



Interreg  
CENTRAL EUROPE  
IN SITU

TAKING COOPERATION FORWARD

D.T2.4.2 Joint Social Entrepreneurial Skills and Competences training  
Pitching skills  
IN SITU, STEP RI PP8, Dario Zoric

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Pitching skills

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*What is pitching?*

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# Standard Pitch Concept



- 1. Problem
- 2. Solution
- 3. Market
- 4. Product
- 5. Business model
- 6. Competition & Competitive advantage
- 7. Team
- 8. Call to action

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## 1. Problem



Describe a problem.

Describe the pain of the customer.

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## 2. Solution



*Can you find potential buyers?*

*Is there a market?*

Explain your solution to the problem.

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### 3. Market

*Market validation is a process applied to the unstructured, serendipitous task of doing a complete evaluation of the market for a product before the product is built.*

Market size



Market validation



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### 4. Product

*Who is your customer?*

*What are their problems?*

*How do you solve those problems?*

Product functionality



Key features

Roadmap

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### 5. Business model

*How do you make money?*

Revenue model



Pricing

Sales & Distribution

Customer pipeline

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### 6. Competition & Competitive advantage

*Competitive advantage is what makes you better than anyone else.*

You always have competition.

#### List your top competitors

- show your competitive advantages
- focus on how you are different
- tell us how you will beat them



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### 7. Team

#### Founders and management



Name  
Position  
Expertise



Name  
Position  
Expertise



Name  
Position  
Expertise

#### Board of Advisors



Name  
Company



Name  
Company



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### 8. Call to action

*How much do you need?*

*What do you need it for?  
(R&D, Marketing...)*

*What will happen after you spend it?*

**70%**

30% to total success!



**400.000\$**

That's a lot of money or???



**1 team member**

Explain expertise and why...



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DON'T!!!!



**First mistake:**  
Too Much Details

**Second mistake:**  
Too Many Ideas



**Third mistake:**  
Mixing Present  
and the Future

**Fourth mistake:**  
Talking blah blah  
blah about  
irrelevant things!

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Standrad Pitch Concept

1. Problem
2. Solution
3. Market
4. Product
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7. Team
8. Call to action



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*Different pitches*



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**ONE MINUTE PITCH**

① My company, \_\_\_\_\_ NAME OF COMPANY is developing \_\_\_\_\_ WHAT YOU'RE OFFERING to help \_\_\_\_\_ A BUSINESS OPPORTUNITY with \_\_\_\_\_ A BUSINESS OPPORTUNITY SOLVE A PROBLEM

② We compete in the growing \_\_\_\_\_ MARKET market, which last year was a \_\_\_\_\_ MARKET VALUE value market.

③ We are similar to \_\_\_\_\_ COMPETITOR 1 and \_\_\_\_\_ COMPETITOR 2 but we \_\_\_\_\_ OUR KEY DIFFERENTIATOR

④ Currently we have \_\_\_\_\_ CURRENT STATE OF BUSINESS, REVENUE, OR COMPANY

⑤ We are looking for \_\_\_\_\_ THE SIZE to help us \_\_\_\_\_ WHAT YOU NEED TO WIN THE DEAL

Get more pitching tips at: <http://i.co/madlibz>



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*Example for  
3 minute pitch*



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Welcome

# AirBed&Breakfast

Book rooms with locals, rather than hotels.

This is a PowerPoint reproduction of an early AirBnB pitch deck via Business Insider @ <http://www.businessinsider.com/airbnb-a-13-billion-dollar-startups-first-ever-pitch-deck-2011-9>

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## Problem

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**Price** is an important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

Template by PitchDeckCoach.com

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## Solution

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A **web platform** where users can rent out their space to host travelers to:

<b>SAVE MONEY</b> when traveling	<b>MAKE MONEY</b> when hosting	<b>SHARE CULTURE</b> local connection to the city
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Template by PitchDeckCoach.com

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## Market Validation

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**630,000**

on temporary housing site couchsurfing.com

**17,000**

temporary housing listings on SF & NYC Craigslist from 07/09 – 07/16

Template by PitchDeckCoach.com

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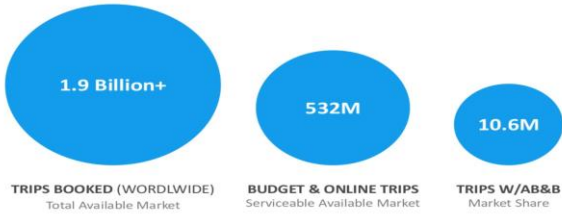
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## Market Size

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Template by PitchDeckCoach.com

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## Product

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SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Template by PitchDeckCoach.com

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## Business Model

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We take a 10% commission on each transaction.



