



**Getting to pitch
perfect**



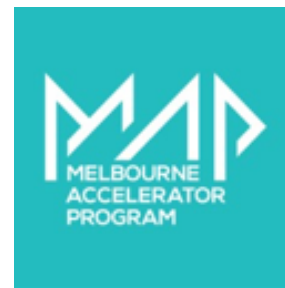
The Melbourne Entrepreneurial Centre



Melbourne
Entrepreneurial
Centre



**Research staff &
students**



Staff, students & alumni



Staff, students & alumni



MEC Pitching Workshop

- **Steps in developing narrative**
- **Tips and tricks when pitching**
- **Dealing with Grandma in 20 seconds**
- **Template for a standard pitch deck**

What is a pitch?

- Presenting
- Selling
- Persuading
- Starting a Conversation
- Telling a Story
- Building trust
- Invitation to share a vision





Storytelling.

It's how humans communicate

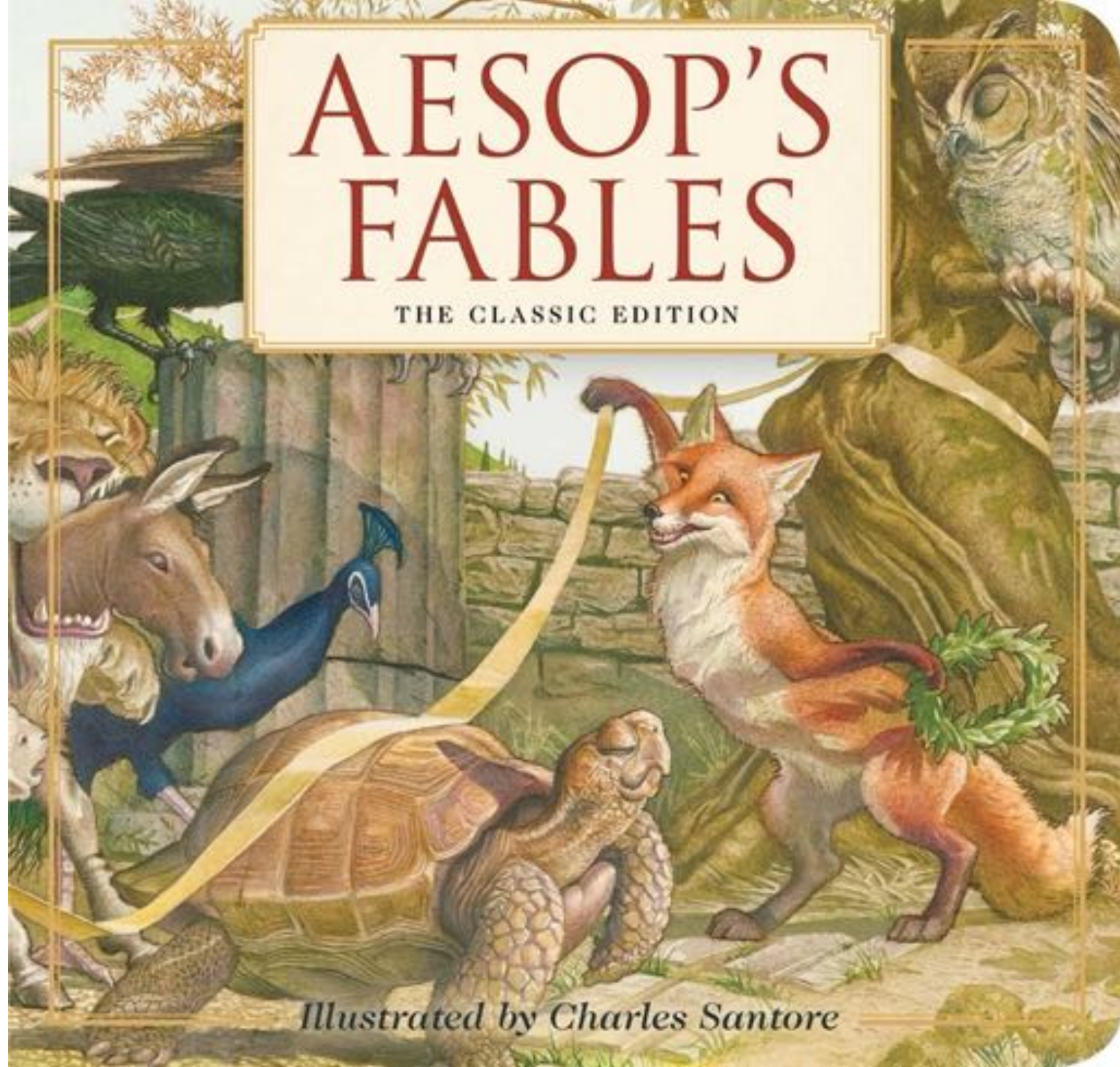
..and have for 40,000+ years





