

Components of a Great Pitch

A great pitch MUST be built upon a solid, complete business plan. Finish the business plan before building the pitch.

A. Content

- a. Declare what you do. State early, clearly, simply.
- b. Summarize your credentials. Investors know that execution is far more important than a great idea.
- c. Describe the problem you solve.
- d. Describe how you'll solve it.
- e. Explain you'll make money.

B. Style

- a. Connect to your audience. To do so, you'll need to know who your audience is.
- b. Be efficient. With words, with slides, with gestures – make them all count.
- c. Be concrete. Use examples and data and images whenever possible. If those aren't available, use simile. Don't just tell them, *show* them.
- d. Be passionate. If you don't believe in the idea, then the audience never will.
- e. Control the room. Don't rush. Make eye contact. Always stand.
- f. Finish strong. End by assertively making (or re-making) your most important point. Then shut up and smile.

Q/A key points

1. Always control the room. It's okay to refer a question to an expert colleague, but as presenter, you need to broker the exchange.
2. Make sure that you understand a question before answering it.
3. Don't over-answer the question. More often than not, you'll get yourself into trouble.
4. The audience includes experts who will try to trip you up. Keep your cool. Some tricks:
 - a. For small details or technical points, there's no shame in saying "I'll have to get back to you on that". (Just be sure to follow through)
 - b. If you don't have a great answer, say so and ask the questioner for the answer.
 - c. If the question is really an assertion that you disagree with, then politely disagree and explain why.
5. Always smile. Try to have fun. If you can stay relaxed, so will everyone in the room.