

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



1. Express their needs to complete the missing steps of the project.
2. Conclude the pitch and open the floor to eventual questions.

IN THIS LESSON, WE WILL LEARN:

HOW TO APPROACH THE SENSITIVE TOPIC OF OUR NEEDS TO GO FURTHER WITH OUR PROJECT AS A CONCLUSION OF THE PITCH

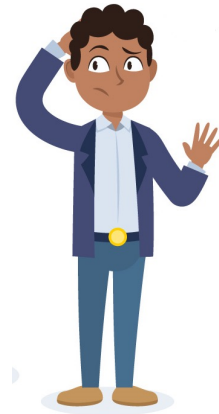


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1. THE END OF THE ROAD... WHAT IS MISSING?

Beside your objective, the objective of your project,
why are you doing this pitch, here, today?



Start with telling where you are in the development of your project, and
the achievements reached so far.
Then, express the needs that you must go further with it.



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1. THE END OF THE ROAD... WHAT IS MISSING?

ASK FOR MONEY

If this is money that you are looking for, prepare a slide about it and clearly present the numbers.

You should tell:

What you have accomplished so far

How much do you need

How much you expect from each investors

What you will do with this money

What kind of contractual modality are you open to

How the investors will benefit from this inversion

When do you expect to achieve your project objectives with this money

How you will return this money and in which timeline



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1. THE END OF THE ROAD... WHAT IS MISSING?

ASK FOR BUSINESS PARTNER AND COLLABORATION

There can be multiple type of cooperation:

COMMERCIAL COOPERATION



will open your project to new markets and distribution channels while reducing your risks linked to the launch on the market.



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1. THE END OF THE ROAD... WHAT IS MISSING?

ASK FOR BUSINESS PARTNER AND COLLABORATION

There can be multiple type of cooperation:

FINANCIAL COOPERATION



For instance, through a joint-venture, or venture capital, will decrease your risks in operations with high uncertainty thanks to a sharing of financial resources to carry out your project



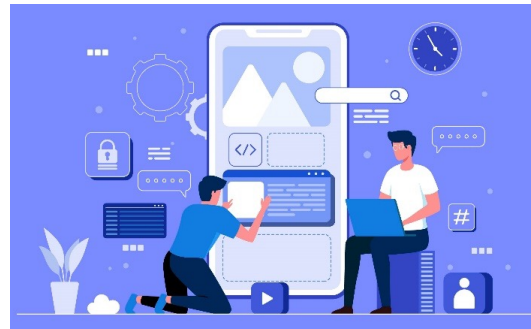
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ASK FOR BUSINESS PARTNER AND COLLABORATION

There can be multiple type of cooperation:

TECHNOLOGICAL COOPERATION



Will help you in your productive process, sharing assets and/or “know-how” for the development of your project, and reduce the risk linked to investment in R&D activities, opening your access to new technologies.



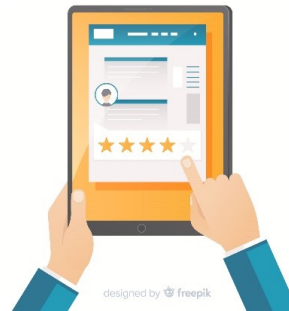
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1. THE END OF THE ROAD... WHAT IS MISSING?

COMMIT NEW CUSTOMERS

If your objective is to promote your project and **attract new customers**, give them a **concrete way to commit already with your product**.



You should prepare in advance a **pre-order system** so they can book your **product** or service in advance if it is not yet available for sales..



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2. THIS IS NOT A GOODBYE

The closure of your pitch should not sound as a goodbye. Just the opposite. You are seeking for new contacts, collaborations, investors.



So you want the relationship you just entailed with the audience to go further and use this opportunity to set up follow-up meetings where you will get the chance to explain your project deeper.



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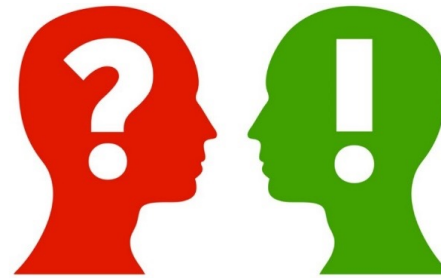
Therefore, **you should opt for an open ending**, like *“thank you for listening to me. If you are interested in learning more about our project, please come and ask me about it, or give me your business card and I will be happy to set up an appointment to talk further with you”*.



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3. OPEN THE FLOOR TO QUESTIONS



Most pitches are accompanied by **Question and Answer sessions**, it is a part of the pitch that needs to be prepared at least as well as the rest of the presentation

You need to **anticipate the possible questions, prepare your answers** with factual data that will, again, **support your statements**.



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CONCLUSION



In the same way that it is important to make a good start, the conclusion of the pitch is essential, as your last words will be the ones dedicated to your expectations toward the audience and will set the terms of your eventual future relationship.



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