to start somewhere.
- You can use different business model / lean canvases to help you define your revenue streams
- Something to think about:
  - Are your customers currently paying for similar products?
  - For what price are your customers willing to purchase your products?

# Market

- The size of the market
  - what is the growth potential of your business?
- Is there already products or services?
- Is it growing in the future?

## EXAMPLES:

*”The market for personalised home services is growing; it is estimated that by year 2025 it will reach...”*

*”According to Google trends, this emerging market is...”*

# Competition

- Who are your main competitors  
→ THERE IS ALWAYS COMPETITION!
- Think broadly:  
Even if your product is unique,  
you are competing with something.  
Customers decide how they will spend their time.
- Main thing:  
How you are different from your competition?

EXAMPLES:

*"There is a vast amount of actors in this particular field, however our service..."*

*"Our biggest competitors are..."*

*"We compete against premium service providers, such as..."*

# People and Team

- Especially important for a startup in an early phase!
- Describe how your team's competences fit together
- Show commitment to your idea!
- Have a discussion about roles in your company; who is the CEO, etc.
- If you have some previous experience related to your business idea, tell it!

## EXAMPLES:

*"We have a solid track record in.."*

*"Our team has different backgrounds... our competencies complement each other..."*

# Execution

- Show what you have done, and what are your next steps
- You can also add graphics to describe your plan
- It also creates confidence if you can identify your phase

## EXAMPLES:

*“We have already done....  
Next, we will...”*

*“We are now in a  
concepting phase  
and next we are  
going to build a  
prototype”*

# Traction

If you have already made some advances with companies or customers, tell it!

EXAMPLES:

*"BigCompany Inc. has promised to offer our product for their customers in one of their stores"*

*"We already have our first paying customer"*

*"We have piloted our product with 10 customers"*



# Ending

- Be precise
- Call to action!

## EXAMPLES:

*"We are looking for investors for..."*

*"We are now looking for mentors to help us to find our first customers/ to develop our idea further/ to improve our product"*

*"Please follow our social media pages on Twitter, Facebook and Instagram"*

# Good luck!

  @hhstartupschool

