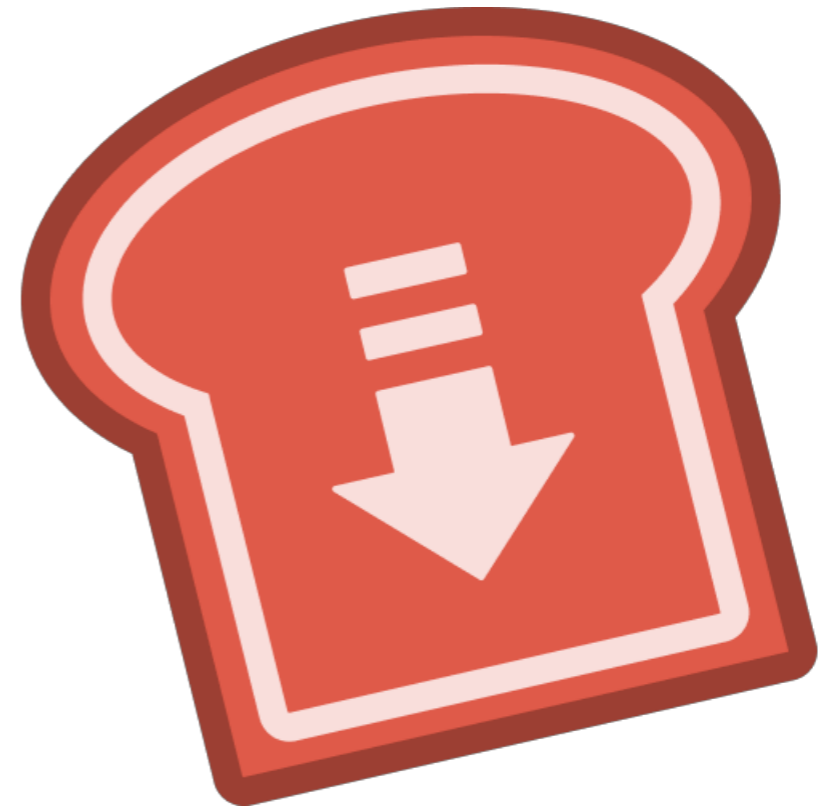




&



# Pitch Training

With Sam Kratin  
Martha Winata

# Training plan

- **Session 1 (Content Focus)**
- **30-mins private coaching once you have written the speaker's notes**
- **Session 2 (Delivery Focus)**



# Agenda



Why pitch  
at all

**10 min**



What to  
focus on

**15 min**



How to be  
memorable

**40 min**



Workshop

**40 min**

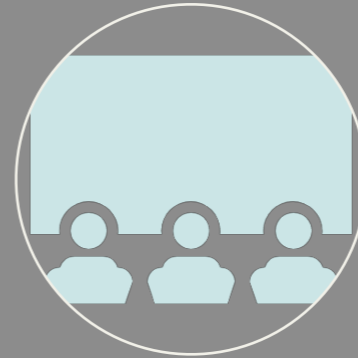
# Why pitch at all?



Why pitch  
at all



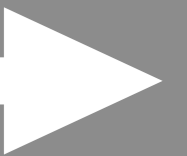
What to  
focus on



How to be  
memorable



Workshop

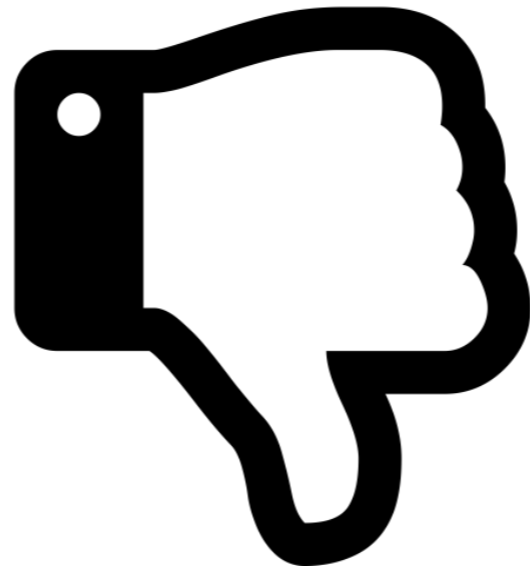


To pitch is to  
**validate**

**What can a good  
pitch do?**

# A pitch competition





# A Successful Pitch

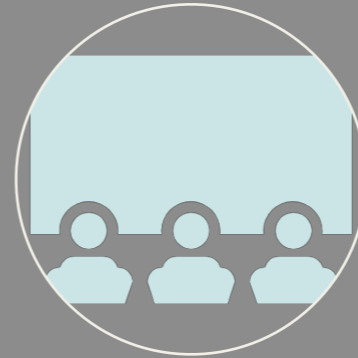
# What to focus on?



