



## Module III Business

Pitch  
Course

**Topic**  
**Introduction to Pitch .**

**Lesson 1: What is a pitch?**



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# IN THIS LESSON, WE WILL LEARN...



what **objective** is to be achieved with the presentation **of a business pitch** and some basic tips to develop it



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# 1. THE OBJECTIVE OF THE PITCH



**CAPTURE THE ATTENTION OF**  
INVESTORS  
CLIENTS  
PARTNERS



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# 1. THE OBJECTIVE OF THE PITCH



**TO MAKE A GOOD PITCH  
WE HAVE TO BE ABLE TO SHOW**

WHAT WE DO

WHAT PROBLEMS WE SOLVE

WHO WE ARE

(AND THAT WE ARE CAPABLE OF DOING WHAT WE ARE PROMISING)



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# 1. THE OBJECTIVE OF THE PITCH



## A SHORT-TERM OBJECTIVE: **TO ACHIEVE A SECOND CONVERSATION**

GET A LATER MEETING WHERE WE CAN DISCUSS OUR PROJECT IN DEPTH



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# 1. THE OBJECTIVE OF THE PITCH

SOME **TIPS** TO ACHIEVE YOUR GOALS THROUGH  
YOUR BUSINESS PITCH



## TRY TO BE REMINDED

ALTHOUGH YOUR PITCH HAS BEEN VERY WELL WORKED, IF THE  
NEXT MORNING YOUR INTERLOCUTORS DON'T REMEMBER  
ANYTHING, YOU WILL HAVE FAILED.



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# 1. THE OBJECTIVE OF THE PITCH

SOME TIPS TO ACHIEVE YOUR GOALS THROUGH  
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## CREATE A GOOD IMAGE

IT'S NOT ONLY IMPORTANT THAT YOU BE PROFESSIONAL,  
BUT THAT YOU LOOK LIKE IT.

TAKE CARE ABOUT THE WAY YOU DRESS, YOUR WAY OF  
SPEAKING AND STAND, THE DESIGN OF YOUR  
PRESENTATION...



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# 1. THE OBJECTIVE OF THE PITCH

SOME TIPS TO ACHIEVE YOUR GOALS THROUGH  
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**REFLECT ON WHAT THEY MIGHT ASK  
YOU AND **HAVE A GOOD ANSWER  
READY****



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# 1. THE OBJECTIVE OF THE PITCH

SOME TIPS TO ACHIEVE YOUR GOALS THROUGH  
YOUR BUSINESS PITCH



**TRY TO END YOUR SPEECH IN SUCH  
A WAY THAT THEY WANT TO KNOW  
MORE ABOUT YOUR PROJECT.**



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## 2. SOME BASIC POINTS THAT YOUR PITCH SHOULD INCLUDE:



**KNOW YOUR AUDIENCE**  
INVESTORS, CLIENTS OR BUSINESS PARTNERS

GIVE YOUR PROJECT AN ATTRACTIVE NAME THAT IS  
EASY TO REMEMBER

PREPARE A GOOD INTRODUCTION  
THAT CREATES AN EMOTIONAL BOND WITH YOUR INTERLOCUTORS



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## 2. SOME BASIC POINTS THAT YOUR PITCH SHOULD INCLUDE:



### MAKE SURE IT'S CLEAR

WHAT THE PROJECT IS ABOUT

WHO IT IS AIMED AT

WHAT OBJECTIVES IT HAS AND HOW YOU ARE GOING  
TO ACHIEVE THEM

### STUDY YOUR COMPETITION

AND HIGHLIGHT WHY THEY SHOULD CHOOSE YOUR  
PRODUCT AND NOT ANOTHER WITH SIMILAR  
CHARACTERISTICS



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## 2. SOME BASIC POINTS THAT YOUR PITCH SHOULD INCLUDE:



### HOW IS YOUR BUSINESS GOING TO MAKE MONEY?

IF YOU ARE PREPARING THE PITCH FOR INVESTORS, THEY WILL BE INTERESTED IN KNOWING, WITH DATA AND NUMBERS, IF INVESTING IN YOUR PROJECT WILL BE PROFITABLE OR NOT.

INTRODUCE THE TEAM AND THEIR PROFESSIONAL CAREERS



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# CONCLUSIONS



HAVING A GOOD BUSINESS PITCH REQUIRES IMPORTANT PRELIMINARY WORK,  
AND PRACTISING THE PRESENTATION UNTIL IT'S PERFECT.

IT IS WORTH THIS INVESTMENT OF TIME AS PART OF THE SUCCESS OF A  
PROJECT DEPENDS ON HOW IT IS COMMUNICATED



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