AESOP'S FABLES

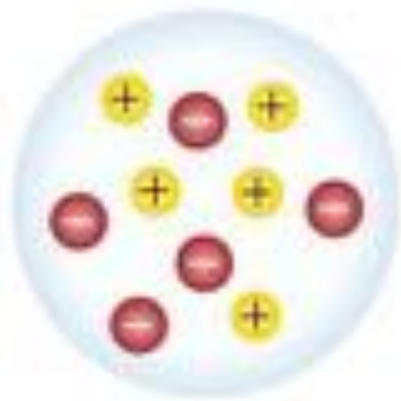
THE CLASSIC EDITION



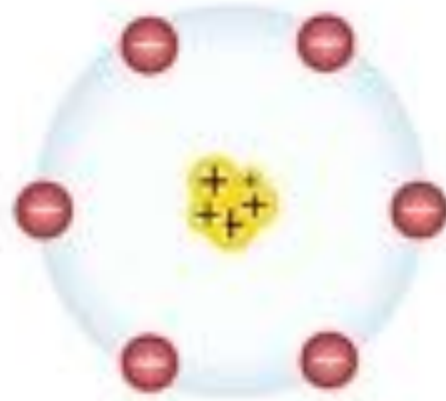
Illustrated by Charles Santore



JOHN DALTON, 1803



JJ THOMSON, 1904



ERNEST RUTHERFORD, 1911



NIELS BOHR, 1913



ERWIN SCHRÖDINGER, 1926

“For sale; baby shoes.
Never worn.”

Good stories can:

Spread ideas

Simplify the complex

Do more with less





Where are stories used?



- Film
- TV
- Books
- Pitches
- Conversations
- Internal Monologue
- Decision Making



How do you build a story?

Building a Story



Know your
audience



Define your
core message



Set the
narrative arc



Know your
purpose

..is just like building a pitch!

