



Melbourne  
Entrepreneurial  
Centre

What is a pitch?



Pitching is NOT just about  
impressing investors..

Building trust

Presenting

Starting a  
Conversation

# What is a pitch?

Selling

Invitation to share a vision

Persuading

Telling a Story

“Pitching” is telling a  
story...

...that your audience can  
connect with.

## **Disclaimer:**

Don't forget any criteria that you have to cover if  
applicable

Tell a story that *matters*.

Why should your  
listener care?

Who are you pitching  
to?

# Before you begin, understand your audience

- 1 Who is your audience?
- 2 What do *you* want to achieve?
- 3 What do you need to share?

# 1. Who is your audience?

- Who are you talking to?
- What are they trying to achieve?
- Why should they care about what you say?

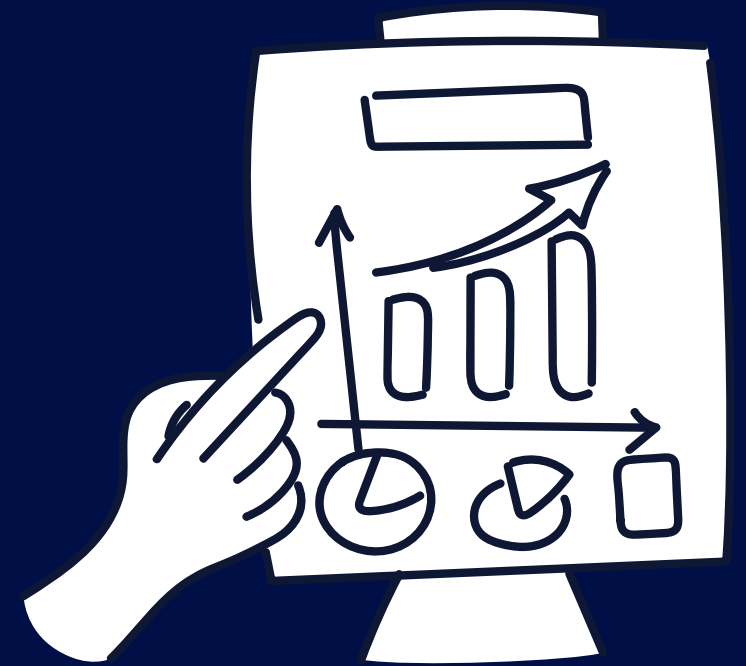
Different audiences = different priorities = different  
pitch

# 1. What do you want to achieve?

- What do you want to get out of this pitch?
- What do you want your audience to learn?
- What do you want them to feel, think, say or do?

# 1. What do you need to share?

- What is the impact that will drive them to action?
- What are the most critical data, figures, information, anecdotes?
- What is the **key message** you need to share to deliver that impact?



