



RISEBA

Biznesa, mākslas un tehnoloģiju
AUGSTSKOLA

PRESENTATION SKILLS

PITCH PRESENTATION

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PITCH PRESENTATION

- ✓ TYPE OF PRESENTATION
- ✓ FROM 1-5 MINUTES
- ✓ ART OF EXPRESSION
- ✓ CLEAR SUMMARY
- ✓ USED FOR BUSINESS IDEA PRESENTATIONS AND SELLING
- ✓ MOST COMMONLY TO FUNDRAISING.



PITCH MISTAKES

- ✓ DO NOT INCLUDE STORY (*storytelling is important skill for entrepreneur*);
- ✓ TOO MUCH INFORMATION;
- ✓ LISTING FEATURES NOT NOT BENEFITS;
- ✓ LISTING TOO MANY FEATURES;
- ✓ MENTIONING THAT THERE IS NO COMPETITON.



HOW TO DELIVER YOUR PITCH

Keep it conversational

The elevator pitch is somewhere between informal and formal. You always want to keep the tone conversational even if the content is serious.



HOW TO DELIVER YOUR PITCH



Don't rush

You might want to keep things brief, but you certainly don't want to talk too fast. Avoid niche terminology and speak clearly.

HOW TO DELIVER YOUR PITCH

Be persuasive

Don't be afraid to try and convince your audience. Ultimately, you are pitching because you think your skills and experience are worth talking about.



HOW TO DELIVER YOUR PITCH



Be confident

A good elevator pitch will always convey what is most impressive about a person, and it should give an indication of their ambitions and aims for the future.

HOW TO DELIVER YOUR PITCH

Be yourself

Preparation is essential for an engaging elevator pitch, so practice a natural, genuine presentation. It's you that the listener wants to know about.





PROBLEM

What problem will your business idea solve?



PROBLEM #1

Name a relevant problem that your business idea will solve

PROBLEM #2

Explains how it affects people's lives in a negative way

PROBLEM #3

Highlight these problems at the very beginning to be able to create intrigue and offer a solution in the future presentation



YOU HAVE A SOLUTION!

Now is the time to tell how you and your business idea can solve this problem

SOLUTION #1

Tell how you and your business idea can solve the problems described above

RISINĀJUMS #2

Be direct about your idea to offer your product/service in the future





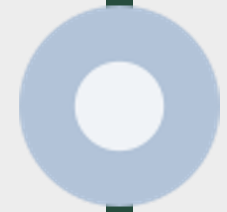
PRODUCT OR SERVICE

Now is the time to introduce audience to
your business idea



Step #1

2017



Step #2

2018

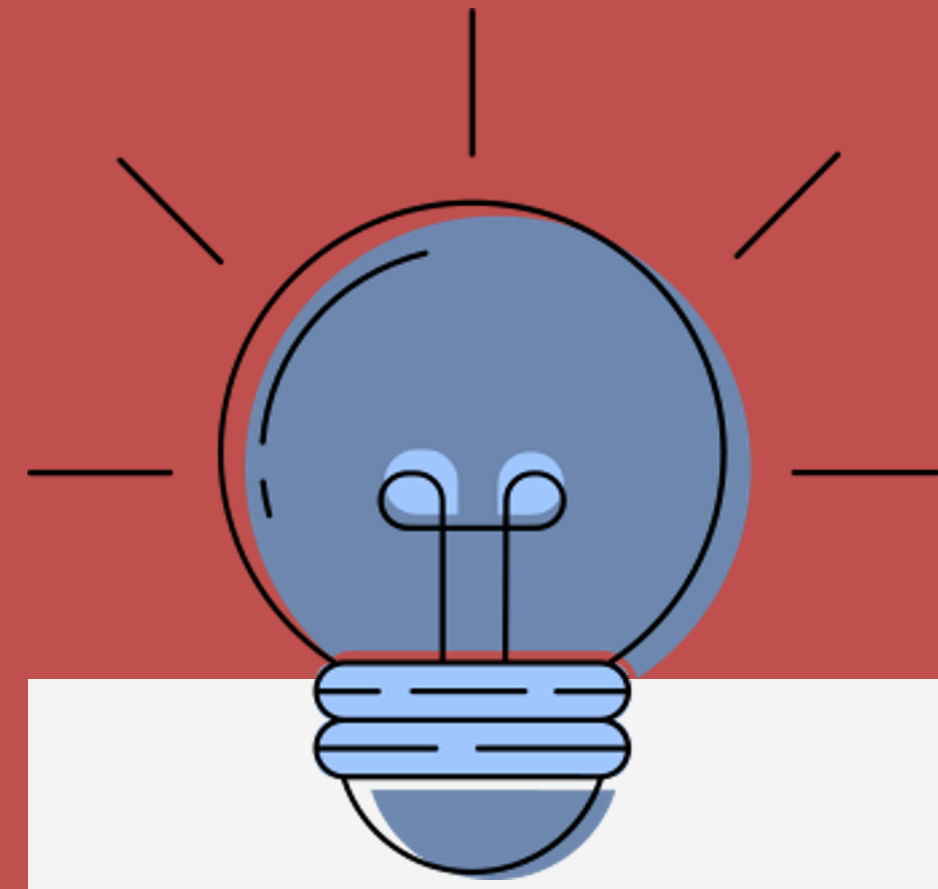


Step #3

2019

How did the product /
service originated?

Briefly tell how did your business
idea originated. You can tell the
steps you took.



WHEN THEN IF NOT NOW?

- 1 WHY IS NOW THE BEST TIME TO DEVELOP YOUR BUSINESS IDEA?
- 2 WHAT ARE THE TRENDS?
- 3 FACTS AND NUMBERS...

WHO IS YOUR CUSTOMERS?

Visualize your customer and create their persona



CLIENT PORTRAIT

A client portrait is a partially fictional representation of your target customer. These individuals are based on market research and real data about people who will be your potential customers.

Make 2-3 client portraits.



Demographic data

(Sex, age, marital status, occupation)

Influence

(Who is decision maker?
Who can influence the decision?)

Goals and responsibilities

(What are the potential goals and responsibilities of the client?)

Disappointment

(What frustrations have they dealt with?)

Needs

(What are the needs?)

Customer journey

(Understanding, considerations, buying habits)

Channels

(Social networks, digital tools, other activities)

Sources of information

(What affects the purchase? *Influencers*)

Objections

(What are the objections?)



ADVANTAGES

Why is your product / service better than others?



YOU CAN FIND US...

Don't forget to tell your audience where they can buy your product / service

- ✓ CHECK THE TIME
- ✓ BUT DO NOT HURRY (BREATH A LITTLE)
- ✓ ENGAGE THE AUDIENCE
- ✓ DO NOT BE AFRAID TO BE ASSERTIVE
- ✓ FOLLOW THE DRESS CODE



SURPRISE EVERYONE WITH
YOUR PRESENTATION

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