Getting to pitch perfect





Getting to pitch ~~perfect~~

as good as can be

9 step process



Step 1. Audience analysis



Step2. Set an objective





Step3. Gather persuasive information

Step4. Choose a structure



Step4a. Choose a hook



Step4b. Use appropriate language



Step4c. Decide what to leave out



Step5. Visual Aids



Step 6. Read through



Step 7. Rehearsal



Step 8. Deliver

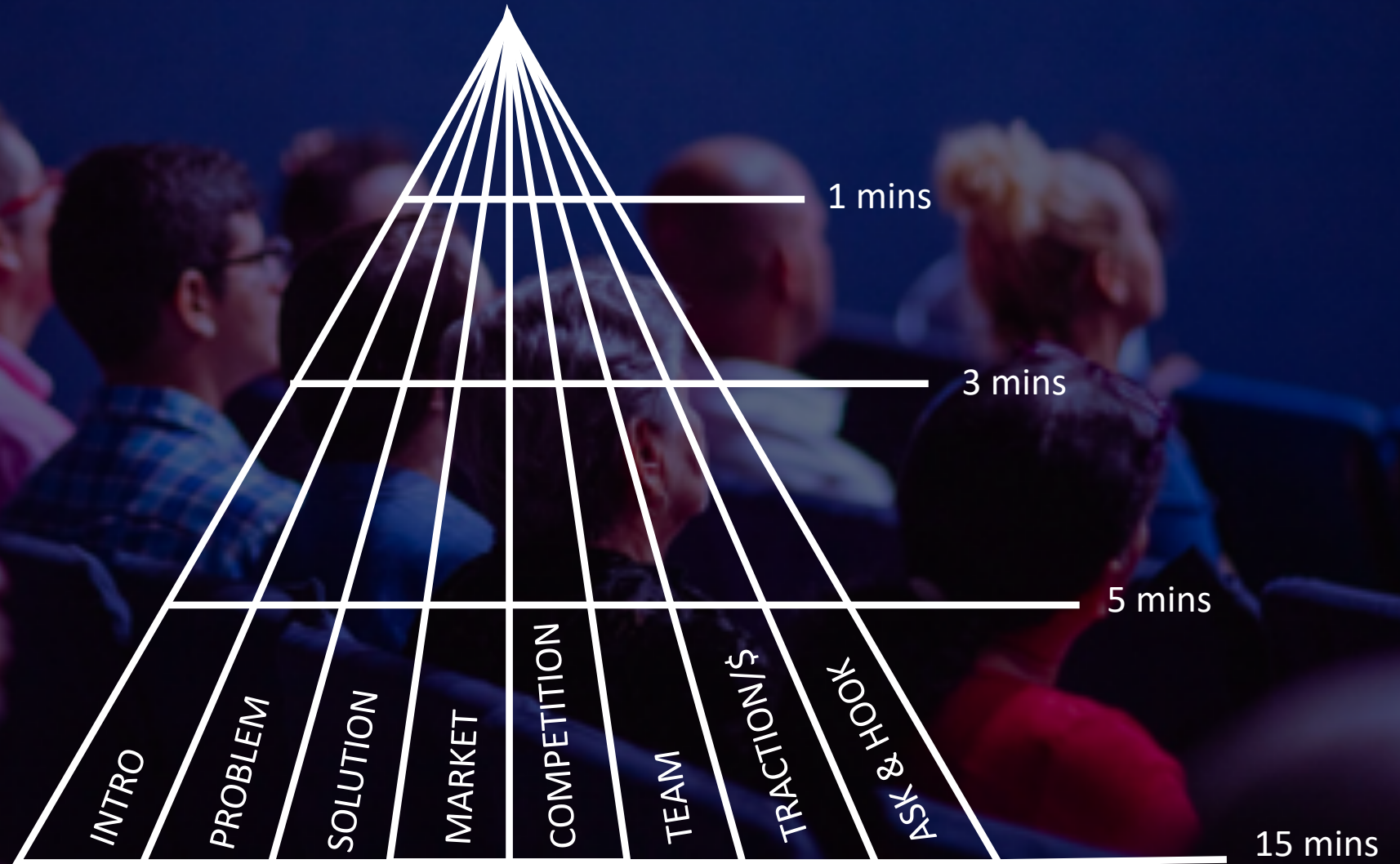


Step9. Review

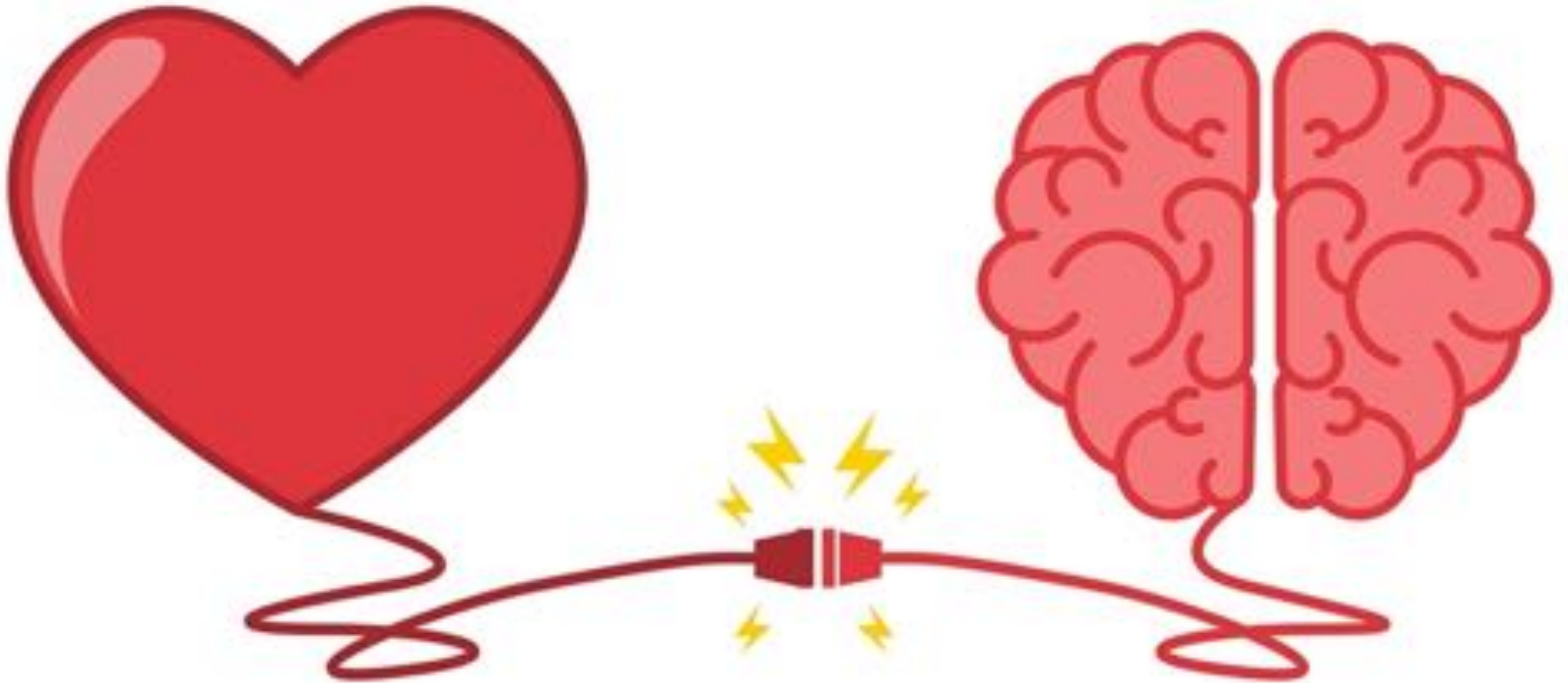


Review	9.
Deliver	8.
Rehearsal	7.
Read through	6.
Create visual aids	5.
Choose a structure	4.
Gather persuasive information	3.
Set an Objective	2.
Audience Analysis	1.