**Use the “Rule of Threes”**

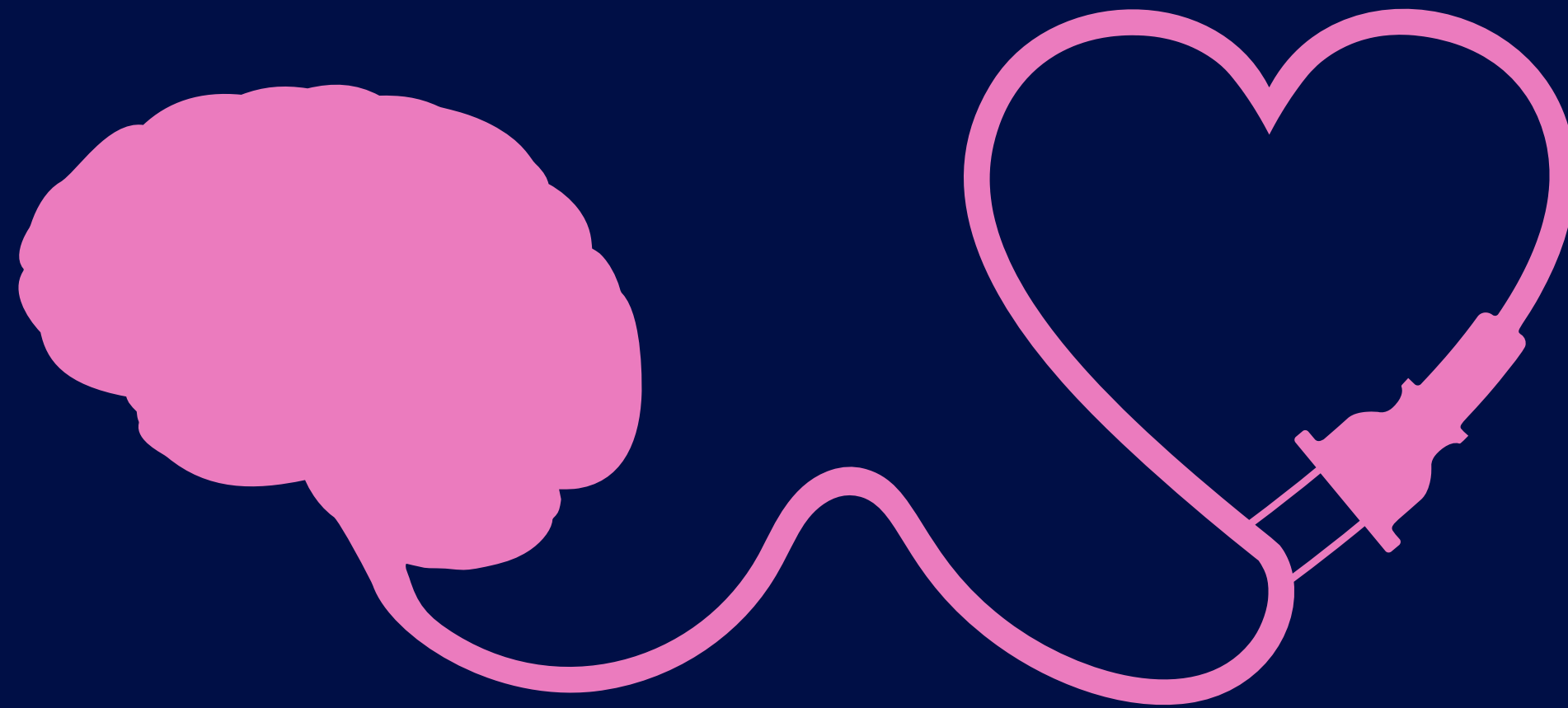
# Your Turn!

- 1 Who is your audience (...and why should they care)?
- 2 What do *you* want to achieve?
