GLOBETROTTERS

Innovative methods to boost women entrepreneurs international visibility

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Pitching

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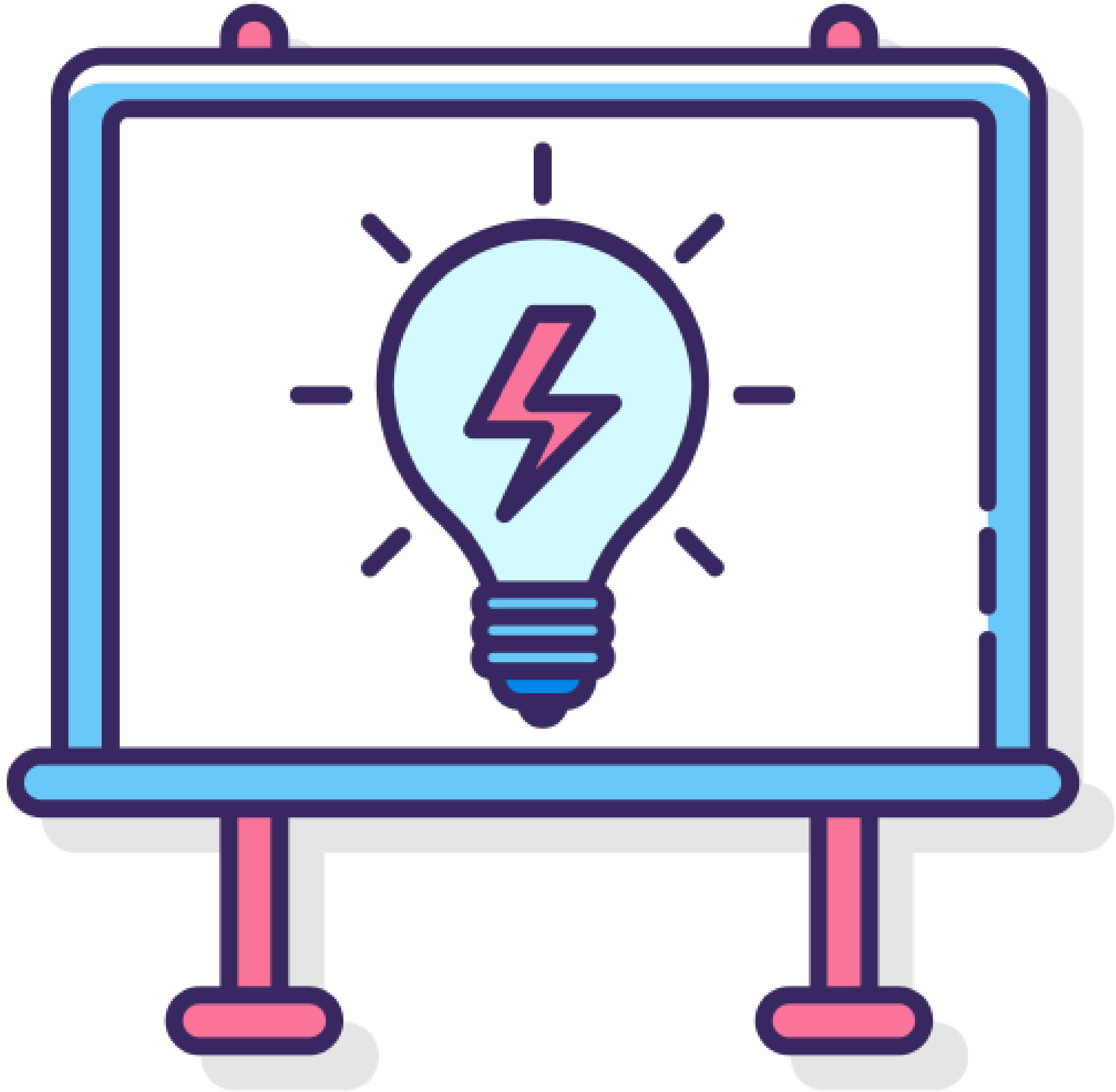
What is pitching?



