Delivering a Pitch



Why is it important to present yourself appropriately?









First Impressions

- **How fast?**
  Less than a tenth of a second
- **Inaccurate**
  Too quick to be accurate
- **Prejudice**
  Stereotypes have impact

How to present yourself:

- Feel confident.
- Include your title, business, and what you offer.



What is a pitch?

Why is it necessary?



What is a pitch?

A business plan you present.

Why is it necessary?

To get investors/ financiers.

Types:

- The Twitter Pitch
- The One-word Pitch
- The Social Media Pitch
- The Cold Call Pitch
- The Email Pitch
- The Elevator Pitch



How effective are pitches?

- ➔ **makes or breaks the deal**
  your verbal business card
- ➔ **may not strictly seek startup capital**



Elevator Pitch

- Time it takes from the lobby to their office floor.
- Compelling and concise.

Content:

- **Problem:** Answer the why.
- **Value Statement:** Share benefits.
- **How We Do It:** Differentiators
- **Proof Points:** Achievements.
- **Customer Stories:** Examples
- **Engaging Question.**



Where or in what situation do you use an elevator pitch?

- networking events
- professional association activities
- share with those you meet



Company for solar energy

Problem: lack of upgrade to solar power .
Value: the use of solar energy
Proof points: green companies using solar energy .



How do you think a perfect pitch would look like?

Choose one (1) cooperative:

1. Food
2. Pottery
3. Garment
4. Recycling
5. Local products

Questions?



Thank you!