- 3 What do you need to share (key message)?

# Telling a Story



# Plug into people's emotions



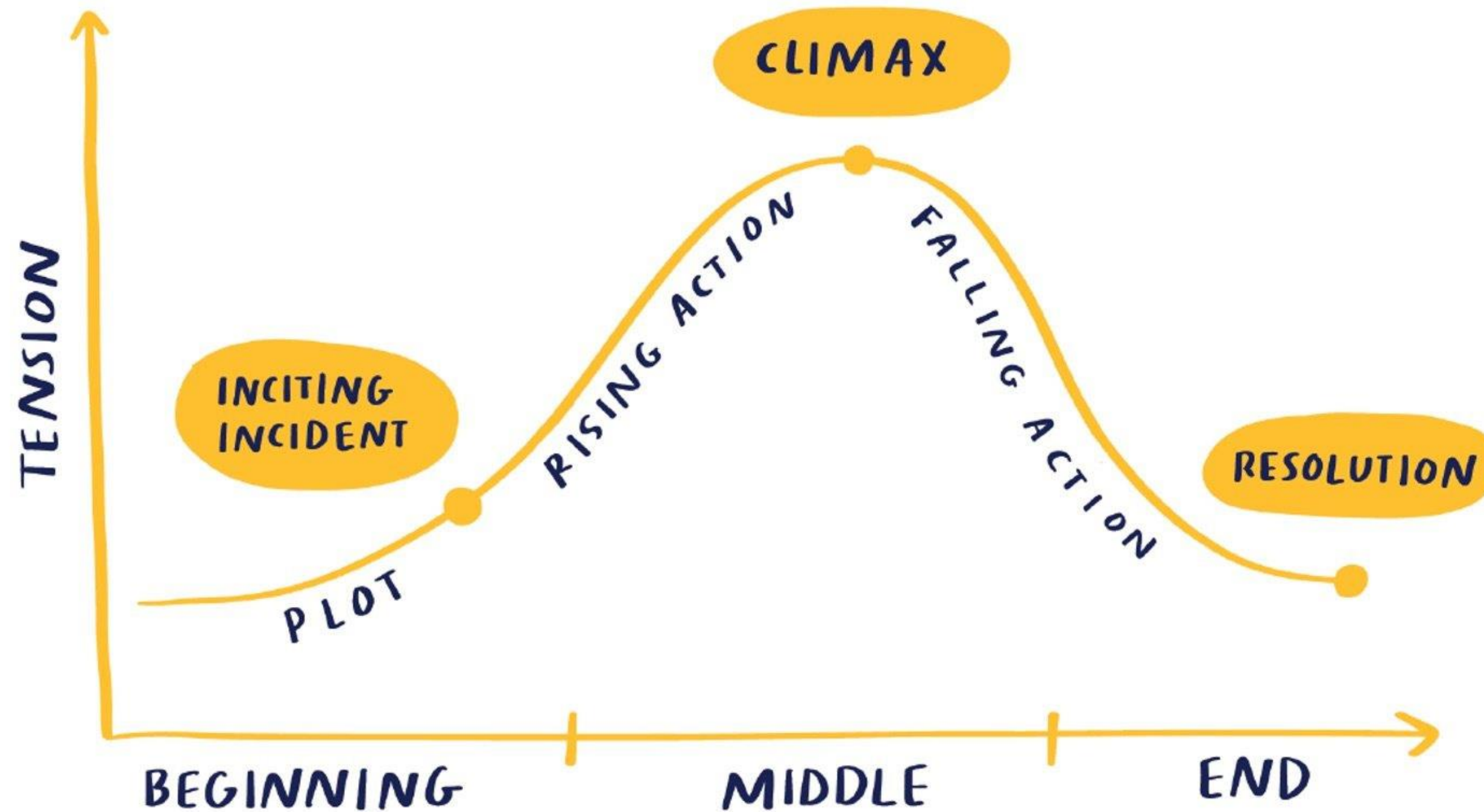
## Tell a Story!

