

Effective Pitching

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FUNDAMENTALS

It doesn't matter if it's an Elevator, 3 Minute, 5 Minute or longer Pitch, the essential ingredients of an effective Pitch detailed below must be covered.

A picture is worth a thousand words – use PowerPoint slides to support your Pitch carefully. One slide per 30 seconds of pitch (up to 5 minutes) and a maximum of 10 so as not to lose your audience.

And remember to rehearse, rehearse, rehearse - 10 times preparation time to presentation time, as a minimum.

WHO

Who are you? Why do you have the gravitas to be pitching to this audience? Where do you come from? What relevant experience and expertise do you have, personally or within the team?

WHAT

What's the problem that needs a solution? Note: keep this brief as people identify with problems intuitively – state the problem powerfully “shock and awe” and avoid just numeric expression of the problem e.g. “more people are affected by this condition each year than the population of London”. BUT DO NOT MAJOR ON THE PROBLEM.

HOW

What's the solution? Why is your solution so special? Why should the audience be interested? Is the solution new, unique, and have intellectual property potential? Why is it different? Does it create a new niche? Why is it fresh?

WHEN

What's the timeline to market? What are the next steps? What are the most immediate issues? What's the likely funding profile, projected break-even point and projected profitability?

ASK

What do you want? Why are you pitching? Is it for Investment, Connection, Introduction, Expertise, Resource, Facility? MAKE YOUR ASK.

CLOSE

Thank the audience, remind them who you are, remind them why you're special, leave the last slide detailing your Ask on screen. Invite questions (if allowed). Invite questions outside the auditorium (if not allowed). Try and leave a “hook” for the next conversation.

Fail to prepare, prepare to fail...

GOOD LUCK