



# Pitch Training

With Martha Winata

Get  Sandwich



## Agenda

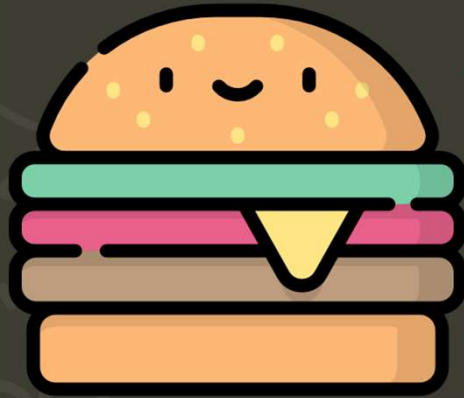
- Pitching time
- To pitch is to hypothesise
- Speaking with CCC
- Break
- Descriptive vs Memorable



## Your pitch should answer

- Who are you?
- What is the name your company?
- What do you need right now?
- What is the problem you are solving?
- How does your company solve the problem?
- What's the market potential?
- What is your company's secret sauce compared to the competitors?

# How to give feedback



3. What's interesting to you about the startup

2. Suggestions

1. Strengths

What, why?

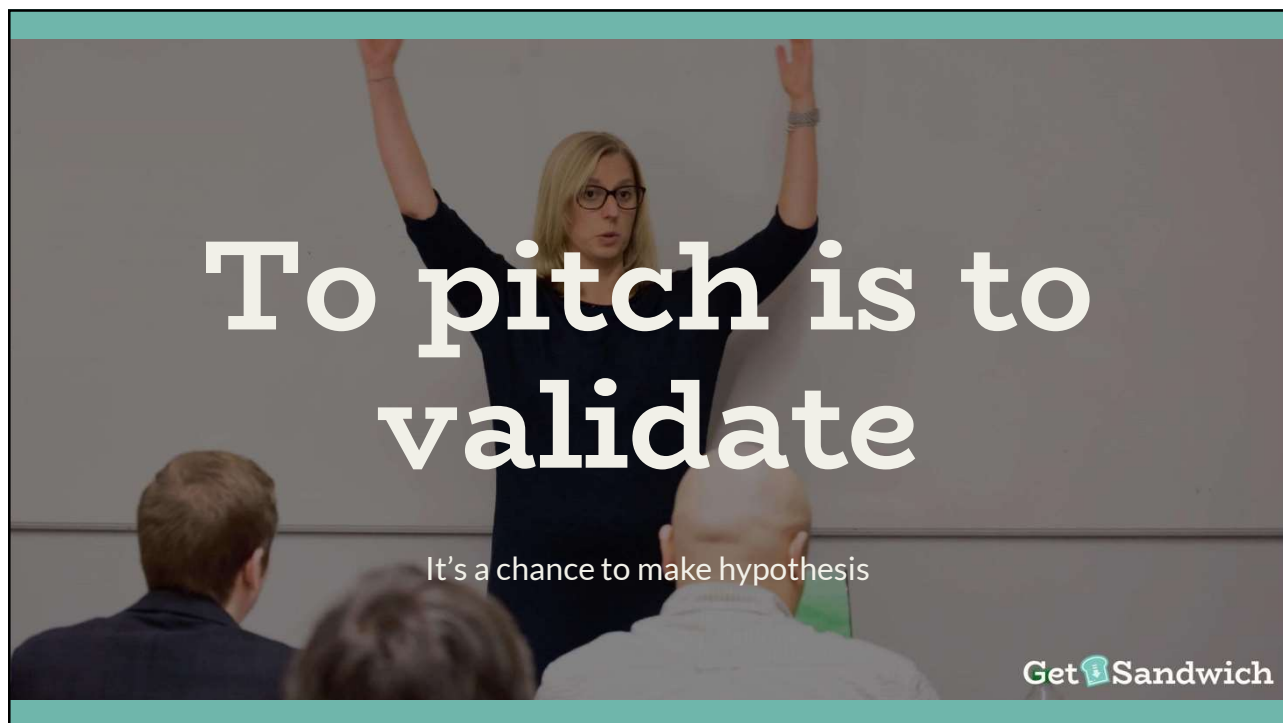
What, why, how?



