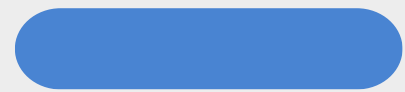




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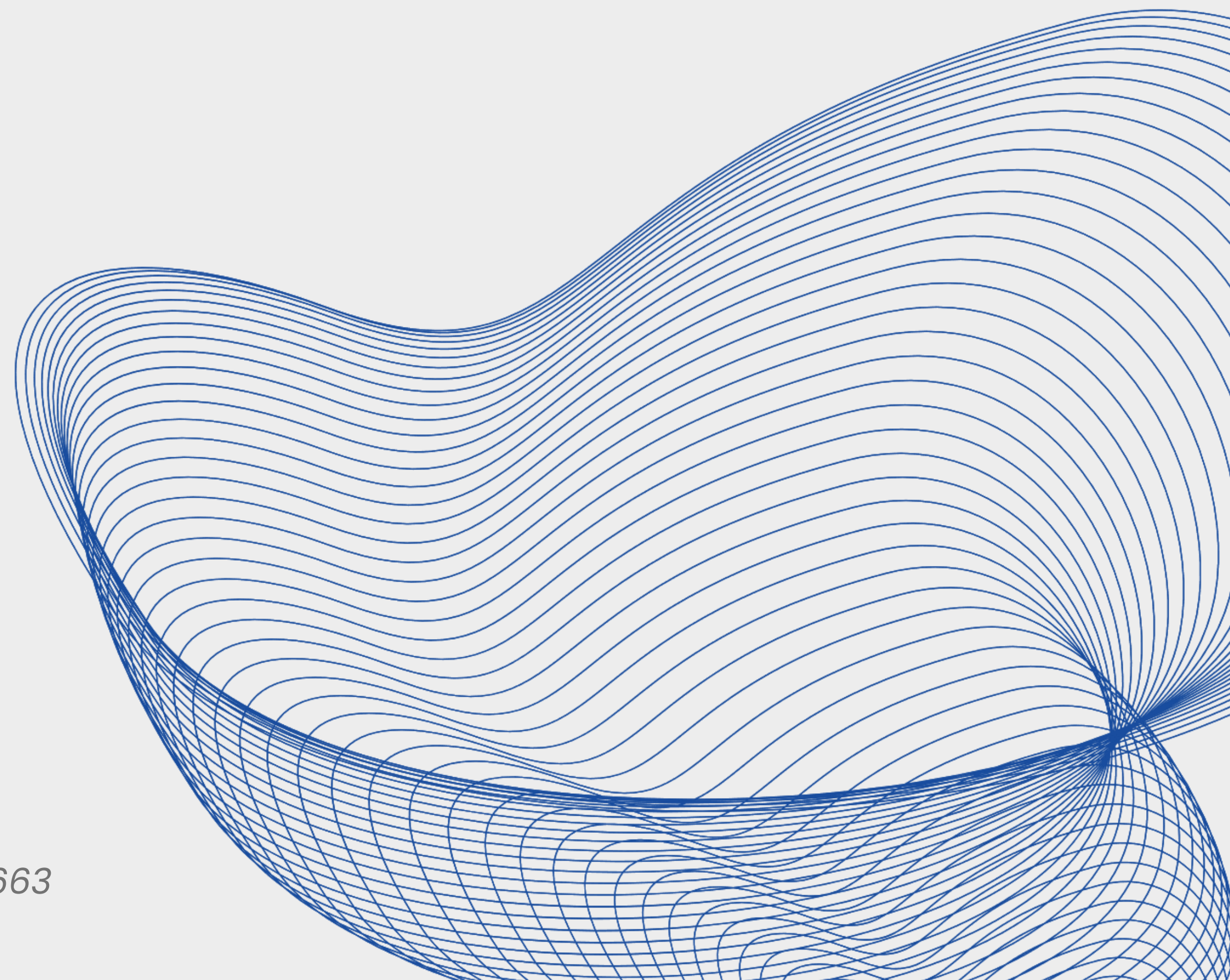


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*Training Educational
Material*

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Effective Pitching Strategies for Start-ups to Increase their Potential Customers



A. What is Pitching?



- Pitching is the process of convincing others, typically used in a business context to persuade clients, partners, or investors.
- A successful pitch should communicate the company's plans or goals clearly and provide relevant research or an engaging vision.
- The main purpose of pitching is to introduce the company's brand, product, or service and persuade the audience to support it.



B. Steps of an Effective Pitching Strategy

1) Understand your potential audience.

Any business – especially a start-up – must get to know and deeply understand its audience and the audience's needs before starting "pitching".

- A business can start by finding demographics (age, gender, culture) and information such as knowledge, behaviour, religion, education level, etc.
- When the company completes the procedure of understanding its potential target group is ready to build a project according to its client's needs.

2) Use a Project Management System

At this point, businesses can use a Project Management System that helps distribute the different communication tasks effectively, allocate the resources and process important project information.



B. Steps of an Effective Pitching Strategy

3) Present your submission using data

- Presenting information based on data increases business trustworthiness.
- The business must select the data that it wants to display wisely.
- While preparing the presentation, the business must create one slide at a time on the theme of the conversation.
- if a statistic is worth enough to be presented to the potential audience, it is better the company to create a separate slide just for it.

4) Add visual interest to your presentation

- A company can easily add visual interest to its presentation using graphics and infographics.
- A company must pursue interaction with the potential audience, enabling it to understand the business's ideas and value.
- A company can create a video demonstration



B. Steps of an Effective Pitching Strategy



5) Articulate your idea clearly

- An interesting product or service is not enough. A business must also focus on the way it delivers during the presentation. Use
- "Grandma Test" Method: Imagine that you explain your work to your grandma – or, in general, to someone who has no connection to your field of activity and has no idea of your work details. You must be as understanding as possible to articulate your vision and goals accurately

6) Catch the attention of your audience from the beginning

- Ensure that the audience gets 2-3 of the essential points about your idea in the first 30 seconds of the presentation so you catch their first impression. Then you can continue presenting having their full attention.
- Provide "signs" during the presentation to signify the most interesting aspects of your pitch.



B. Steps of an Effective Pitching Strategy



7) 15 minutes are more than enough

Present your idea within 15 minutes, directing their attention to the most critical points! Don't allow them to think that their presence there was a "waste of time".

8) Tell your audience exactly what to do next!

- Make a clear and loud Call to Action (CTA), explaining accurately to your audience the next steps they must take.
- You can add a CTA in the middle or the end of your presentation.
- Don't give a variety of choices.
- Ensure that your audience is benefited from the CTA, allowing you to head them persuasively.