Template by PitchDeckCoach.com

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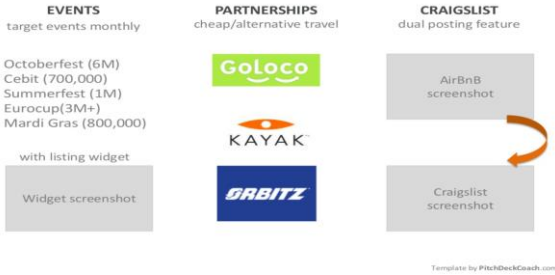
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## Market Adoption

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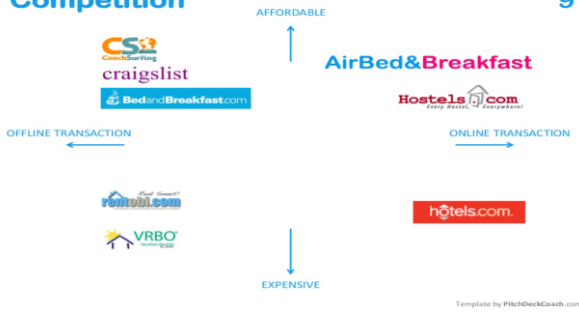
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## Competition

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• Airbnb's pitch deck is **commonly cited as one of the best**, and has helped **raise over \$112 million**.

• This deck exemplifies simplicity at its finest. **Each slide is relatively basic, presenting the information quickly and efficiently.**

\*\$4.39B in Total Funding

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**Up All Night**  
 2016: Raised \$500K Seed  
 \$625K in Total Funding  
 Still Operating



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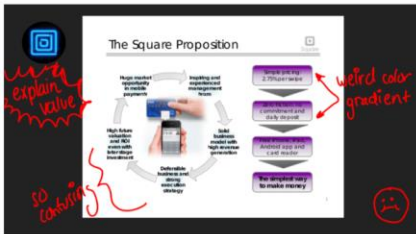
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**Square**  
 2011: Raised \$100M Series C  
 \$590.5M in Total Funding  
 Public in 2015



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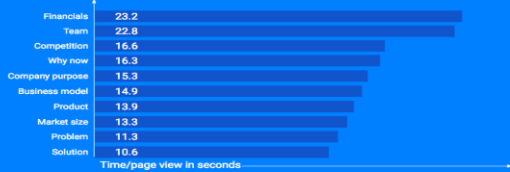
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If you send your pitchdeck to investors...

**Which slides matter the most**




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### How Pitching Investors is Different Than Pitching Customers?

**Customer**

- Knows a lot about problem
- Personally interested in the solution

**Investor**

- Might not have or understand the problem
- Interested in the solution if it can build a big company

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### Talking to customer

**Customer pitch**

- Jargon builds credibility
- They should be talking more than you
- Figure out how the solution helps them personally

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### Where to use your customer pitch?

**Customer pitch**

- Sales call
- Front page of website
- Help/FAQ
- User interviews

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### Talking to investor

**Investor pitch**

- Jargon is confusing
- Use language they understand
- Avoid marketing language

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### Where to use your investor pitch?

**Investor pitch**

- Not on website
- Not for customers
- Only in your pitch deck

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### What Investors Care About?

**Investor Pitch**

- What do you do?
- How far along are you? (idea phase, building the product...)
- How big is the market?
- How will you charge users?
- What do you know that others don't?
- Who is on your team?

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**What Customers Care About?**

**Customer Pitch**

- Functionality
- Onboarding process
- How does the pricing apply to them?
- Does it solve their specific problems?

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***It is better to have two separated pitches!!!***

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**Investor**

**Can you build a big business?**

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**Customer**

Does your product/service solve their specific problem?

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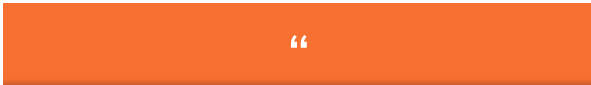
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According to most studies, people's number one fear is **public speaking**. Number two is death.

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Mastering the pitch



*Verbal elements*

- Voice Tone
- Voice Speed
- Voice Volume
- Language
- Vocabulary
- Grammar

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Mastering the pitch



Non verbal elements

I AM BORN THAT WAY...



YOU CAN PRACTICE EVERYDAY...



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Eye Contact



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Facial Expressions



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### Body Postures

How and where you stand is an important element of non verbal communication.



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### Gestures

Gestures are movements of hands, head, body...



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### Your clothes

Clothes are another important aspect of non verbal communication.



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**CONCLUSION  
(4P)**

**Preparation**

- research your audience, location...
- delivery - start with a good story, everyone in the room should be able to relate to your story
- main message (repeat it again, again... and again!)

**Practice**

- try, change if needed

**Pitch**

- be always ready to pitch

**Purchase order**

- call to action



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Thank you for your attention!



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Rijeka development agency Porin, Rijeka, Croatia

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