Pyramid of pitching



Plug into peoples emotions



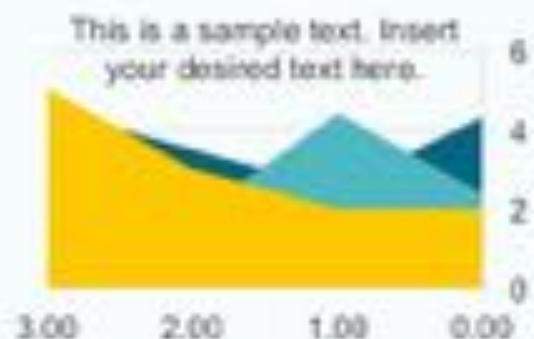
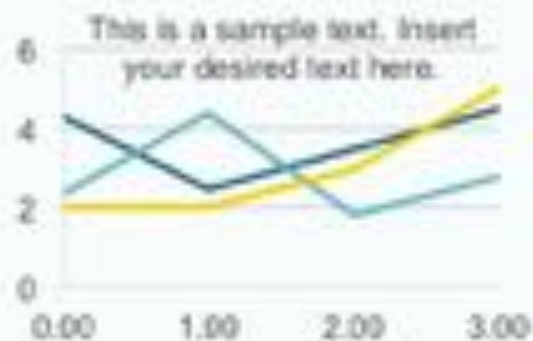
Create a
narrative,
tell a story



Be clear and easy
to follow



Data Visualization



Sample Text

This is a sample text. Insert your desired text here.

Sample Text

This is a sample text. Insert your desired text here.

Sample Text

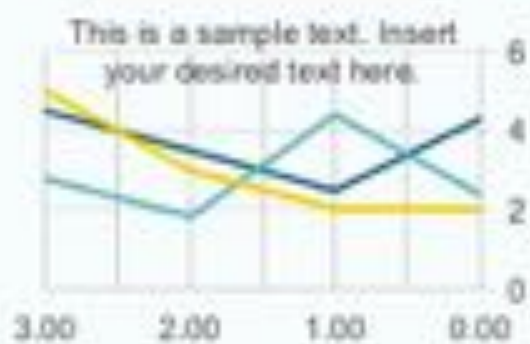
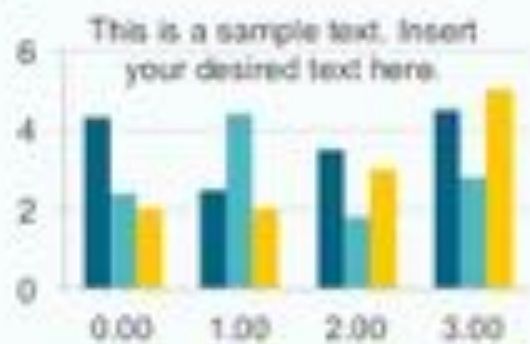
This is a sample text. Insert your desired text here.

Sample Text

This is a sample text. Insert your desired text here.

Sample Text

This is a sample text. Insert your desired text here.



A grayscale photograph of a woman with braided hair, wearing large white headphones, sitting at a desk and working on a computer. She is smiling slightly and looking towards the left. The background is a bright, out-of-focus window with a grid pattern, suggesting a home office environment.

