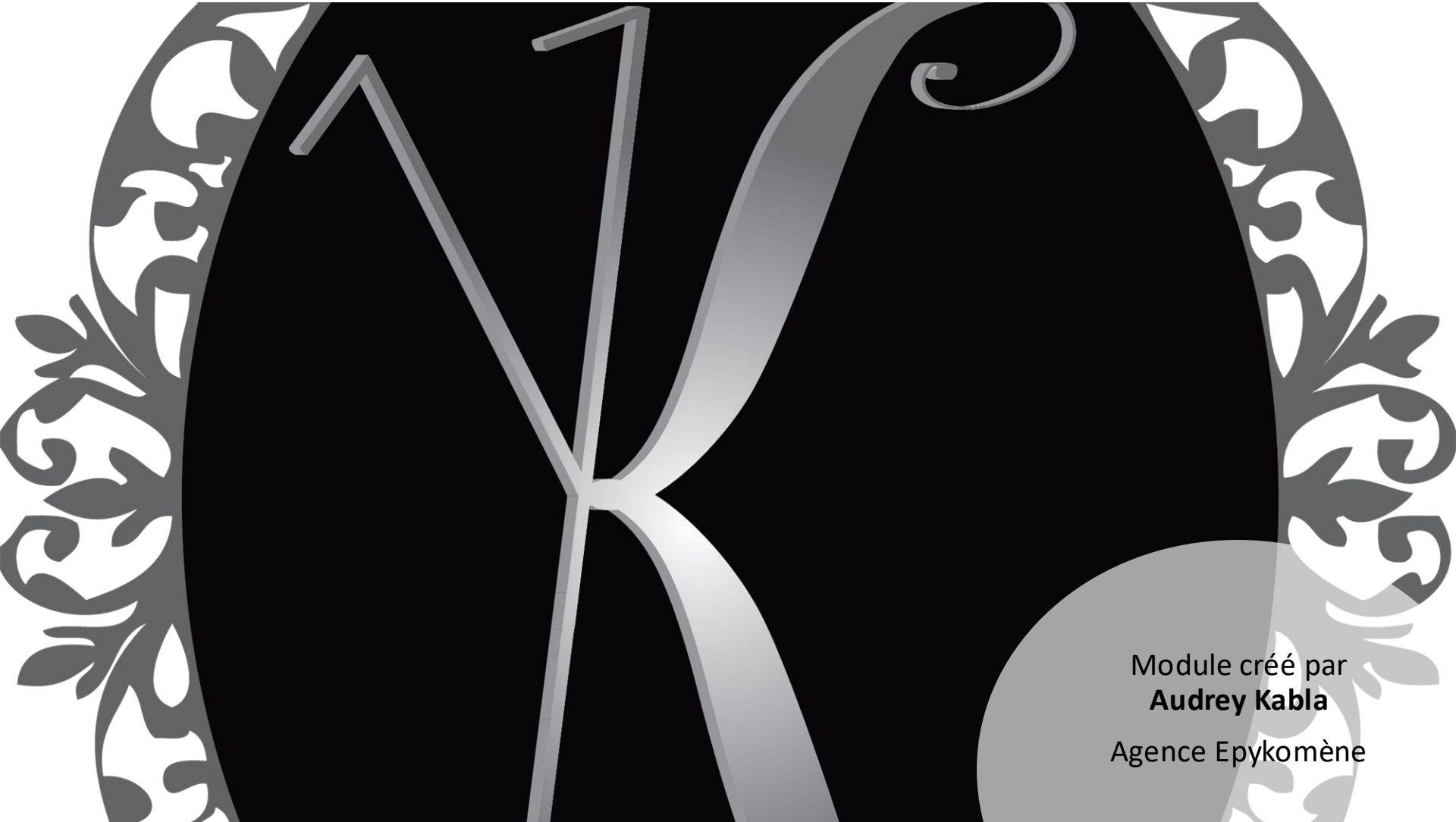


PITCH IN ENGLISH



Module créé par
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PITCH A PROJECT

THE BIG IDEA





THE PITCH DECK

The Pitch Deck

8-20 slides

Aesthetic

A link

Deck to support your pitch

A sum up of your business plan



Prepare Your Pitch

- First sentence: Pitch Introduction

For (target audiences), who are are looking for (the current offering market). XXX is a (new product idea category), that provide (key problems/solution features).

For (target audiences), who are dissatisfied/frustrated with (the current offering market). My idea is a (new product idea category), that provide (key problems/solution features).

