

Module III. Business

Pitch Course

Topic 2. Structure of the Pitch

Lesson 1. Introduction to the project

ONCE THIS LESSON IS COMPLETED AND APPROVED, LEARNERS WILL BE ABLE TO:

1. Introduce their pitch

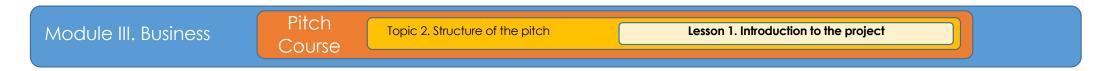
2. Resume their project in one sentence

3. Make a positive first impact

IN THIS LESSON, WE WILL LEARN: HOW TO START A PRESENTATION IN A WAY THAT WILL IMPACT OUR AUDIENCE







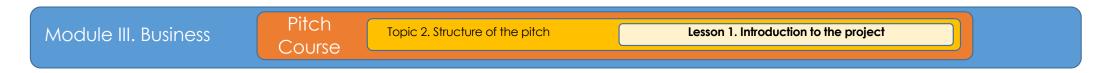
ADAPT YOUR **OUTFIT TO THE CONTEXT** (FORMAL/INFORMAL + COLORS)

MAKE AN EFFORT TO LOOK SELF-CONFIDENT: EVEN THE WAY YOU WALK SHOULD REFLECT YOUR TRUST IN YOUR PROJECT

IF YOU WILL USE ARTIFACTS, PREPARE IT IN ADVANCE, AND MAKE SURE THAT YOU WON'T SPEND YOUR FIRST TWO MINUTES SOLVING TECHNICAL PROBLEMS.







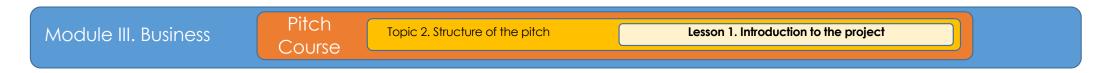
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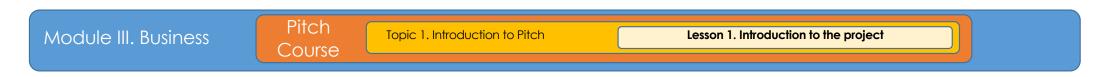
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USE OPEN GESTURES, AND SMILE.

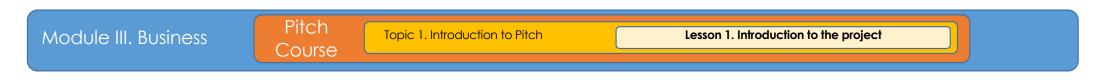
YOU SHOULD BE HAPPY ABOUT THE OPPORTUNITY OF BEING HERE.

SPEAK FRANKLY, AND WITH AN ADEQUATE TONE (NOT TOO LOW, NOT TOO LOUD)

TAKE YOUR TIME. YOU DON'T HAVE TIME, BUT DON'T LET PEOPLE SEE THAT YOU ARE IN A RUSH, IT WILL REFLECT STRESS.







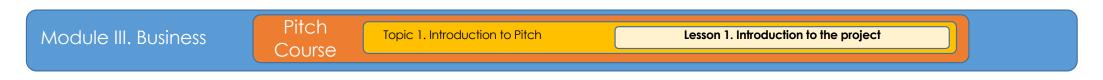
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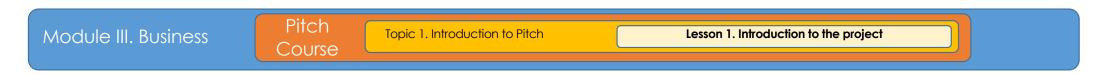
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IF YOUR ENTRY IS KEY, THE FIRST SENTENCE OF YOUR PITCH IS EQUALLY IMPORTANT. THROUGH IT, YOU WILL FOR THE FIRST TIME INTRODUCE YOURSELF, YOUR TOPIC AND YOUR SOLUTION TO THE AUDIENCE TO CATCH THEIR ATTENTION

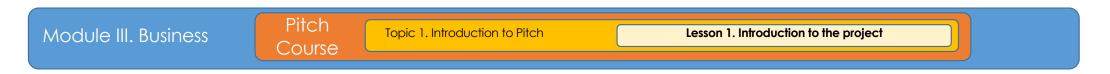


SOME TIPS

KEEP IT SIMPLE. DON'T TRY TO EXPRESS MORE THAN ONE IDEA







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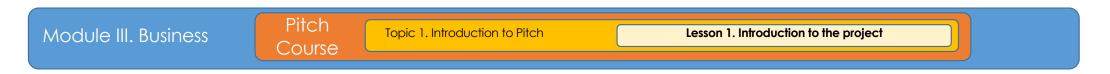
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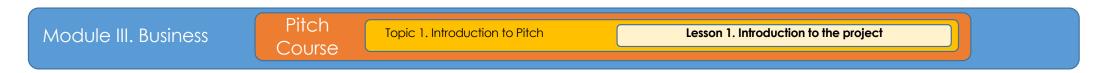
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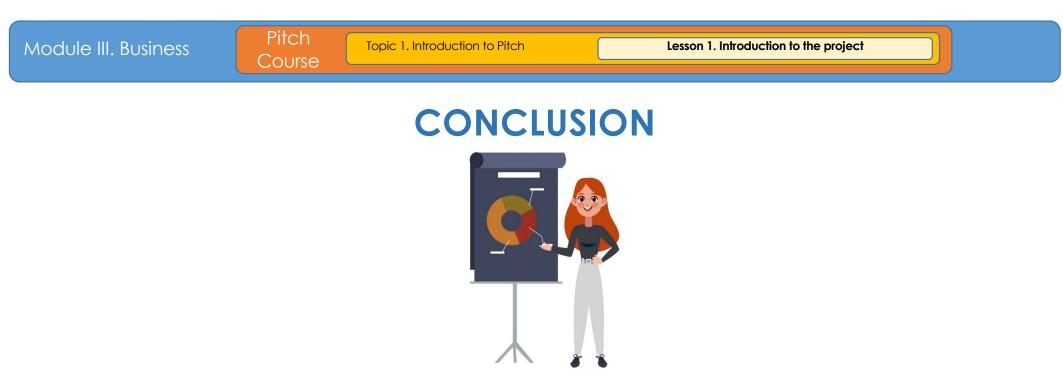
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WHILE DECLARING YOUR FIRST SENTENCE, ARTICULATE IT WELL, TELL IT IN AN INTELLIGIBLE WAY AND DON'T GO TOO FAST







In a pitch, everything goes faster and must be summarized. Even the introduction needs to be reduced in a single short sentence. But each sentence must be carefully prepared and be full of sense, so it comes to support your project.







