



# IN SITU SOCIAL ENTREPRENEURIAL TTT - SESSION 5

## PITCHING TRAINING

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### Reading list by external expert Dario Zorić

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#### **Pitching Books:**

The Win Without Pitching Manifesto by Blair Enns

The Art of Startup Fundraising - Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know by Alejandro Cremades

#100Pitches - Mistakes I've Made So You Don't Have To: The Film and Television Pitching Guide for Content Creators by Squeaky Moore

Perfect Pitch - The Art of Selling Ideas and Winning New Business by Jon Steel

#### **5 Books You Should Read Before Pitching Your Startup to Investors:**

The Art of the Pitch: Persuasion and Presentation Skills that Win Business by Peter Coughter

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff

To Sell Is Human: The Surprising Truth About Moving Others by Daniel Pink

The Startup Game: Inside the Partnership between Venture Capitalists and Entrepreneurs by William H. Draper

Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms by Jeffrey Bussgang

#### **About Pitch Decks:**

<https://venngage.com/blog/best-pitch-decks/>

<https://slidebean.com/blog/startups-pitch-deck-examples>

#### **Shark Tank shows:**

<https://www.youtube.com/watch?v=q0dB4disGw0>