



LIVE,  
WORK,  
CREATE.



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# DIGITAL WORKSHOP #4: THE ART OF PITCHING



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#ThatsPitchin

# ROUND 2:

# DIGITAL WORKSHOP #4

# GET INVOLVED!

# PAST WORKSHOPS

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**DEFINE: "PITCHING"**

**"PRESENTING YOUR BUSINESS IDEA  
TO POTENTIAL INVESTORS, CLIENTS,  
PARTNERS AND/OR  
CUSTOMERS"**





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# 1. WHY IS IT NECESSARY / IMPORTANT?



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# TO IDENTIFY & SECURE RESOURCES:

**1. MONEY**

**2. TIME**

**3. EFFORT**



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# 2. WHERE ELSE CAN THIS SKILL BE USED?



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**1. YOU & YOUR BUSINESS**

**2. MEETINGS**

**3. NETWORKING**

**4. MARKETING & ADVERTISING**

**5. PR & MEDIA**

**6. PROPOSALS**





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# 3. THE 10 STEP PROCESS



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**1. YOUR INTRO.**

**2. PROBLEM (WHY?)**

**3. SOLUTION (HOW?)**

**4. PRODUCT / SERVICE INTRO.  
(WHAT?)**

**5. MARKET SIZE**



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- 6. BUSINESS MODEL**
- 7. GO-TO-MARKET STRAT.**
- 8. TEAM & KEY PEOPLE**  
**(+COMPETITION)**
- 9. OPPORTUNITY +++**
- 10. REQUEST**



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# 4. THE SECRET PROPOSAL







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**W.I.I.F.M.:**

**OFFER, OFFER, OFFER, OFFER,  
OFFER, OFFER, OFFER, OFFER,  
OFFER, OFFER, OFFER, OFFER...**

**... ASK**





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# 5. TIPS





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**1. INTERRUPT – SHOCK**

**2. ENGAGE – QUALIFY SHOCK**

**3. EDUCATE – TEACH**

**4. CALL TO ACTION – GET THEM TO**

**DO SOMETHING!**



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# 6. REMINDERS







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**DO'S:**

**K.I.S.S**

**KNOW YOUR AUDIENCE**

**PASSION & KNOWLEDGE**

**RESEARCH & PRACTICE**

**PRACTICE = CONFIDENCE**



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TELL YOUR STORY

SPEAK HIGHLY

SHARE WHAT'S NEEDED

BODY LANGUAGE 😊

TIMING

END WITH POWER!



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**DONT'S:**

**PANIC**

**RUSH**

**FIDGIT**

**OVERSELL**

**BE AFRAID**



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**YOUR CHALLENGE:**  
**COMPLETE THE**  
**QUESTIONNAIRE – HERE**







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# ROUND 2

## DIGITAL WORKSHOP # 5:

# SUCCESS HABITS & THRIVING

# BEYOND 2021

# WEDNESDAY: 13h00



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**REWARDS & PRIZES** 😊

**TOTAL = £7,000!**



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**WELL DONE – SEE YOU TOMORROW**