



IN SITU SOCIAL ENTREPRENEURIAL TTT SESSION 5

PITCHING TRAINING Self-assessment

Questions

Standard Pitch Concept:

- Problem, Solution, Market, Product, Business model, Building the product, Team, Call to action
- Problem, Solution, Market, Product, Business model, Competition & Competitive advantage, Team, Call to action
- Problem, Solution, Market, Product, Business model, Competition & Competitive advantage, Team, Questions

Verbal elements are:

- Voice Tone, Voice Speed, Voice Volume, Language, Vocabulary, Grammar
- Voice Tone, Voice Speed, Voice Volume, Language, Vocabulary, Gesture
- Voice Tone, Voice Speed, Voice Volume, Language, Vocabulary, Eye Contact

Nonverbal elements are:

- Eye Contact, Language, Body Postures, Gestures, Clothes
- Eye Contact, Facial Expressions, Body Postures, Gestures, Grammar
- Eye Contact, Facial Expressions, Body Postures, Gestures, Clothes

What Customers Care About?

- Functionality, Onboarding process, How far along are you (idea phase, building the product...)? Does it solve their specific problems?
- Functionality, Onboarding process, How does the pricing apply to them? Does it solve their specific problems?
- Functionality, Onboarding process, How does the pricing apply to them? Who is on your team?

What Investors Care About?

- 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?
- 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? Functionality
- What do you do? Onboarding process, How big is the market? How will you charge users? What do you know that others don't? Who is on your team?



Answers

Standard Pitch Concept:

- Problem, Solution, Market, Product, Business model, Building the product, Team, Call to action

- **Problem, Solution, Market, Product, Business model, Competition & Competitive advantage, Team, Call to action**

- Problem, Solution, Market, Product, Business model, Competition & Competitive advantage, Team, Questions

Verbal elements are:

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

- Voice Tone, Voice Speed, Voice Volume, Language, Vocabulary, Gesture

- Voice Tone, Voice Speed, Voice Volume, Language, Vocabulary, Eye Contact

Nonverbal elements are:

- Eye Contact, Language, Body Postures, Gestures, Clothes

- Eye Contact, Facial Expressions, Body Postures, Gestures, Grammar

- **Eye Contact, Facial Expressions, Body Postures, Gestures, Clothes**

What Customers Care About?

- Functionality, Onboarding process, How far along are you (idea phase, building the product...)? Does it solve their specific problems?

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

- Functionality, Onboarding process, How does the pricing apply to them? Who is on your team?

What Investors Care About?

- **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?**

- 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? Functionality

- What do you do? Onboarding process, How big is the market? How will you charge users? What do you know that others don't? Who is on your team?