**Pitch!**


3 minutes ~ timed

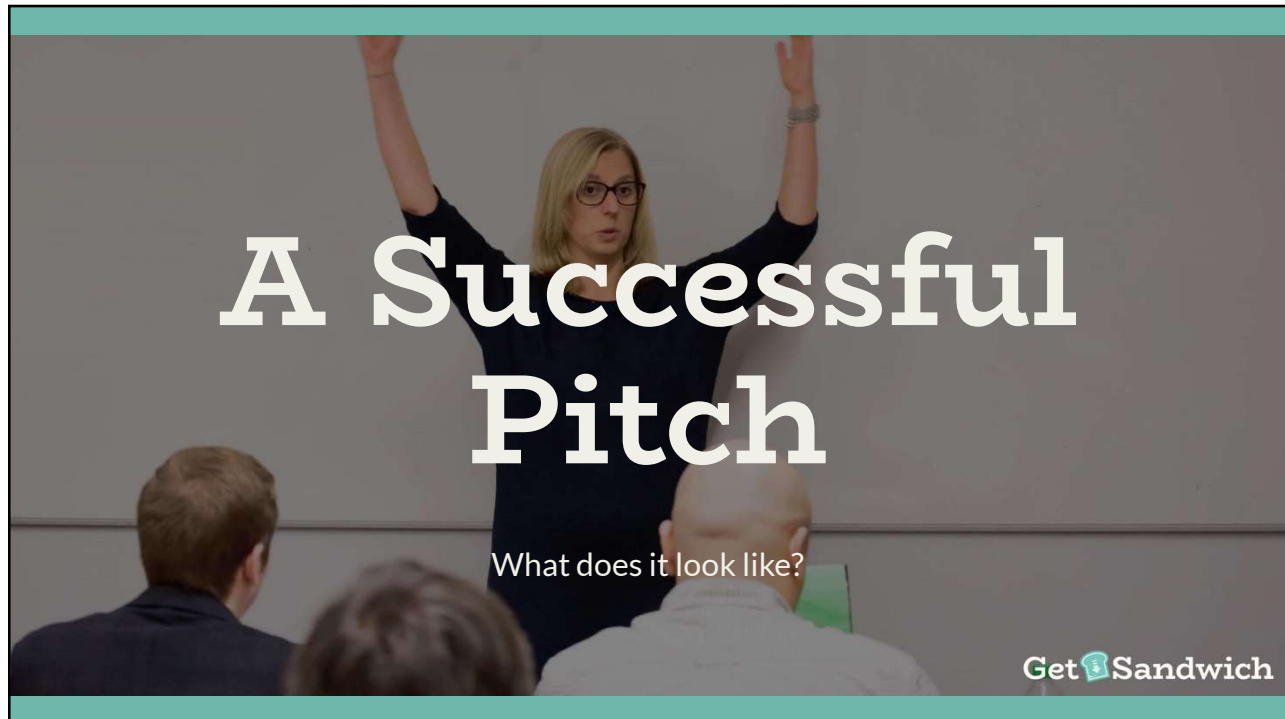
For audience, write down 1 question  
you have on the pitch content  
You will have 2 mins to give feedback



