



The slide features a dark grey background with faint, light-colored icons of a microphone, a lightbulb, a megaphone, a camera, and a person. At the top center, there are two logos: the SUP46 logo (a square with 'SUP46' and 'START-UP PEOPLE OF SWEDEN' text) and a teal toast icon with a download arrow. Below the logos, the title 'SUP46 Pitch Training' is written in large, bold, teal letters. Underneath the title, it says 'With Martha Winata' in white. In the bottom right corner, the 'Get Sandwich' logo is visible.

**SUP46**  
START-UP PEOPLE OF SWEDEN

# SUP46 Pitch Training

With Martha Winata

Get  Sandwich



The slide is split into two sections. On the left, a photograph shows a man with glasses and a dark jacket standing and presenting to a group of people seated at tables. A small teal toast icon is in the bottom left corner of the photo. On the right, a teal header contains the word 'Agenda' in white. Below the header, a dark grey background contains a list of agenda items in white text.

## Agenda

- Pitching
- Slides
- Communication Pyramid
- How to rehearse
- Break
- Feedback session

# Go to Get Sandwich

**WHAT, WHY?**

**WHAT, WHY, HOW?**

# 6 Vocal Warm-up - why?

Julian Treasure:

## How to speak so that people want to listen

TEDGlobal 2013 · 9:58 · Filmed Feb 2013  
Subtitles available in 9 languages

 [View interactive transcript](#)



## Pitch It!

3 minutes ~ timed

For audience, give feedback on GS



## Recap

- Pitching is difficult. Focus on what's interesting to people.
- A successful pitch can be seen based on the questions you get back.



## Theory

- What to cover?
- Slides
- Communication Pyramid
- How to rehearse






# Slides

Add value

Prepared and Credible

SECRET//ORCON



## Key Planning Assumptions -- Generated Start

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- This operation will be the national main effort
- Opposition groups will work with us
- Co-opted Iraqi units will occupy garrisons and not fight either US forces or other Iraqi units
- Regional states will not challenge US military operations with conventional forces
- DoS will promote creation of a broad-based, credible provisional government -- prior to D-day
- Continued freedom of navigation for shipping and naval forces through the Suez Canal / Straits of Hormuz / Northern Arabian Gulf
- Operations in Afghanistan transition to phase III (minimal air support over Afghanistan)
- BCT(-) in Kuwait replaced by a full-up brigade
- US forces in Turkey (ONW and all other units) TACON at N-Day; SOF in Turkey OPCON to CINCCENT at N-day
- Iraqi regime has WMD capability

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## Blogs are like Sharks

- A shark must keep moving or die
- A blog must be regularly updated or it too will die
- How often should you update your blog?
- Some successful blogs are updated once a week, others several times a day
- The key is to be consistent

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# Distribution vs Presentation

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# How to go start making one?

“Hell no!”

“If we deregulate these guys, how are we going to raise money from them?”





# What not to do with slides

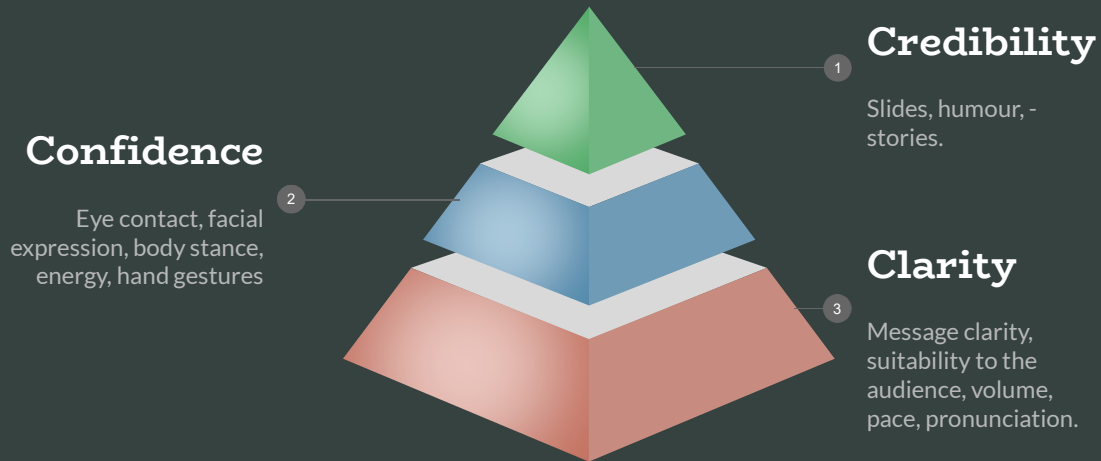
1. Invent content
2. Arrange structure
3. Insert branding / style
4. Aid memory
5. Guaranteed delivery