A pitch is a concise presentation of your business idea to persuade your audience to support your venture. It typically ranges from a quick 30-second elevator pitch to a detailed 10-minute formal presentation.

A successful business pitch should clearly communicate your business's value proposition, market potential, and the specific request (funding, partnership, etc.) you are making to your audience.

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Types of pitches

Elevator Pitch: It's a clear, brief message about you and your business idea. It communicates who you are, what you're looking for and how you can benefit a company or organisation through your business. It typically lasts 30-60 seconds, which is the time it takes people to ride from the top to the bottom of a building in an elevator.

Investor Pitch: It's a detailed 5-10 minute presentation aimed at securing investment. This pitch covers the business model, market opportunity, financial projections, and the competitive landscape.

Sales Pitch: A brief but persuasive talk aimed at potential customers, focusing on your product or service's benefits and unique selling points.

Partnership Pitch: A proposal to potential business partners outlining collaboration benefits, mutual goals, and synergy potential.

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Step-by-step of crafting your pitch

1. **Research:**
   - Understand your audience's interests, values, and needs to tailor your pitch accordingly.
   - Gather data on your market, competitors, and industry trends to support your claims.

2. **Outline**
   - Create a structured outline to organise your thoughts and ensure you cover all essential points.

3. **Draft**
   - Draft a version of your pitch focusing on clarity and conciseness. Use simple, direct language.
   - Incorporate storytelling elements to make your pitch engaging and memorable.

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Step-by-step of crafting your pitch

4. Visual Aids

- Prepare visual aids such as slides, charts, and graphs to support your pitch. Ensure they are clear and professional, and enhance your narrative.
- If applicable, bring product prototypes or samples to demonstrate your solution.

5. Feedback

- Practice delivering your pitch to peers or mentors and seek constructive feedback.
- Use the feedback to refine and improve your pitch.

6. Revise

- Make necessary revisions based on feedback, ensuring your pitch is clear, compelling, and well-structured.
- Rehearse your final pitch multiple times to build confidence and ensure smooth delivery.

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How to pitch your startup?

Watch the video ->

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Tips for effective delivery

- **Confidence**
  - Show passion and conviction when talking about your business.
  - Thorough preparation helps build confidence. Know your pitch inside and out.
- **Clarity**
  - Use clear, simple language to convey your message. Avoid technical terms that your audience might not understand.
  - Speak at a moderate pace, ensuring your audience can follow along.

- **Body Language!**
- **Engagement**
  - Engage your audience by asking questions, inviting feedback, or incorporating interactive elements.
- **Timing**
  - Rehearse to ensure your pitch fits within the allotted time. A well-timed pitch respects your audience's time and maintains their attention.

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How to overcome common challenges?

Nervousness

- Practice deep breathing, visualisation, or other relaxation techniques to calm your nerves.
- The more familiar you are with your pitch, the less nervous you will be.

Tough Questions

- Prepare for potential questions and practice your responses. Consider common concerns or objections your audience might have.
- If you don't know the answer to a question, stay calm and respond honestly. Offer to follow up with more information later.

Technical Issues

- Always have a backup plan in case of technical issues. Bring printed slides or handouts, and have multiple copies of your presentation.