**To pitch is to  
validate**

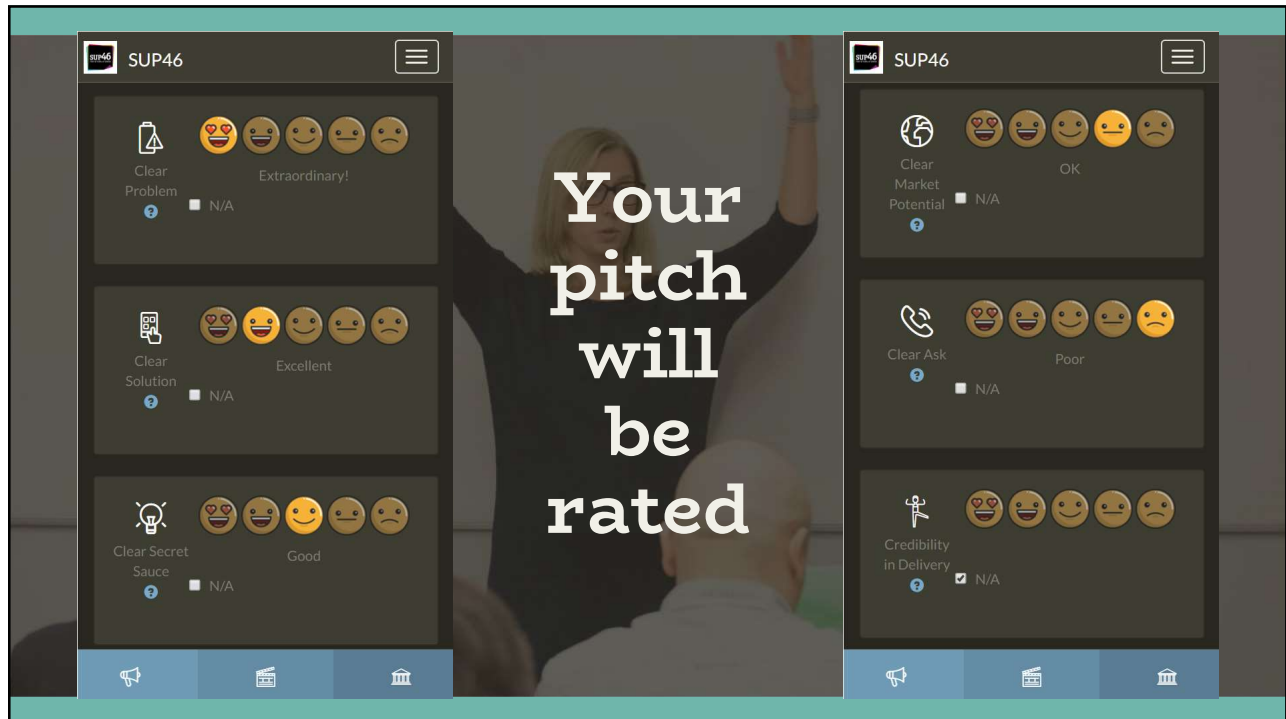
It's a chance to make hypothesis

Get  Sandwich



# Our end goal: breakfast pitch

- 3 mins ~ 400 words
- Feedback session immediately by “judges”
- Everyone else’s feedback will be gathered via Get Sandwich

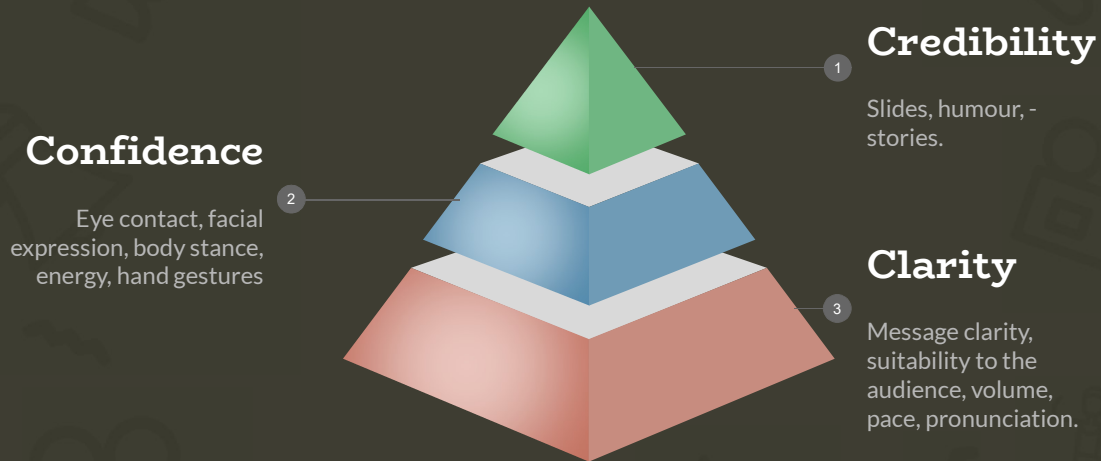


# The Sandwich Assembly

- Session 1 (Content Focus):
  - Deliver first rehearsal without slides
  - Create fully written speaker's notes
- In between: a free 45-mins (or 60-mins) optional coaching once you have written the speaker's notes.
- Pre-Session 2:
  - Upload a second rehearsal of you reading the speaker's notes.
- Session 2 (Delivery Focus):
  - We teach you how to rehearse
  - Deliver third rehearsal with simplified deck