76%

of workers prefer
to work at home
one day a week



33%

The number

1/3

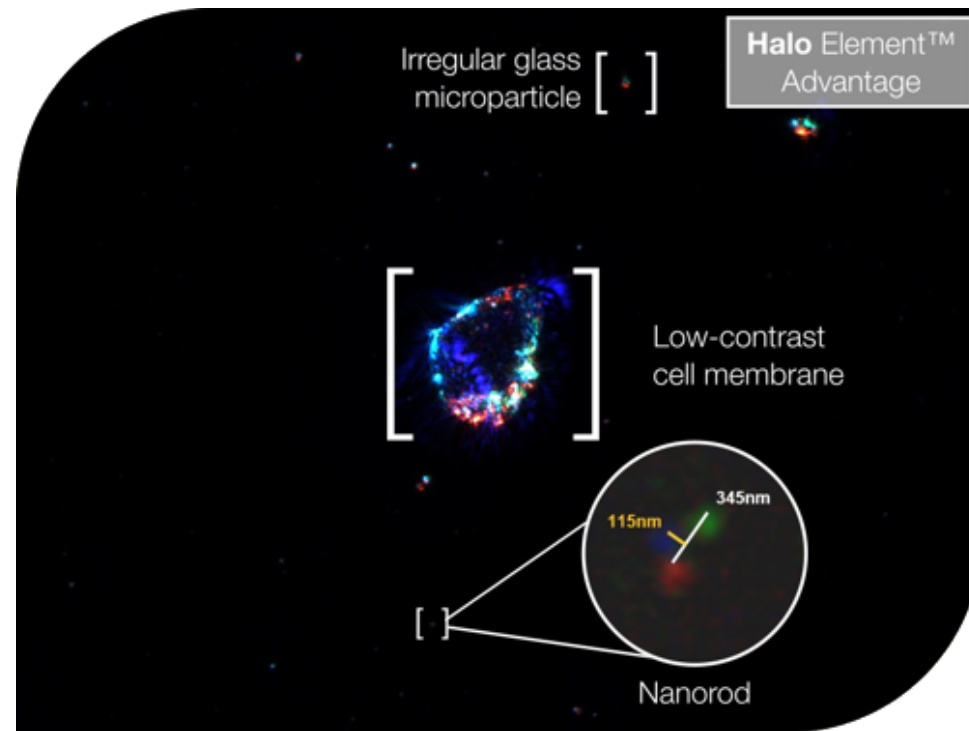
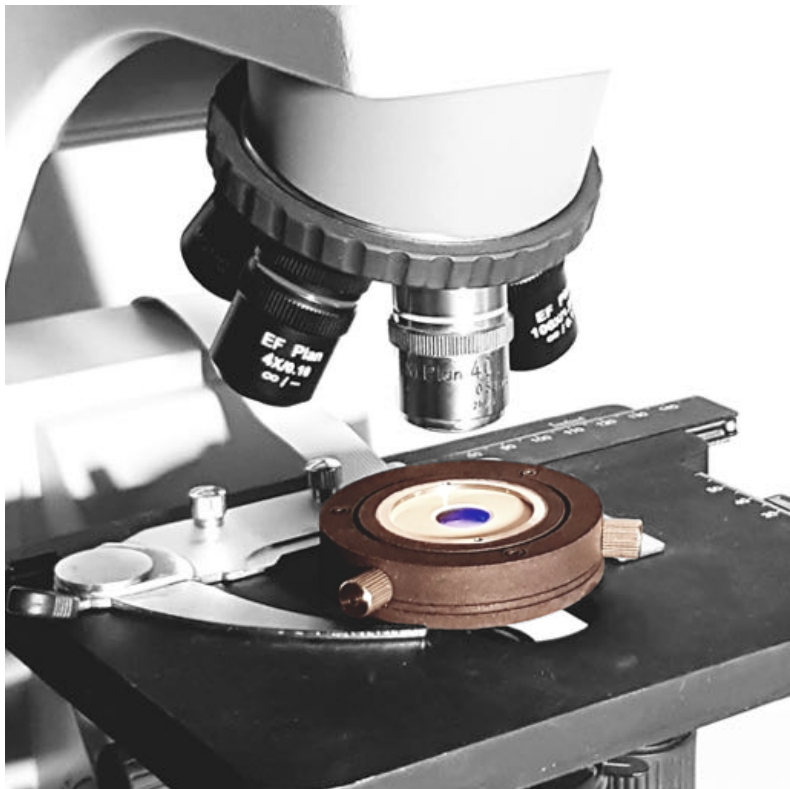
We see

One in 3 of you

You say



Introducing the Halo Element™



Microscope → **Nanoscope**

Use...

SUSPENSE.

An hourglass with red sand and a red liquid, symbolizing time and a pause. The hourglass is positioned in the center of the frame, with the top bulb containing a red liquid and the bottom bulb containing red sand. The background is a blurred newspaper page. The text "Stop and pause" is overlaid on the right side of the image.