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Examples of business pitches

Watch videos ->

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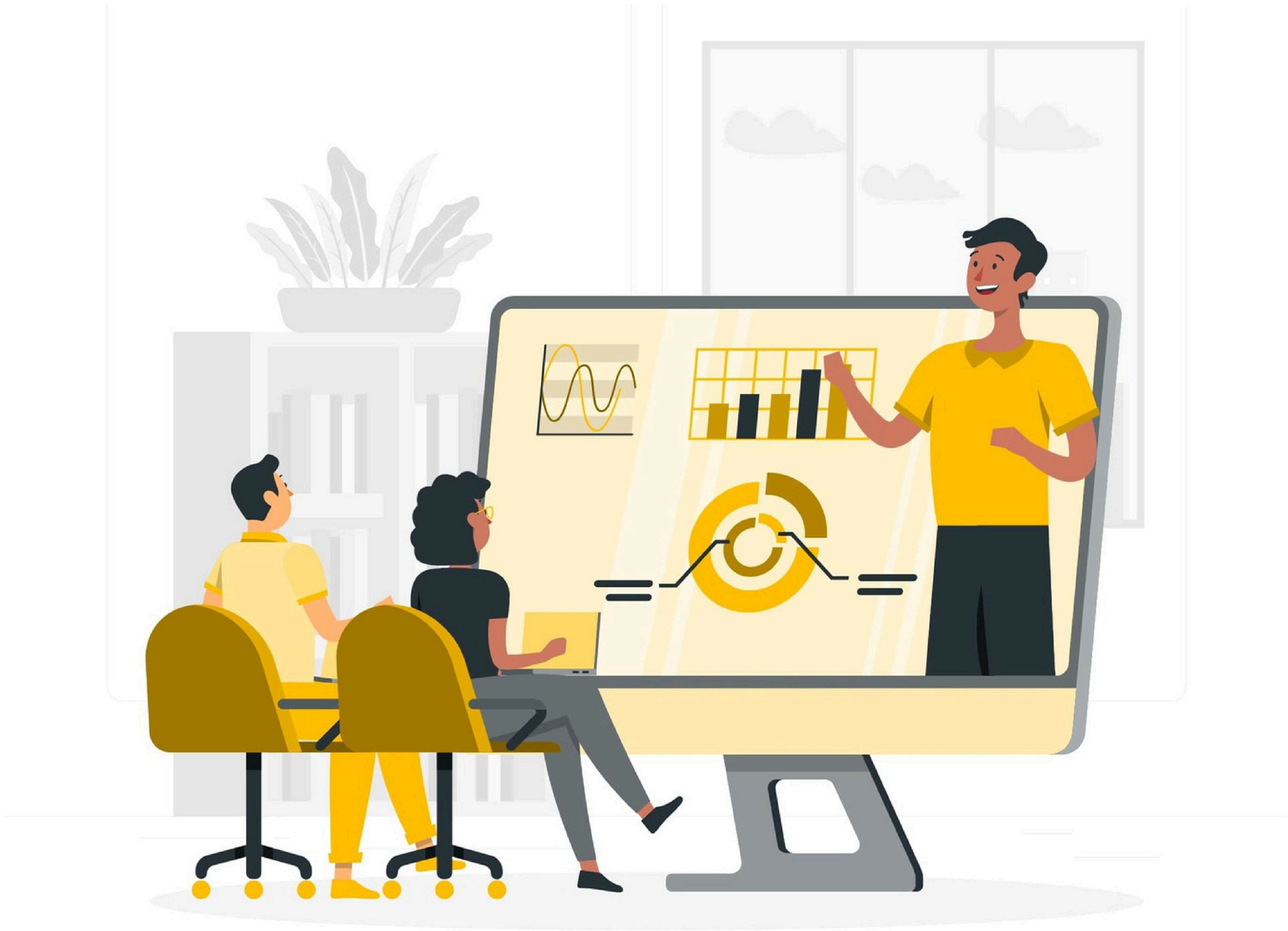

It’s time for practical scenarios!

Scenario:
Elevator Pitch

Activity: Write a concise, engaging elevator pitch highlighting your business's key points.

Situation: You meet a potential investor at a networking event.

Goal: Capture their interest in 60 seconds.

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Scenario: Investor Pitch

- **Situation:** A participant is presenting to a panel of investors.
- **Goal:** They need to secure funding for their business.

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