What is the story you are  
going to tell?

Map out the key messages  
you want to convey



# Story Curve & Three Act Structure





**Nail the  
opening**

# Problem Statement

University students experience a wide range of social and emotional challenges when transitioning into higher education environments, which can lead to negative wellbeing outcomes and reduced engagement across the student lifecycle.

# 1 in

3  
first-year  
students say  
they struggle  
to make friends



# Market Research

- 62% of students report social anxiety in new environments
- 41% of first-year students feel disconnected from campus life
- 78% of Gen Z prefer digital communication
- 18–24 age group highest loneliness indicators
- Student wellbeing linked to engagement metrics
- University retention affected by belonging



73 SALES

Feb 23 - Mar 01 (2024) ▼



< 36 New Customers  
from 12 countries >

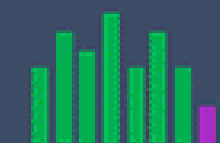


15

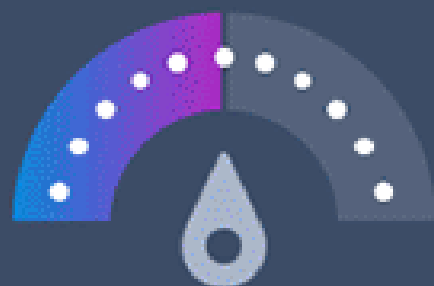
GOALS COMPLETED

2985

VIEWS OF YOUR PAGE



< FEBRUARY 2024 >



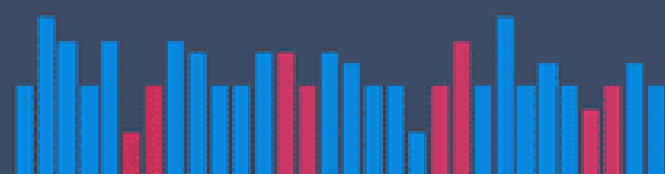
50% of 10Gb used

< FEBRUARY 1 - 29 >

2936

Downloads per month

+24%



3201 DOWNLOADS

January

1058

February

726

March

1417

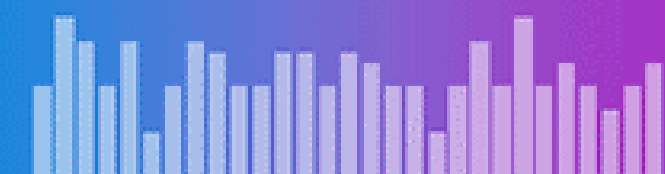
< MARCH 2024 >

1529

Profile Views

763

Unique Visitors

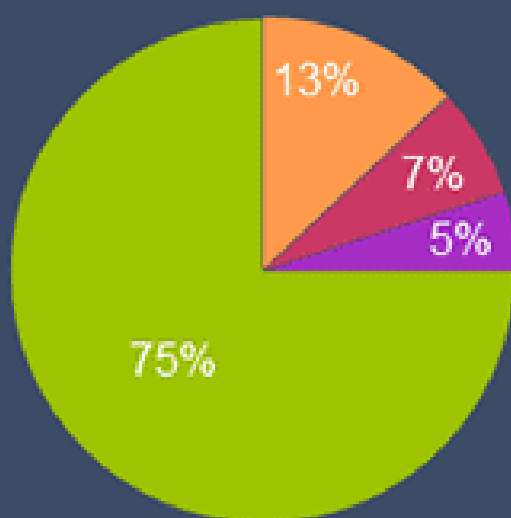


PIE #1

< February

MARCH

April >



■ Apple ■ Google ■ Microsoft ■ Yandex

PROGRESS

5278 Steps

3,76 Miles

736 Cals

58%

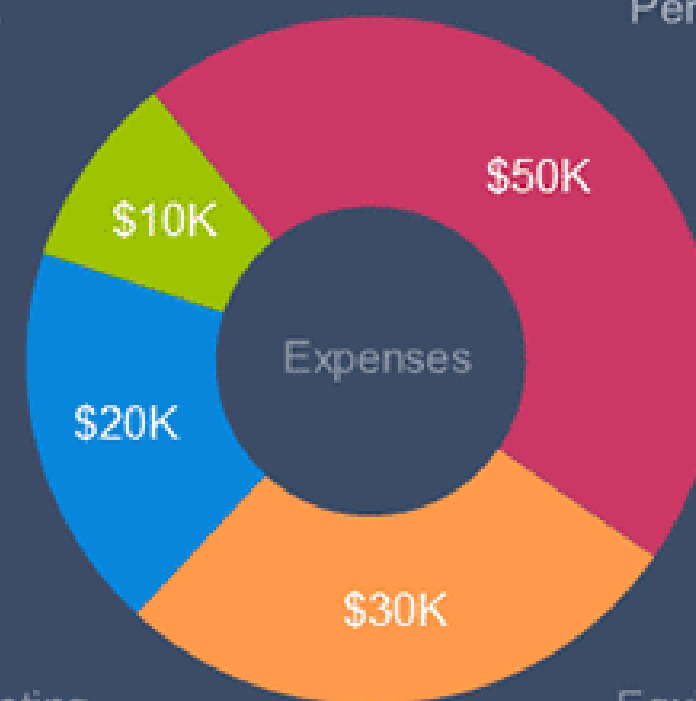
completed



EXPENSES

● Misc.

● Personnel



● Marketing

● Equipment

1/3

first-year students  
say they struggle  
to make friends

6 %

of students report  
social anxiety in  
new environments

4 %

of first-year  
students feel  
disconnected

“I came to uni knowing no one.”

**Problem/Solution/Impact**

# Introductions: PSI pitch

Explain your STARTUP/IDEA to anyone in less than one minute.

You know how \_\_\_\_\_

- *these people have this problem?*

Well, what we do is \_\_\_\_\_

- *solve the problem this way.*

So what that means is \_\_\_\_\_

- *The impact we create*

# Problem

What is the problem you're solving?

- “You know how...”
- “Did you know that...”
- “Fact...”

# Solution

What is the solution to the problem?

- “So what we do is...”
- “We solve this by...”
- “Our thing does this...”

# Impact

What is the impact you're striving for?

- “So that...”
- “This means...”
- “Not only for ... but also for ...”

# Example

Identification of novel small molecule inhibitors of the cystine-glutamate antiporter SLC7A11 to induce ferroptosis for cancer therapy in oesophageal cancer patients.

We performed a high-throughput drug screen to identify lead compounds, followed by secondary and counter screen until finally identifying a lead chemotype

## Example

Identification of novel small molecule inhibitors of the cystine-glutamate antiporter SLC7A11 to induce ferroptosis for cancer therapy in oesophageal cancer patients.

We performed a high-throughput drug screen to identify lead compounds, followed by secondary and counter screen until finally identifying a lead chemotype

You might not know this, but oesophageal cancer is devastating for patients. Most people don't realise they have it until it has already spread, and chemotherapy often doesn't work well.

What we do is develop new treatments that make chemotherapy more effective.

That means people with oesophageal cancer have a better chance of improved outcomes.

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**5 Minutes**



Use..

.

Use...

.