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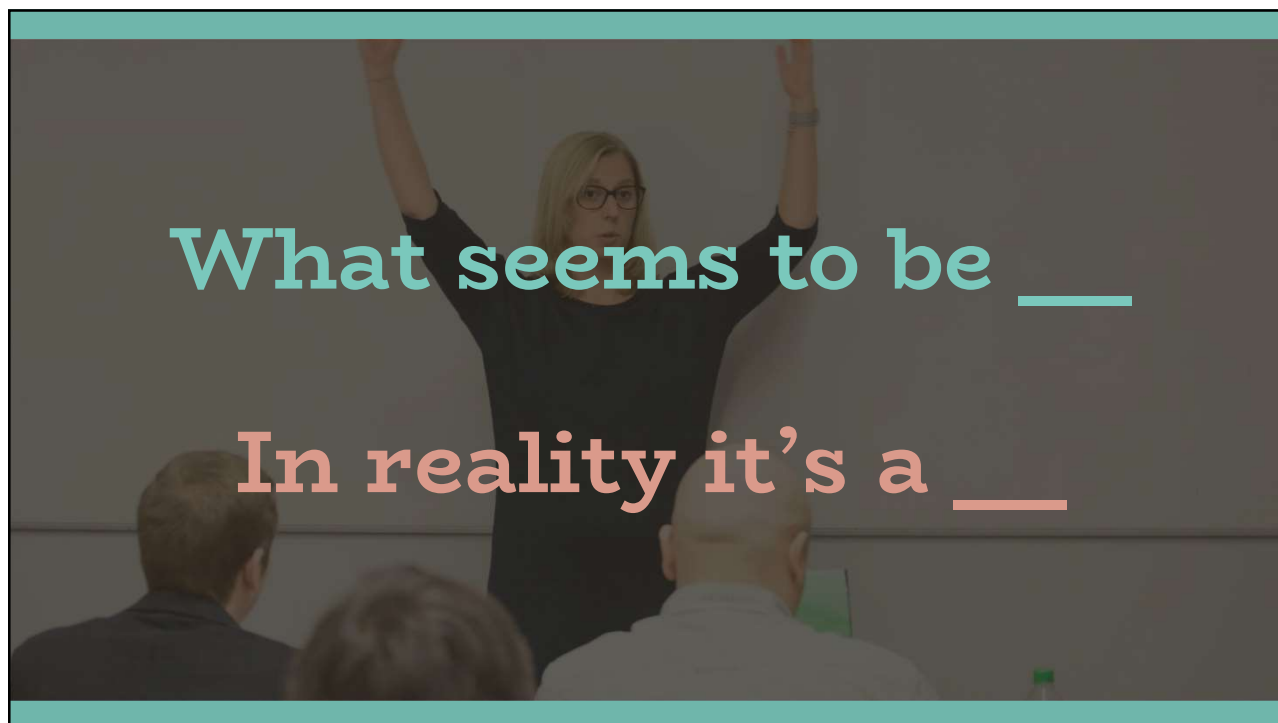
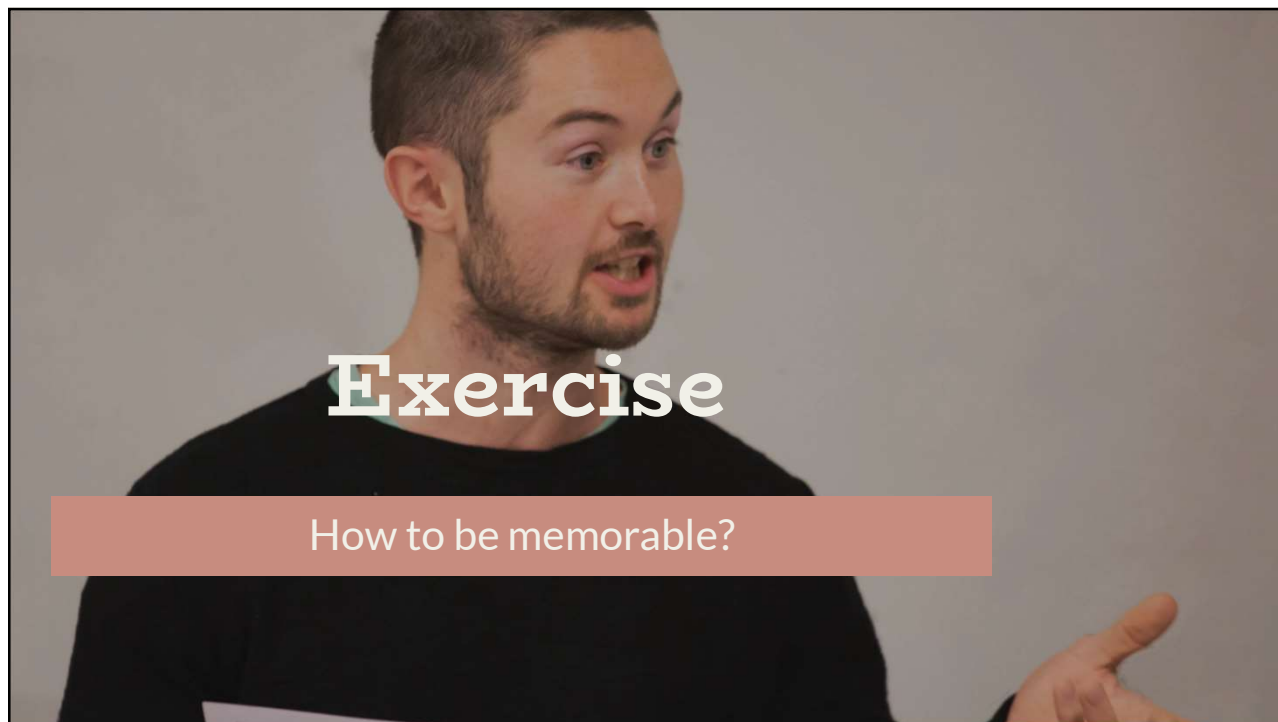
# Speaking with CCC



