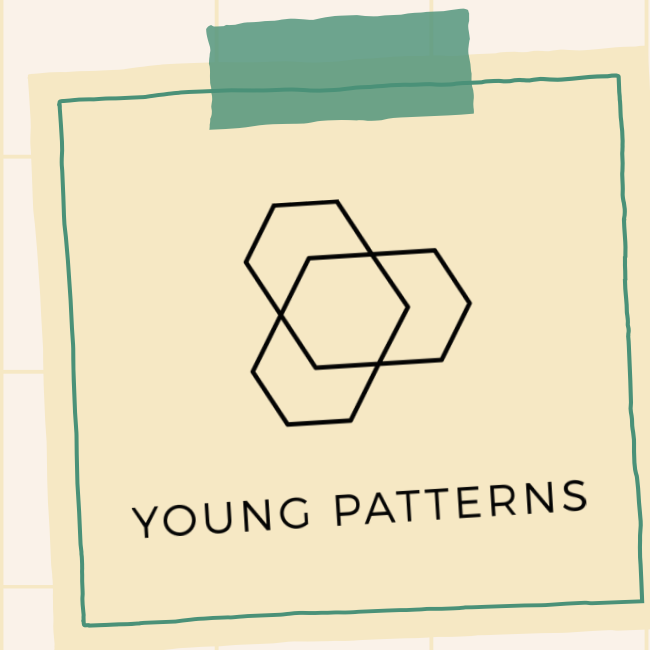
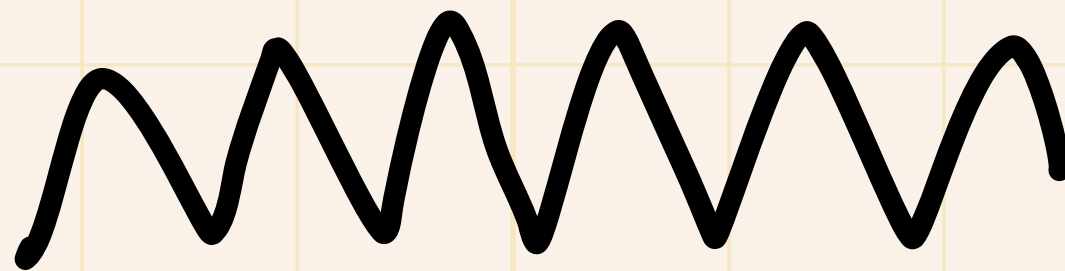




info based on the book 'pitching ideas' from Jeroen Van Geel

PITCHING IDEAS



YOUNG PATTERNS

INDEX

01

What is a pitch

02

How not to pitch ideas

03

Define the goal & develop the idea

04

Know the stakeholders

05

Ready. Set. Pitch!

06

Feedback



PITCH WHUUTT??

- A pitch is a **short presentation or explanation** aimed at promoting an idea, product, or project to capture interest and persuade others.
- Answers the questions:
 - What do you have to offer?
 - Why should a customer buy your product or service?
 - Why should an investor or business owner take a chance on you?
- Pitches come in many forms:
 - elevator pitch
 - sales pitch
 - business pitch
 - idea pitch





01. OVERCOMPE- NSATION MODE

You don't have a good understanding of the core idea and are scared others won't understand.

02. RAMBO MODE

The other party doesn't directly buy into your idea. That makes you offensive.

03. BEST IDEA EVER MODE

You believe so much in your idea that you move forward without researching it.

04. WRONG STYLE MODE

Your pitch has the wrong focus because you assume everyone shares your perspective. (Build your pitch around your stakeholders, not around yourself.)

Define the goal & develop the idea

TO PITCH OR NOT TO PITCH

A clear goal is the startingpoint. If the other person doesn't understand or agree, there is no point in pitching your idea.

CONTEXT IS KEY

use a core idea sheet:

- goal
- idea
- context: budget, timeframe, strategy, target audience,...
- USP
- Requirements: people needed, skills, materials,...

BE CLEAR IN WHAT YOU WANT TO ACHIEVE

- problem or opportunity
- short or long term
- results already concrete or abstract
- scope of goal generic or specific

STORYTELLING

80% is storytelling, 20% is about the idea. Start with a problem or story, maybe even a statement.



Know the stakeholders

WHO AM I TALKING TOO?

- Always focus on 'what's in it for the other'.
- adapt your pitch on different needs, wants, questions and values.
- DISC

Important questions others ask themselves when you pitch an idea:

- What is the goal here? Do I agree with it?
- Do I understand the idea? Do I like it or not?
- What is expected from me? (money, time, knowledge,...)
- Am I able to deliver this?
- What are the consequences if I support it or don't support it?



READY. SET. PITCH!

Be prepared

- number of attendees
- location + setting
- time
- observe your surroundings
- building empathy:
 - ask questions
 - previews
 - be clear & honest
 - small talk
 - show interest

The pitch

- make it human and personal
- start with an attention grabber (a quote, a problem, a story,...)
- be funny and light-hearted
- be consistent
- leave space for improvisation and personalisation
- a photo is worth a thousand words
- practise the pitch
- end with a call to action!