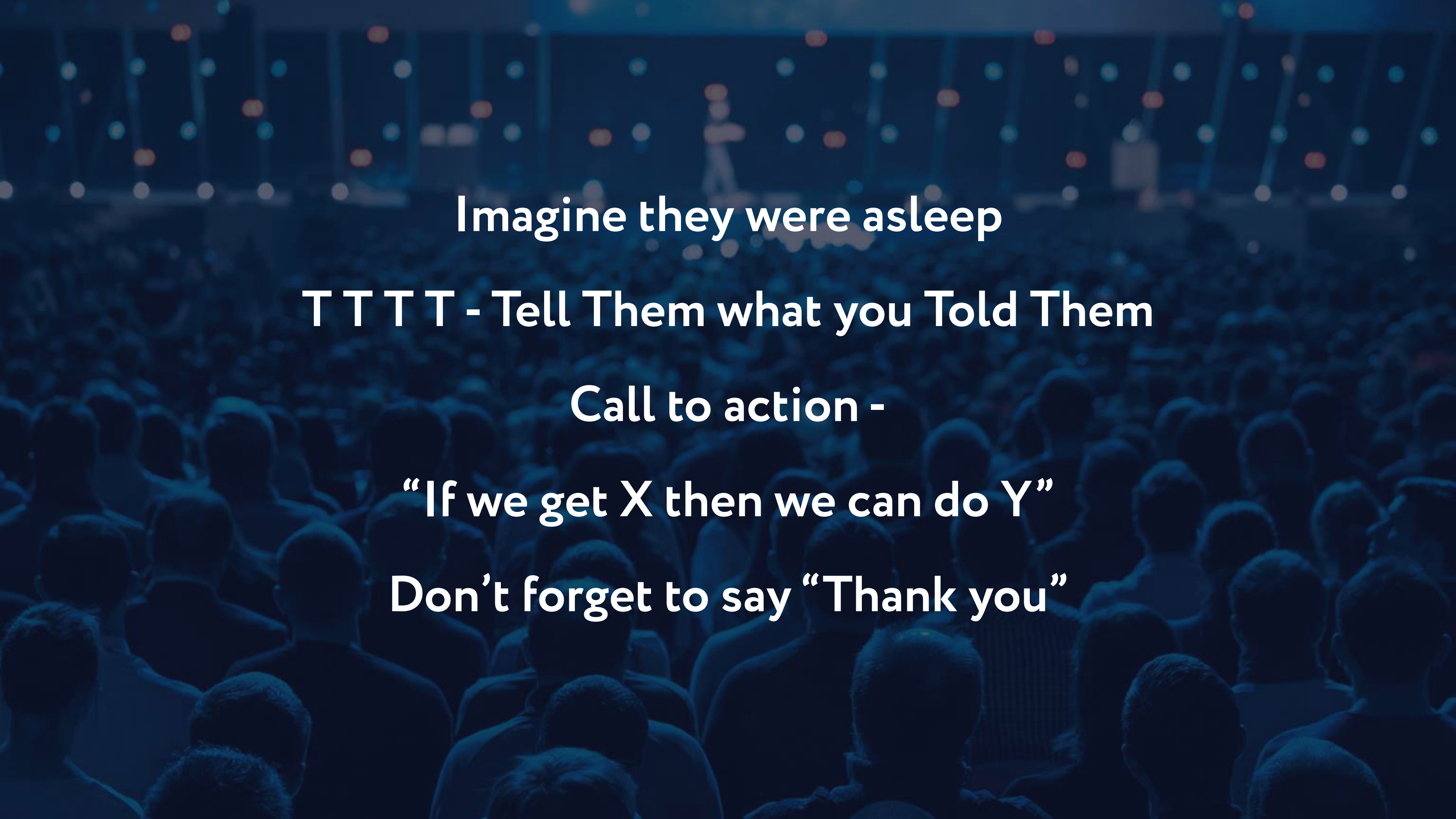
SUSPENSE.



Stop and...  
Pause.

# Call to Action

Don't leave them  
hanging

A large crowd of people is seen from behind, filling the foreground and middle ground. In the background, a stage is visible with several large screens and bright, colorful spotlights (red, blue, and white) illuminating the scene. The overall atmosphere is that of a large-scale event or conference.

Imagine they were asleep

T T T T - Tell Them what you Told Them

Call to action -

“If we get X then we can do Y”

Don't forget to say “Thank you”

# Q&A - how to prepare

- Anticipate questions
- Practice active listening
- Be concise
- It's okay to pause
- Be honest
- Have supporting data ready
- Stay calm and confident



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