

Crafting the Perfect Pitch



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What you will learn?

- How to create an effective pitch?
- The essential elements to include in a pitch
- Do's and don'ts of delivering a successful pitch
- How best to field questions after your pitch?

How to create an effective pitch?

1. Know your audience

- Tailor your pitch accordingly, 1st impression is crucial

2. Research

- Company, needs, markets and investors' motivation

3. Tell a story

- Make it snappy, unique and engaging
- A short pitch is a good pitch
- Create a beautiful presentation - provide a business plan

4. Practice and dress to impress

- Do a run through and know your key points

5. Follow up and do it again

- Connect on social media and ask for feedback



Your main pitch should answer at 10 questions

1. What problem (or want) are you solving?
2. Who is your target market?
3. How are you different from your competitors?
4. How will you make money?
5. How fast can you grow your business? Can you scale up?
6. What traction and milestones have you met?
7. How are you going to get the word out?
8. How are you going to close sales?
9. How are you going to get started?
10. What makes your team suited for this business?

The 10 do's of a pitch

- Rehearse to be on time
- Tell a story to engage and convince your audience
- Keep it straight to the point
- Have a clear structure
- Show that you have a plan
- Show your value, know your market and investors
- Be honest and realistic with your financial projections
- Show that your start up is unique!
- Prepare a list of potential questions
- Listen and smile 😊



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•The 5 don'ts of a pitch

- Don't tell a story
- Don't get them engaged and excited
- Don't think at an investor's level
- Don't lie and bluff
- Don't provide a presentation and business plan
- Don't give away too fast and too much
- Don't read your slides
- Don't dance around the questions



Elevator Pitch Examples



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2018 - Elevator Pitch Competition (University of Dayton, Ohio)



The best of Steve Jobs : Introduction of the iPhone 2007





GET STARTED.

7 Steps Canvas (5 to 15 min.) (To use to plan your story/pitch)

1. Problem statement

Script:

Visuals:

Time (seconds):

2. Market Size

Script:

Visual:

Time (seconds):

3. Solution

Script:

Visual:

Time (seconds):

4. Business Model

Script:

Visual:

Time (seconds):

5. Competitive Landscape

Script:

Visual:

Time (seconds):

6. Go-To-Market Strategy (GTM)

Script:

Visual:

Time (seconds):

7. Team/Closing: Why you?

Script:

Visual:

Time (seconds):



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Tell a story, be unique, captivate and convince

There's no better feeling than walking out of a meeting knowing you've captivated someone's attention and have persuaded them towards your cause.



A photograph of a modern building with large glass windows and a red rectangular overlay. The building is on the left side of the image, and the red overlay is on the right side. The word "Questions?" is written in white text on the red overlay.

Questions?



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