



## Module III Business

Pitch  
Course

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

**Lesson 2: Usual pitch  
formats**



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# THROUGH THIS LESSON, STUDENTS WILL BE ABLE TO...



1. **CHOOSE THE MOST SUITABLE PITCH** REGARDING THE AUDIENCE THEY HAVE.
2. **KNOW WHAT TYPE OF CONTENT THEY SHOULD INCLUDE** IN THE PITCH AND **WHAT TOOLS THEY CAN USE** TO PREPARE IT.

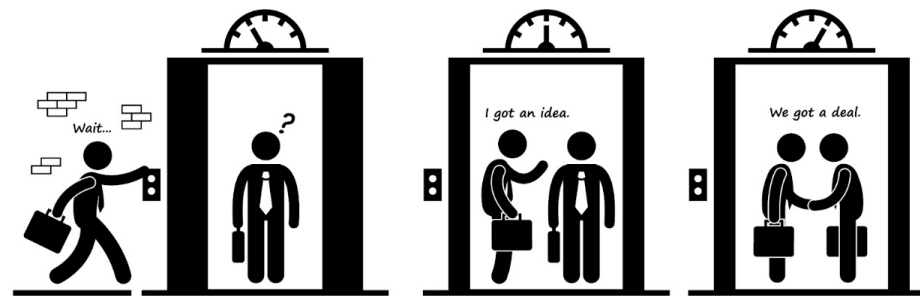


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# 1. PITCH TYPES

## THE ELEVATOR PITCH



Is a brief description of your project or business in the time you have during an elevator journey: it is used when you have to present your project briefly, and usually lasts around 1 minute.



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# 1. PITCH TYPES

## THE ELEVATOR PITCH COULD FOLLOW THIS STRUCTURE:

### WHY

What inspires you? What is the final purpose of your project?

### HOW

What means are you going to use to reach the goal of the project.

### WHAT

What actions are you currently taking.



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# 1. PITCH TYPES

## THE THREE – FIVE MINUTE PITCH



In this type of pitch, **the visual support will be crucial** so that you can convey your idea in a clear and motivating way.



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# 1. PITCH TYPES

## PITCH DECK OR PITCH FOR INVESTORS

The objective is to present a business idea to get investors. It will have a maximum duration of 15 minutes.

Present to your audience an **excellent investment opportunity** and not a simple product sale.



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# 1. PITCH TYPES

## COMERCIAL PITCH OR SALES PITCH

The objective is to sell your product or service.



This presentation should consider the **objectives of your potential client**, their **problems** and **needs**. Through your pitch, you must provide solutions.



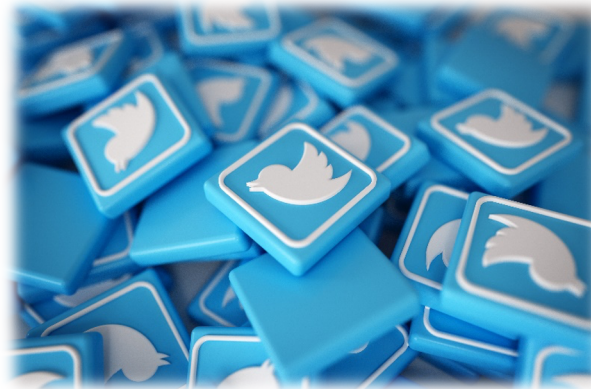
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# 1. PITCH TYPES

## TWEET PITCH

It is a brief presentation that can be used when starting any of the previous types of pitch: it is the fastest way to tell your idea.



Remember that it should not exceed 280 characters.



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## 2. SOME INTERESTING IDEAS WHEN PREPARING YOUR PRESENTATIONS

### CONTENT OF YOUR PITCH AND HOW TO PRESENT IT

#### COMPETITORS

All projects and companies have competitors, do not try to make believe that your project doesn't have them.



You must make clear who they are and what differentiates you from them



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## 2. SOME INTERESTING IDEAS WHEN PREPARING YOUR PRESENTATIONS

### CONTENT OF YOUR PITCH AND HOW TO PRESENT IT

#### BE REALISTIC

Provide concrete and justified data



If your pitch is aimed at investors, make it clear  
how you are going to make money



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## 2. SOME INTERESTING IDEAS WHEN PREPARING YOUR PRESENTATIONS

### CONTENT OF YOUR PITCH AND HOW TO PRESENT IT

#### **DON'T USE JARGON OR ACRONYMS**

Your audience may not be from the same professional sector as you



Write an easy-to-understand speech



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## 2. SOME INTERESTING IDEAS WHEN PREPARING YOUR PRESENTATIONS

### CONTENT OF YOUR PITCH AND HOW TO PRESENT IT

#### ADD GRAPHICS OR PHOTOS TO YOUR SLIDES



Don't write too many words and when presenting, don't read things directly from the slide, you'd better look your audience in the eye.



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## 2. SOME INTERESTING IDEAS WHEN PREPARING YOUR PRESENTATIONS

A **BASIC OUTLINE** THAT YOU COULD USE FOR YOUR PRESENTATION WOULD BE THE FOLLOWING:

Title Slide  
Company Purpose  
Problem  
Solution  
Why Now  
Market Size  
Competition  
Business Model  
Customer Acquisition  
Team



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# CONCLUSION



Pitch is a challenging exercise which can be very useful while getting the opportunity to participate in some events dedicated to business presentations, for instance to raise funds.

This is the reason why the next lessons will go deeper in this topic, showing how to build an effective pitch.



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