Why pitch  
at all



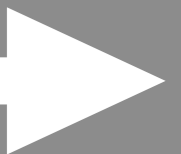
What to  
focus on



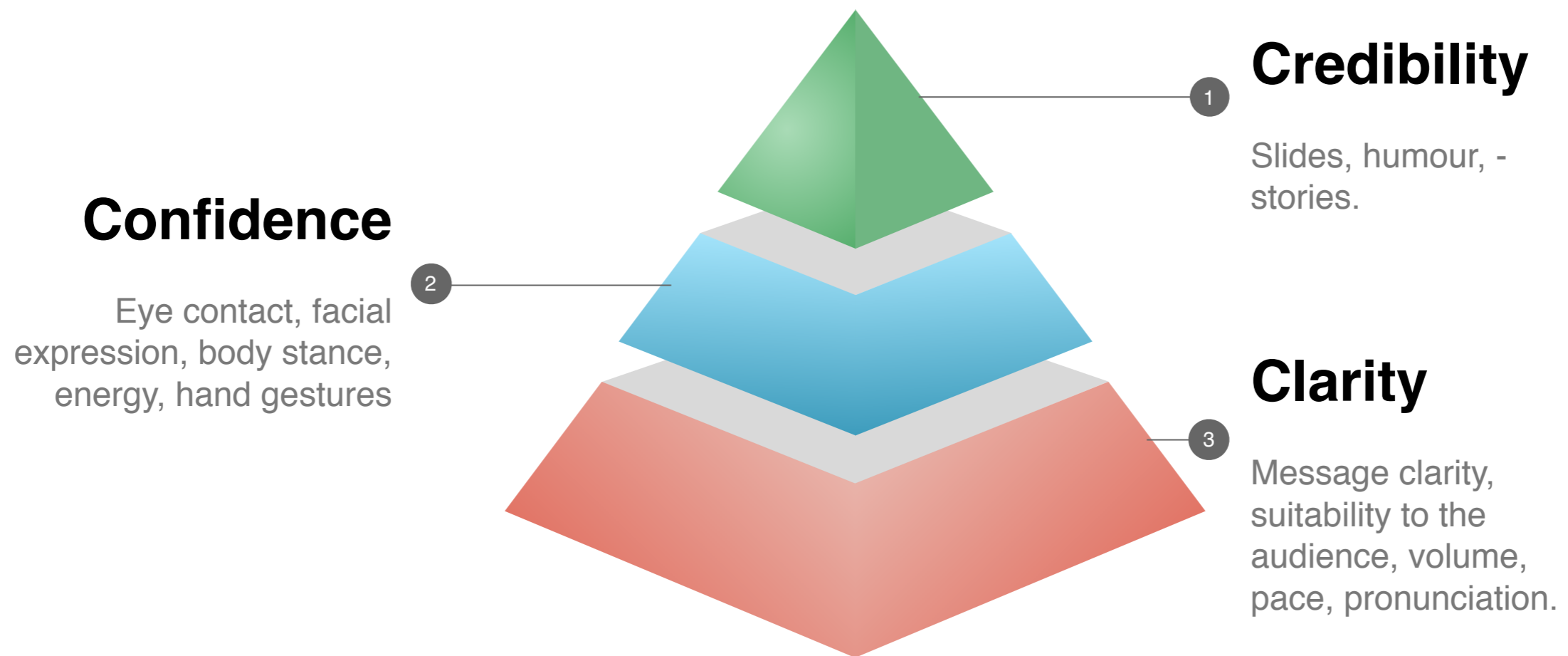
How to be  
memorable



Workshop



# Speaking with CCC



How to get clarity?

# How to be memorable?



Why pitch  
at all



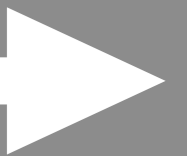
What to  
focus on



How to be  
memorable



Workshop



**How to be interesting?**

**Descriptive**



**Memorable**



# Foodora



**foodora GmbH** is a [Berlin](#)-based online food [delivery](#) company<sup>[1]</sup> which offers meals from over 9,000 selected restaurants<sup>[2]</sup> in 6 countries worldwide.<sup>[3]</sup> <sup>[4]</sup> Using the foodora app, website or the corporate platform, customers can browse local restaurants, place an order, and track it as it's prepared and delivered by a bike courier or delivery driver.