Stop and pause

Keep it in 3's



Nail the opening



Engage with the audience



Don't forget eye contact



Let's round it out

- In conclusion/to wrap up “if I had to choose just one thing”
- TTTT - Tell Them what you Told Them
- Drop 3 nuggets of gold *imagine they were asleep*
- Build trust – obviously + a grain of salt
- But if we do X then we get Y – The call to action
- Then [whats in it for me]
- Thank you

PSI



- **How do we explain our research in less than 20 seconds?**
- **How do we answer questions about our work with out losing the audience?**

P - Problem

- **What is the problem you're solving?**
- **“You know how...”**
- **“Did you know that...”**
- **“Fact...”**

S - Solution

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

I - Impact

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

PSI



- **Problem** – “You know how...”
- **Solution** – “So what we do is...”
- **Impact** – “So that...”

Pitch Deck Template

TRAM RUNWAY 2019

Start Up Name/Title Page

your logo[®]

Providing this value to these people

INVESTOR'S MIND

Interesting name and value proposition...
but what is it...? I'm interested but sceptical.
Tell me more.

BTW, give me a moment for your UVP to sink
in before you woosh me to the next slide.

The Problem We Are Solving



INVESTOR'S MIND

I can see that there is a problem here even though it is not in my field. But that is a massive problem to solve and I am sceptical that you can.

The Solution – Our Solution



INVESTOR'S MIND

Click... boom... amazing... wow. Surely others are doing it? If not, why not? If they are, how are you unique?

Competition (ensure metrics are relevant)



INVESTOR'S MIND

I can see how these are the important factors that customers think about when choosing a supplier and how you guys stand out...

Sounds great but how do you make money out of this?

Business Model – AKA How We Make Money



\$2.1 Billion

Market Value

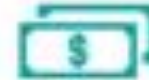
Lorem ipsum is simply dummy text of the printing and typesetting industry.



\$25

Average Fee

Lorem ipsum is simply dummy text of the printing and typesetting industry.



\$40 Billion

Revenue

Lorem ipsum is simply dummy text of the printing and typesetting industry.

INVESTOR'S MIND

I need to believe that the unit costs work and that this scales into a big market. Please don't give me a 3 year projection or complicated charts because I will look at those and check your maths instead of listening to you.

Wow, great... tempted... but do you have what it takes to pull this off?

Our Team – Why We're Great



Ray Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
Lorem



Mary Zimmern

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
Lorem



Ed Clarinet

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod
Lorem



Paige Gleph

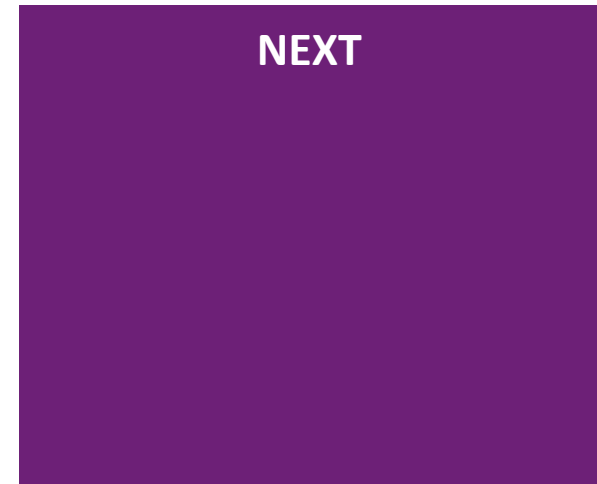
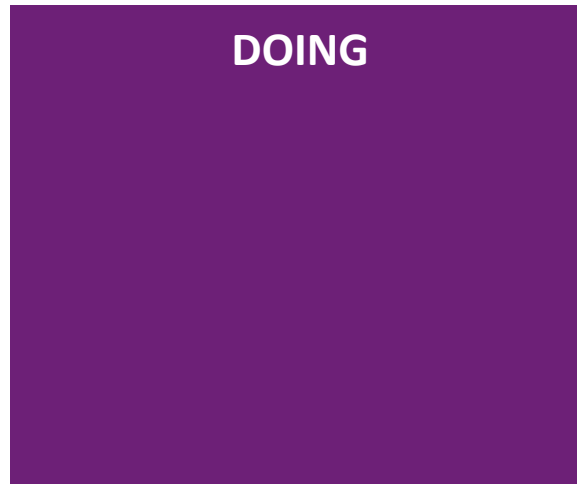
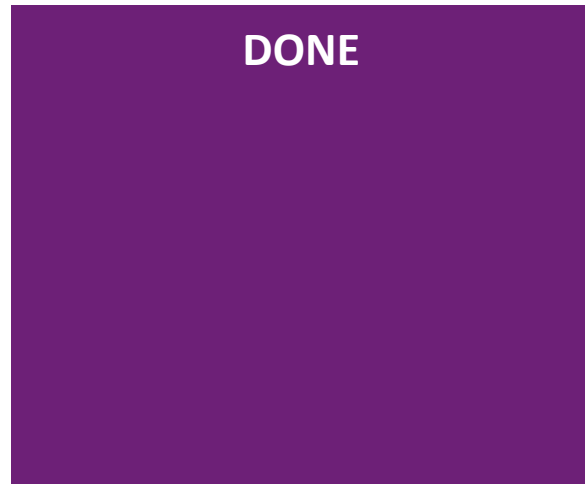
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
Lorem

