



Module III Business

Pitch
Course

Topic 4 Message VS Audience

Lesson 4:
Prepare your answers



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



1. Anticipate questions
2. Prepare answers

IN THIS LESSON, WE WILL LEARN

how the Q&A session is an integral part of the pitch that should not be underestimated, as it gives you a unique opportunity to present your project further providing valuable answers.



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1. THE Q&A SESSION

The judges will ask you a follow-up question regarding financials during the Q&A session (be it projections, profitability date, etc.) and prepare a detailed response.



You may create slides containing more complex financial charts in your slide deck's appendix.



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2. THE QUESTION-AND-ANSWER SESSION TIPS

Here you have some **tips** to go strong **for the Q&A Session**:



Anticipate any questions they may ask you

Put yourself in the place of your interlocutor, who would need to know what you have told us, prepare anticipated answers for each of these questions.



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2. THE QUESTION-AND-ANSWER SESSION TIPS

Here you have some **tips** to go strong **for the Q&A Session**:



Don't spend more time than necessary answering

Put yourself in the place of your interlocutor, who would need to know what you have told us, prepare anticipated answers for each of these questions.



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2. THE QUESTION-AND-ANSWER SESSION TIPS

Here you have some **tips** to go strong **for the Q&A Session**:



Keep showing yourself confident

In every answer you give, without being overbearing and with clear language and no jargon



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2. THE QUESTION-AND-ANSWER SESSION TIPS

Here you have some **tips** to go strong **for the Q&A Session**:



If you don't know the answer to a question, don't make it up

Admit that you don't know but acknowledge that this is a good question and that you will take time to answer it after launch and that you will contact the interlocutor to provide an answer.



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CONCLUSION

Q&A

A good Q&A session, where you can adequately answer the eventual question of the audience, can determine the choice of the audience to follow you in your project. Thus, this part of the pitch should not under any circumstance be neglected.



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