A woman with blonde hair and glasses, wearing a black top, stands at the front of a room with her arms raised in a 'V' shape. She is addressing an audience whose backs are visible in the foreground. The scene is overlaid with large, stylized text.

**Descriptive**  
**VS**  
**Memorable**







## Discussion time

About My Company	My targets are convinced of?	My targets are concerned about?
Problem		
Solution		
Market potential		
Secret sauce of your company VS competitor		

# What to cut out?

**Venture Hacks**  
Good advice for startups

## Why startup pitches fail (and how to fix them)

Like 14 Tweet

NIVI OCTOBER 30TH, 2008

**Summary:** Pitches usually fail because they answer the wrong questions. The right questions depend on the stage of your business—for example, some

**THE LEAN STARTUP**  
ERIC RIES

# Hierarchy of Pitches

- Printing money - Valuation
- Promising results - Growth
- Micro-scale results - Lessons learned
- Working product - Live demo
- Prototype product - Demo or a customer story
- Breakthrough tech - Barriers to entry
- All-star team - Problem to solve
- Good product idea - About founders



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# What you'll create later

## **Meet Lisa**

She is a football player but playing football isn't as fun as it used to be.

## **Their world before the company**

Lisa's teammates are talking about her, not to her, giving her negative comments whenever she makes a mistake and Lisa doesn't get to play as often as she used to.

## **It turns out Lisa isn't alone, here are others like her**

One in four kids experience social exclusion within sports - not having fun anymore is the number 1 reason for kids stop playing sports.

In Europe and North America alone an estimated 14 million kids are being bullied, abused or treated unequally in any way while participating in sports.

## **Their world after the company solved their problem**

CoachHippo quantifies the well being in Lisa's sports club, giving indicators to the club into where they should focus their core value activities to prevent bad behavior.

Eliminating social exclusion creates happier members which improve the clubs membership retention and <add crisp message about health benefits for the kids development>

## **Lessons learned while solving their problems (we the company is invested in solving the problem)**

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## What a speaker notes look like?

Hi, My name is Fredrik and I'm the founder of CoachHippo.

Meet Lisa, a 12-year-old aspiring young footballer who wants to quit football altogether.

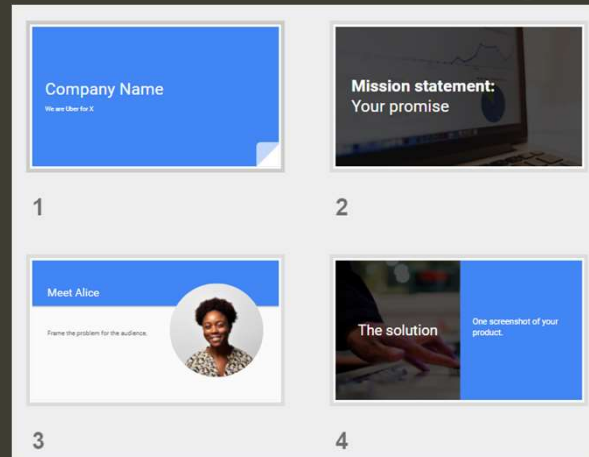
Although Lisa is active in her sports club and loves almost everything about it she isn't feeling happy. because Lisa often receives negative comments by others in her team.

It turns out Lisa isn't alone.

One in four kids experience social exclusion.

# Shortcuts

- Sandwich template
- Handouts tomorrow



## Agenda

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- To pitch is to validate
- Speaking with CCC
- Break 15 mins
- Descriptive vs Memorable



# Contact Us

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