INVESTOR'S MIND

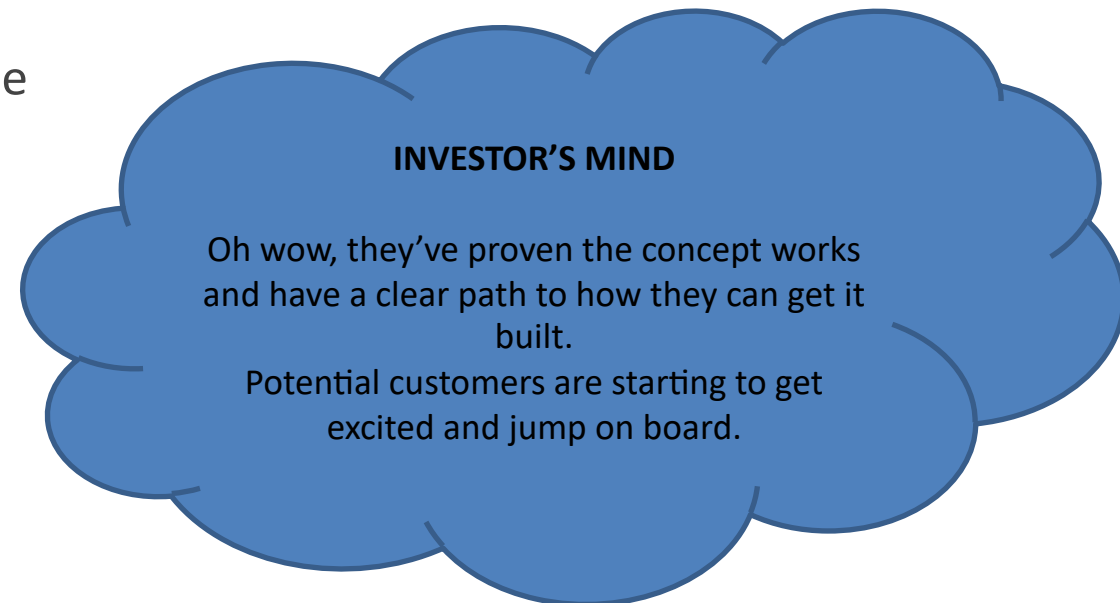
I need to know that you have the experience to figure this business out and that you are obsessed with making it happen. Passionate. Unstoppable.

Sounds like you are... but where's the proof...?

Traction/Status



Short timeframe



The Ask



The Closing Hook

your logo®

Providing this value **to these people**



contact@email.com.au