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## WEEK 6:

# PITCH AND PRESENTATION PRACTICE

Being able to communicate your business plan in a formal setting will be a valuable tool not only in starting up your business, but importantly during the expansion process. A well-crafted business plan will enable you the leverage you need when trying to get more funding and support to your expansion. In this session, the aim is for every student to understand its importance, know the psychology behind it, and be able to create one and deliver one in person.

### **1. Lesson Overview**

- a. Lesson Objectives
- b. Estimate Time
- c. Materials Needed
- d. Background for Teachers
- e. Mentor

### **2. Teaching Strategy**

- a. Part 1: What is a pitch deck?
- b. Part 2: Samples of popular kid companies pitch decks
- c. Part 3: What makes a great pitch
- d. Part 4: Elevator Pitch
- e. Questionnaire and Assessment
- f. Presenting your very own marketing campaign

### **3. Supplemental Videos**

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# LESSON OBJECTIVES

## **Students Should be Able to:**

1. Know the importance of pitch decks
2. Be able to deliver an effective business presentation
3. Know about elevator pitches and deliver them

## **Estimate Time**

It will be a four-part program, where each topic would need more or less 30-minutes each for class. Each program will also culminate with a 10-minute activity that will synthesize and apply what the students learned. We will also have a presentation activity for them to showcase what they know about pitch decks and elevator pitches.

## **Materials Needed**

1. Business plans and details workbook printed as Chapter 6
2. Printed Questionnaire for the students to answer
3. Copy of a basic worksheet as a sample for each student
4. Presentation materials
  - a. Overhead Project
  - b. Whiteboard and Marker
  - c. Papers

## **Backgrounder for Teachers**

A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use them to create interest in a project, idea, or product – or in

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yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

They should be interesting, memorable, and succinct. They also need to explain what makes you – or your organization, product, or idea – unique.

## **Mentors**

Our mentors for this session will be

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# TEACHING STRATEGY

## Part 1: What is a Pitch Deck

1. A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.
2. Parts of a pitch deck
  - a. Introduction - Who are you and why you're here? Keep it short and sweet.
  - b. Team - Show the people behind the idea and briefly describe their role.
  - c. Problem - What problem are you trying to solve? Is it really a problem?
  - d. Advantages - What makes your solution special? How are you different from others?
  - e. Solution - Describe how are you planning to solve the problem.
  - f. Product - How does your product or service actually work? Show some examples.
  - g. Traction - Traction means having a measurable set of customers that serves to prove a potential.
  - h. Market - Know, or at least attempt to predict, the size of your target market.
  - i. Competition - What are the alternative solutions to the problem you are trying to solve?
  - j. Business model - How are you planning to make money? Show a schedule when you expect revenues to pour in.
  - k. Investing - What is your planned budget? What kind of money are you looking for?
  - l. Contact - Leave your contact details and let people know how to reach you quickly.

## Part 2: Samples of Popular kid companies pitch decks

1. Introduction: Many great businesses were able to deliver their pitch effectively. These were the way on how they delivered it
2. Uber's First Pitch deck

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- a. <https://techcrunch.com/gallery/here-is-ubers-first-pitch-deck/slide/1/>
  - b. Have big vision, start small and simple
  3. Airbnb Pitch deck
    - a. <https://slidebean.com/blog/startups/pitch-deck-examples>
  4. Facebook's Pitch deck
    - a. <https://slidebean.com/blog/startups/pitch-deck-examples>

### **Part 3: What makes a Great Pitch**

1. Reference: <https://www.duarte.com/presentation-skills-resources/6-tips-powerful-pitch-deck/>
2. Pitch deck tips:
  - a. Your deck is your sidekick, not your teleprompter.

Your deck is not your script. That's one of the deadliest sins of presenting. Slides are there to support you, to amplify your voice. And, your pitch should come so naturally that you don't even need slides. Focus on design that distills your most important numbers and facts.
  - b. Do the work to know your audience.

Everyone you'll ever pitch to has a different angle on you and your story. They have different goals and fears themselves. So, it's your job to understand them well enough before you make a pitch deck to tap into their desires and unique strain of FOMO. According to NextView Ventures, an ad tech startup might have to contact 37 VCs before they get their Series A funding, so you have to be prepared to tune your deck for each audience.
  - c. Start at the heart — then build the skeleton.

If you had two sentences, ten words each, to sell someone your idea, what would you say? We encourage all presenters to hone in on that big idea before even opening PowerPoint. What are you doing and how is it going to succeed? When you make a pitch deck, devote your entire presentation to that central concept.
  - d. Play the role of sophisticated Sherpa.

If your audience is the hero on a journey, you are their guide. Their Sherpa. Your job is to enlighten, not overwhelm. To do that, organize and serve up information

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thoughtfully. Many startup investor decks flow like run-on paragraphs—with no clear breaks. Bad idea. A rapid info dump makes it hard for them to retain and understand information. You force them up the hill too fast, with no time to catch their breath or process the experience.

- e. It's an investor deck, not a commercial.

Does your deck say, “We’re really onto something that will make you a lot of money”? Or, “We have pretty colors and our customers dig it”? Even if you’ve spent time on your brand and picking just the right colors and aesthetic, keep in mind a pitch deck is for investors and business-focused people, not for your customers or recruits. When beginning your pitch deck design, consider whether your brand ethos really enhances the investor story.

## **Part 4: Elevator Pitch**

1. Elevator pitch

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use them to create interest in a project, idea, or product – or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.

2. When to use

Some people think that this kind of thing is only useful for salespeople who need to pitch their products and services. But you can also use them in other situations.

For example, you can use one to introduce your organization to potential clients or customers. You could use them in your organization to sell a new idea to your CEO, or to tell people about the change initiative that you're leading. You can even craft one to tell people what you do for a living.

3. Creating an Elevator Pitch

- a. Identify Your Goal
- b. Explain What You Do
- c. Engage with a question
- d. Put it all together
- e. Practice

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## REFERENCES

1. <https://neilpatel.com/blog/understand-your-customers/>
2. <https://www.jeffbullas.com/10-ways-to-create-contagious-content-for-your-social-media-marketing/>
3. <https://www.inc.com/karl-and-bill/5-steps-to-creating-more-customer-value-.html>
4. <https://www.investopedia.com/terms/s/social-networking.asp>
5. <https://sproutsocial.com/insights/social-media-branding/>