RECAP

- summerise your pitch & ask for feedback
- answer questions
- recap feedback in your own words
- do not fight

TAKE YOUR TIME

- leave space for thought
- build in appreciation for others & let others score
- pay attention to body language
- Take your time to proces what was said



IF NOT NOW, THEN WHEN?

- Stay calm and positive
- don't get stuck; fine-tune your idea
- listen: where does it goes wrong?
- don't take it personaly
- a second change will come

CONCLUDE

Concluding a meeting is actually critical to its succes!

- no important topics left undiscussed
- everybody leaves with a clear mind
- stay positive
- thank everybody

[Redacted]

Hello, I am [name], from [company]

We help [target] to solve [problem]
.....
..... op with [solution]
.....

For example [anecdote or success story]
.....
.....

Unlike [competition]
.....
.....

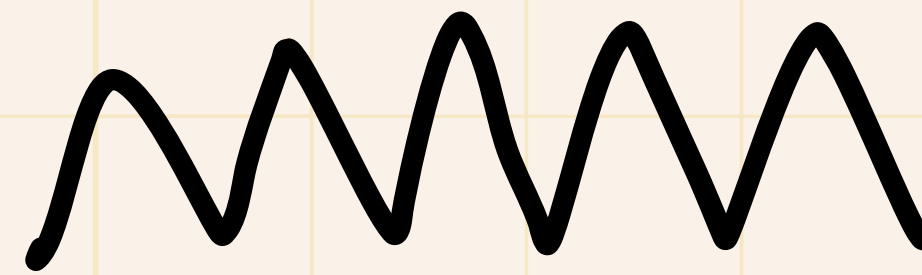
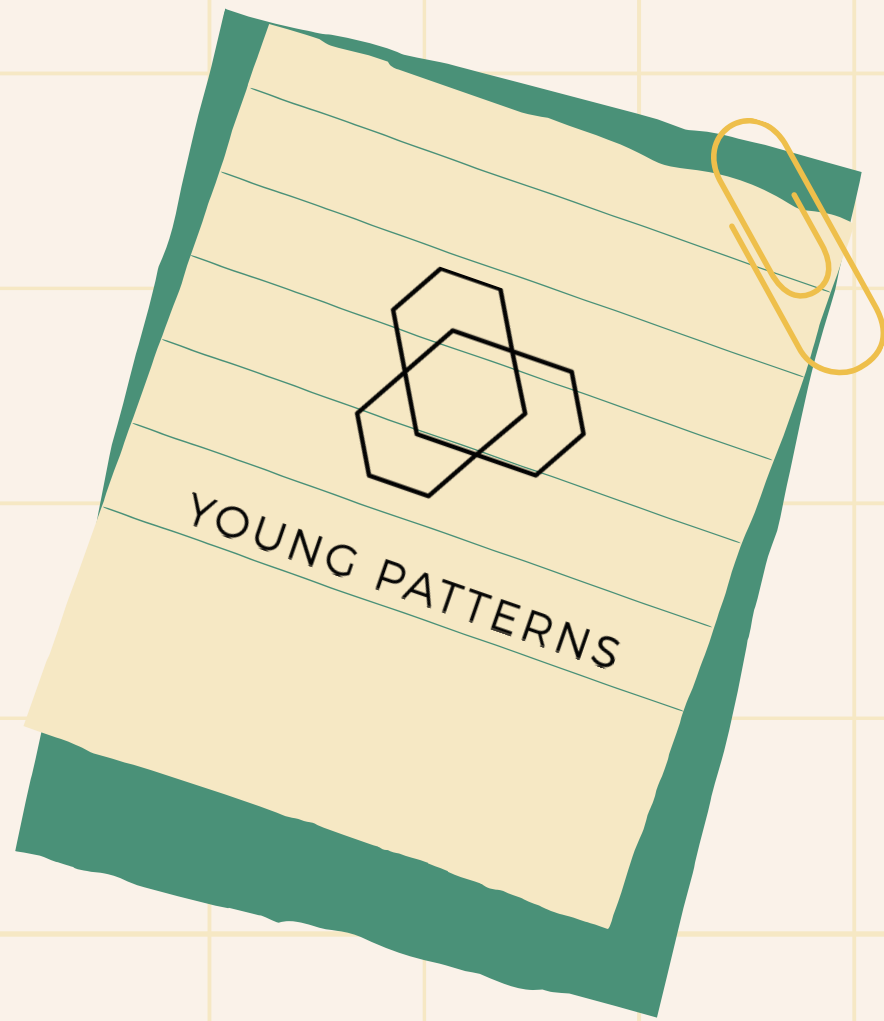
our solution is [unique feature]
.....
.....

Today we already have [result].
.....

We are looking for [your request]
.....
.....

for [target]
.....

What do you think?



THANK YOU

We love to hear your pitch!