Pitch + Pitch Deck

CLASSIC THEME

- -Team
- -Product
- -Market - Why is this market now? Who are my competitors?
- -Attraction
- -Milestones & Tactics



Pitch + Pitch Deck

STORYTELLING

- Context – Le commencement
- A hero (your client)
- With a problem => external & internal (need/asperities)
- Meet a guide => YOUR BRAND
- Giving a plan/a solution => YOUR SERVICES
- To succeed => if it fails terrible end - thanks to our products - what is the future?
- CLIENT TRANSFORMATION



Pitch + Pitch Deck

PRAGMATIC

- Context: the world is changing now - shift!
- Show them the best (don't talk about your product - paint a picture of a better future)
- Bring the magic tools - now is the time to talk about your product
- Focus on customer rule or legitimacy! Who can say you are amazing? Customer testimony, articles etc. How am I making your life better? - to make someone's life better not just a pitch
- Leave your listener on a common ground - common interest/similar tastes
- Is the pitch good? Yes if the person can repeat it and share it! Buzz! Word of mouth!!! Name it! Then it means they feel safe and they will benefit from it
- Ask yourself: What do they win? What do I win?

The Best Pitch Decks

- <https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>
- <https://fr.slidebean.com/templates/airbnb-pitch-deck>
- <https://slidebean.com/blog/startups-pitch-deck-examples>

The Pitch



- **Key Points**

- 1. Identify your goal.
- 2. Explain what you do.
- 3. Communicate your USP.
- 4. Engage with a question.
- 5. Put it all together.
- 6. Practice.

The Pitch

- Don't overload your audience with information
- In contrast, don't leave them with too vague of a description. Your audience should have a firm understanding of your organization and what you do by the end of your pitch.
- Choose a catchy title. Don't expect everyone to read all of your pitch – they won't. ...
- Keep it short.
- Use a few key facts to back up your position.
- Include encouragement to give.
- Above all, be friendly.
- **ASK CLEARLY WHAT YOU NEED FROM YOUR AUDIENCE**



The Pitch

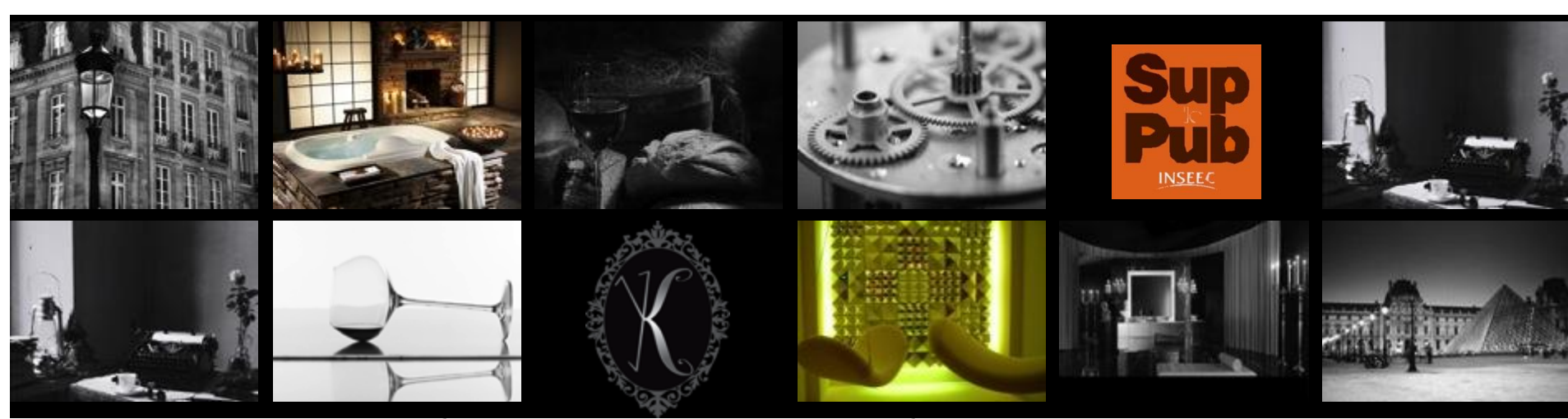
- Before you start: - READ IT ALL, REFRASE, DELETE THE REPETITIONS – CUSTOMIZE IT!
- Ensure your pitch lasts no longer than 3 minutes.
- Practice and time your pitch, and it should come off naturally. It'll be a much more comfortable discussion if you don't sound like a robot. Be comfortable enough to tweak words and/or phrases you have written down when you actually practice saying your pitch out loud.
- Steer clear of using technical jargon. Don't assume your audience is an expert in your field. Keep it light and simple to understand.

The Pitch

- Before you start: - READ IT ALL, REFRASE, DELETE THE REPETITIONS – CUSTOMIZE IT!
1. Identify your goal.
 2. Explain what you do.
 3. Communicate your USP.
 4. Engage with a question.
 5. Put it all together.
 6. Practice.
 7. Know exactly where you want to go.
 8. Bullet point it.
 9. Tell them a story.
 10. Eliminate jargon.
 11. Make sure it invites conversation.
 12. Time yourself. Use urgency.
 13. Record yourself on video.
 14. Pitch it to your friends and colleagues.
 15. Make them ask you questions!



PRACTICE!



« I have the simplest tastes. I only like the best. »

Oscar Wilde

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