**foodora GmbH**



**foodora**



foodora

Download on the  
App Store

GET IT ON  
Google Play

foodora

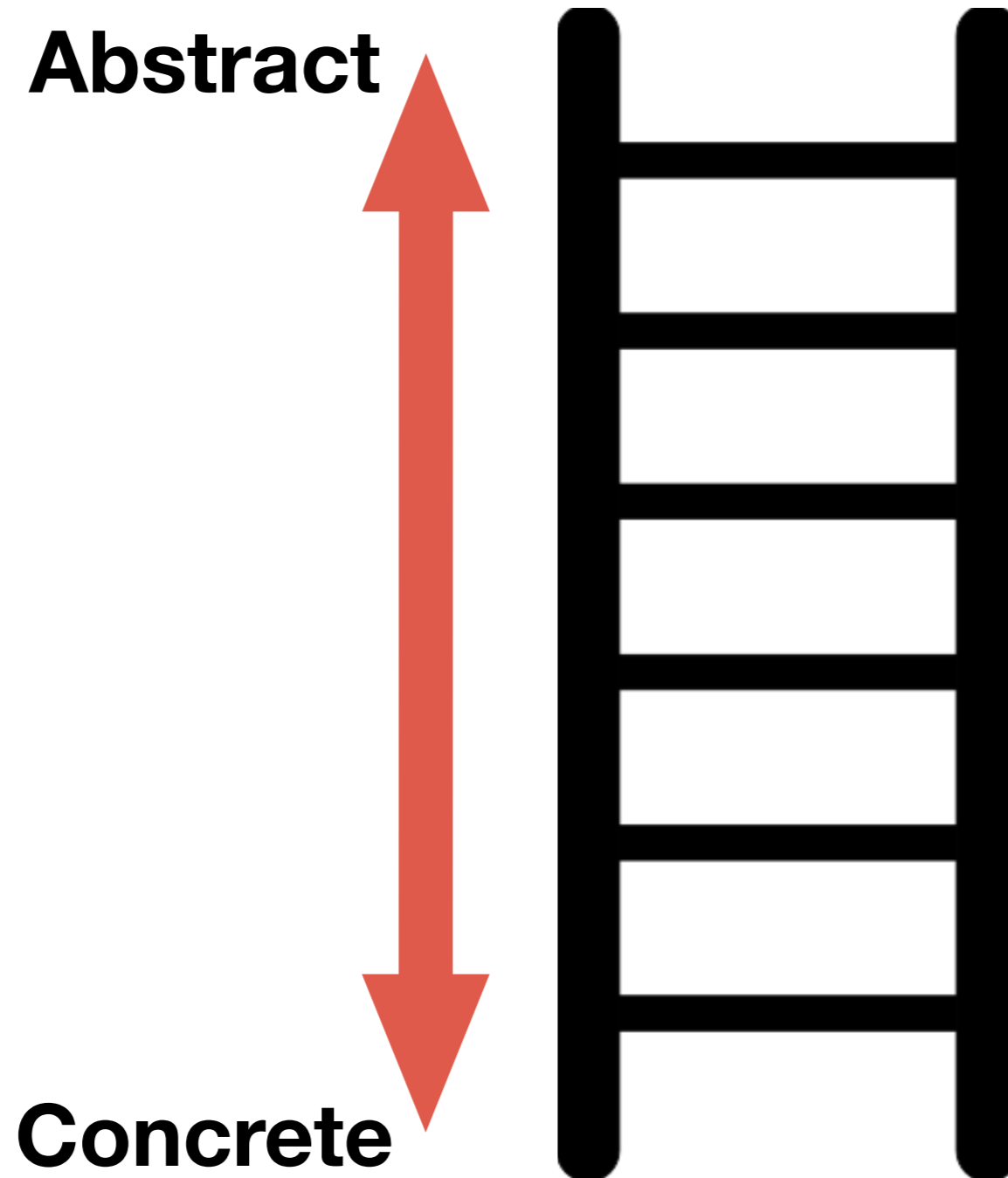
YOUR FAVOURITE  
RESTAURANTS NOW DELIVER

