



Module III Business

Pitch
Course

Topic 2 Structure of the pitch.

Lesson 1: Introduction to
the project



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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**



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1. PREPARE YOUR ENTRANCE



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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1. PREPARE YOUR ENTRANCE



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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2. THE FIRST SENTENCE

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

USE STRONG WORDS, CATCHWORDS, THAT WILL CALL CLEAR PICTURES IN YOUR AUDIENCE MIND



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AVOID JARGON OR TECHNICISMS, IT NEEDS TO BE UNDERSTANDABLE BY EVERYONE



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



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CONCLUSION



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.



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