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# Communication Pyramid

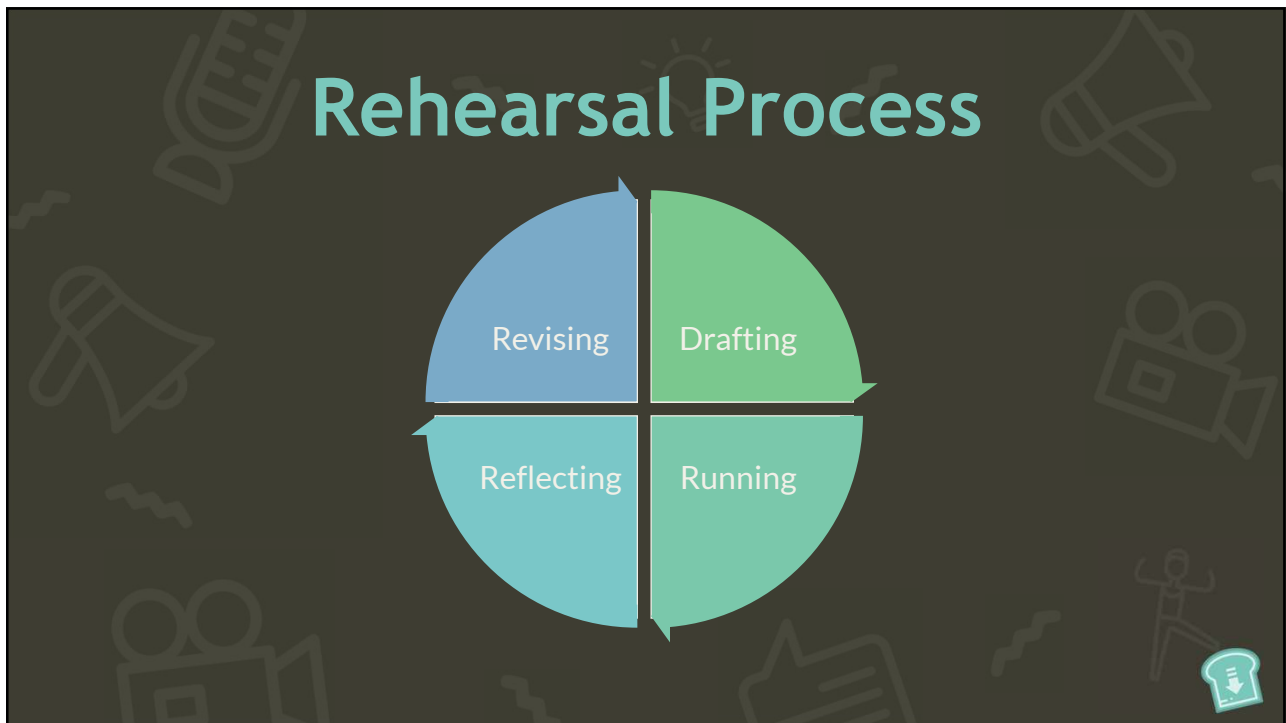


## At the breakfast pitch

Based on past history...

- Please speak **extremely loudly**
- Please speak **slowly**
- Be aware of where the TV is but **don't look at it**





# Rehearsal tricks

**DEMO!**



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## Assignment

- Send pitch deck to Sonia
- Not mandatory: record another 3-min pitch practice.



## Summary & Reflection





# Contact Me

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