Foodora

**Memorable wins!**

**Always!**

# The ladder of abstraction



# This is Jake

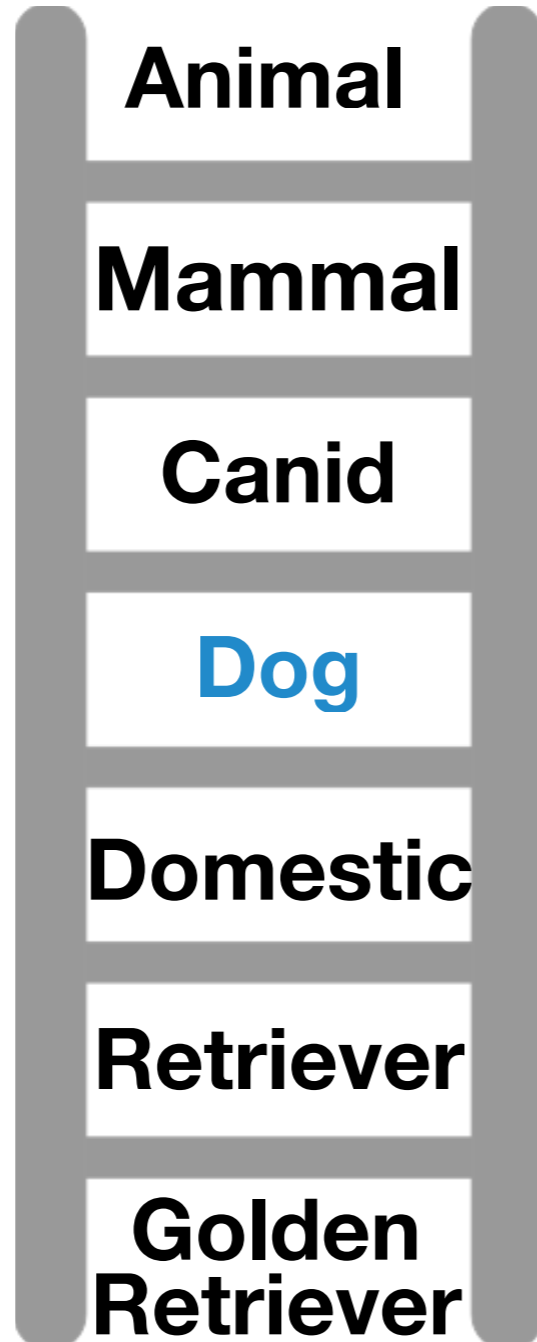


# Carbon unit

**Abstract**



**Concrete**



**Jake**



**What seems to be \_\_\_\_\_**

**In reality it's a \_\_\_\_\_**

What seems to be \_\_\_\_\_

facebook®



In reality it's a \_\_\_\_\_



# Pitch deck sections



**Purpose**



**Problem**



**Solution**



**Why Now**



**Market Size**



**Competition**



**Product**



**Model**



**Team**



**Financials**

# Investors



**Purpose**



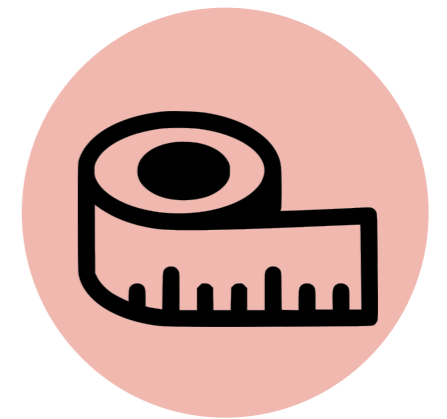
**Problem**



**Solution**



**Why Now**



**Market Size**



**Competition**



**Product**



**Model**



**Team**



**Financials**

# Developers



**Purpose**



**Problem**



**Solution**



**Why Now**



**Market Size**



**Competition**



**Product**



**Model**

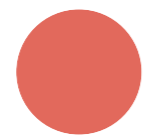


**Team**



**Financials**

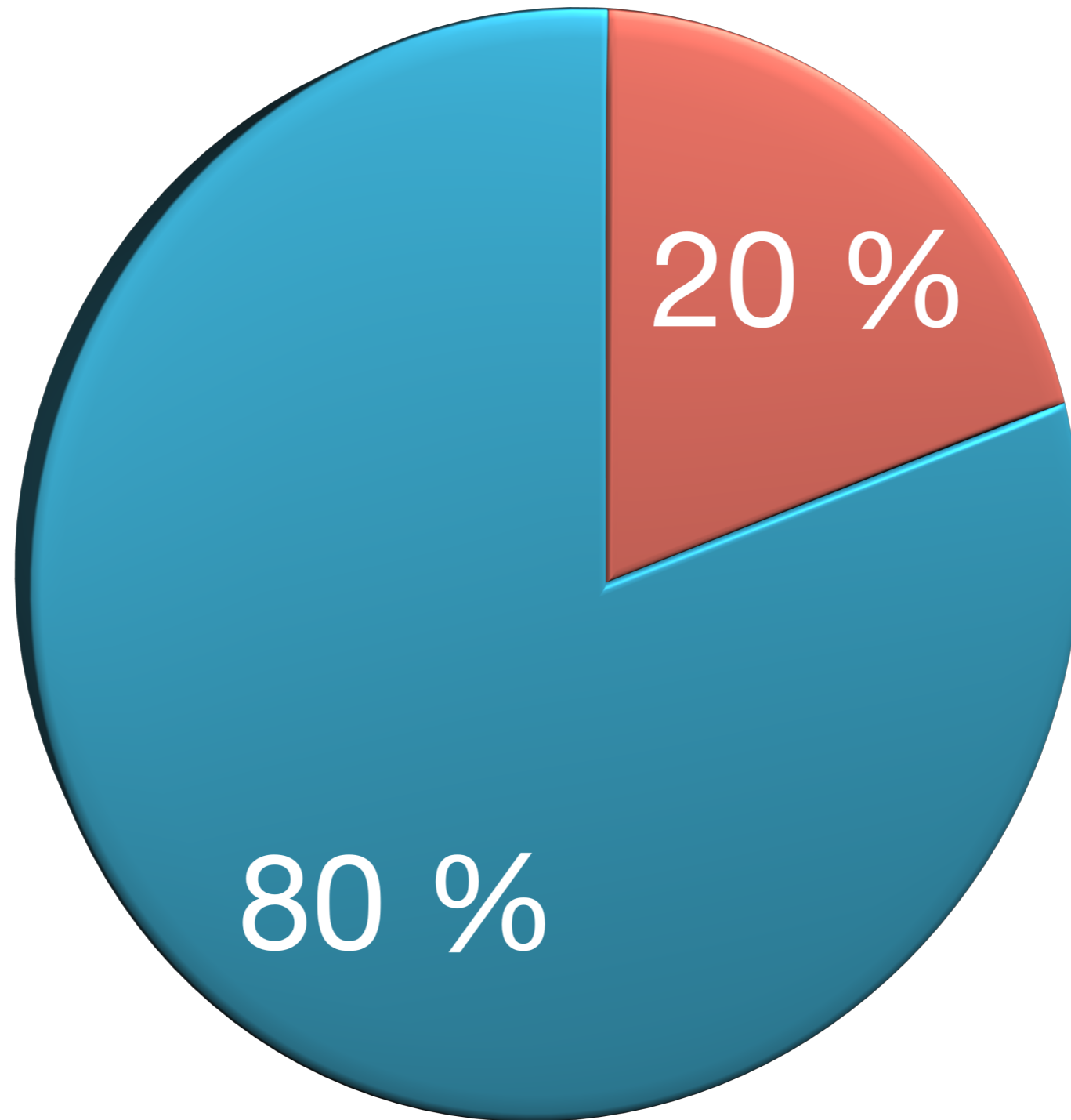
**How do you make  
people care?**



Familiar



Unfamiliar









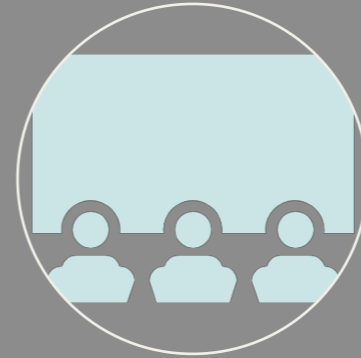
# Workshop



Why pitch  
at all



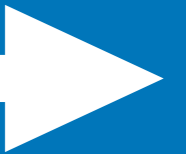
What to  
focus on



How to be  
memorable



Workshop



# Pitch Analysis

go to

<https://gsw.li/sup46>

**About My Company**

**My targets are convinced of?**

**My targets are not convinced about?**

Problem

Solution

Market potential & competitors

Why Now & why you

The Ask

# The pitch should answer

- **Who are you?**
- **What is the name of your company?**
- **Why Now?**
- **The problem and the market size**
- **The solution**
- **The competitors in market**
- **The Ask**

# What we have learned



Why pitch  
at all



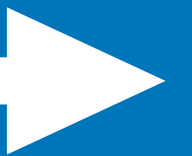
What to  
focus on



How to be  
memorable



Workshop



# What a speaker notes look like?

## Intro

Good morning everyone,

My name is Will and I am from Momentum.

## Problem

Imagine the following scenario:

You and your startup are using a cloud solution to manage all your company info.

You use it to manage your internal projects, leads, sales and even accounting.

Then on one day,  
one confused team member accidentally deletes  
all of your leads details  
and all of your hard work of the last few weeks  
has been erased in just a few seconds.

Managing all of your companies information in the cloud is quite tricky.  
Not only is it easy to delete critical information,  
but if your cloud service goes offline,  
then not having access to your data can do serious harm to your business.

## Solution

This is the problem that we have solved with Momentum.

