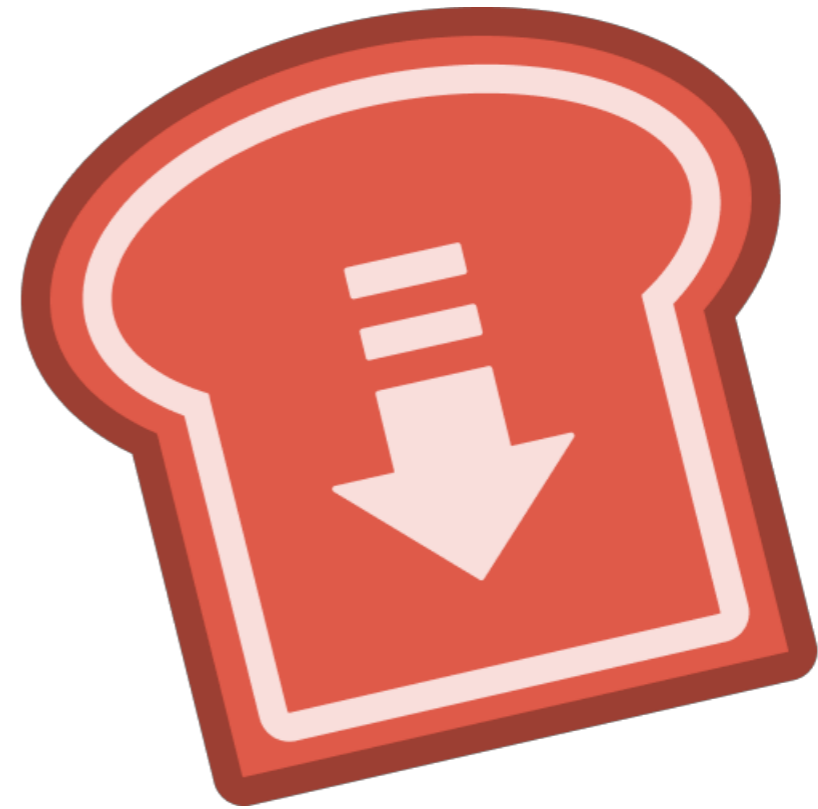




&



Pitch Training

With Sam Kratin
Martha Winata

Agenda



Warm up &
Pitch



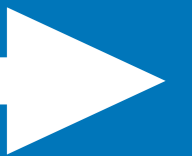
Slides



How to
rehearse



Workshop



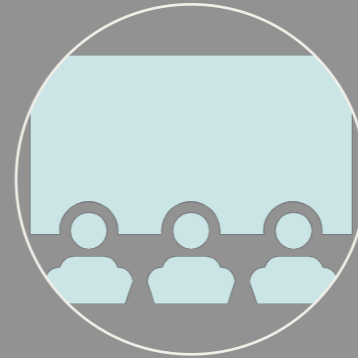
Warm up & Pitch



Warm up &
Pitch



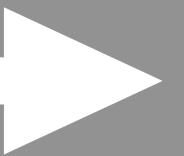
Slides



How to
rehearse



Workshop




Warm-up

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!

1 minutes ~ timed

Audience: what, why, (+how)



Recap from session 1



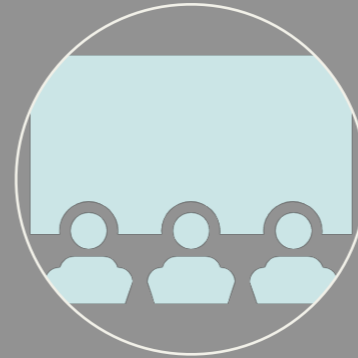
Slides



Warm up &
Pitch



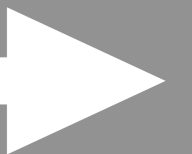
Slides



How to
rehearse



Workshop





Do slides last

~ TED



Add value

Prepared and Credible

Startups are like Sharks

- A shark must keep moving or die
- A startup must be agile or it will die too
- How often should you pivot your startup?
- Some successful startups pivot several times before they achieve critical mass
- The key is to be persistent



Startups are like Sharks

Distribution VS Presentation

Startups are like Sharks

- A shark must keep moving or die
- A startup must be agile or it too will die
- How often should you pivot your startup?
- Some successful startups pivot several times before they achieve critical mass
- The key is to be persistent



Startups are like Sharks

And

This is

Perfectly okay

For

A presentation slide

How to go start making one?





TOMS Shoes for Water Bottles

123%
**Monthly
Revenue
Growth**

\$400k+
Revenue



Customers buy into our network

800
Merchants
offering free
refills

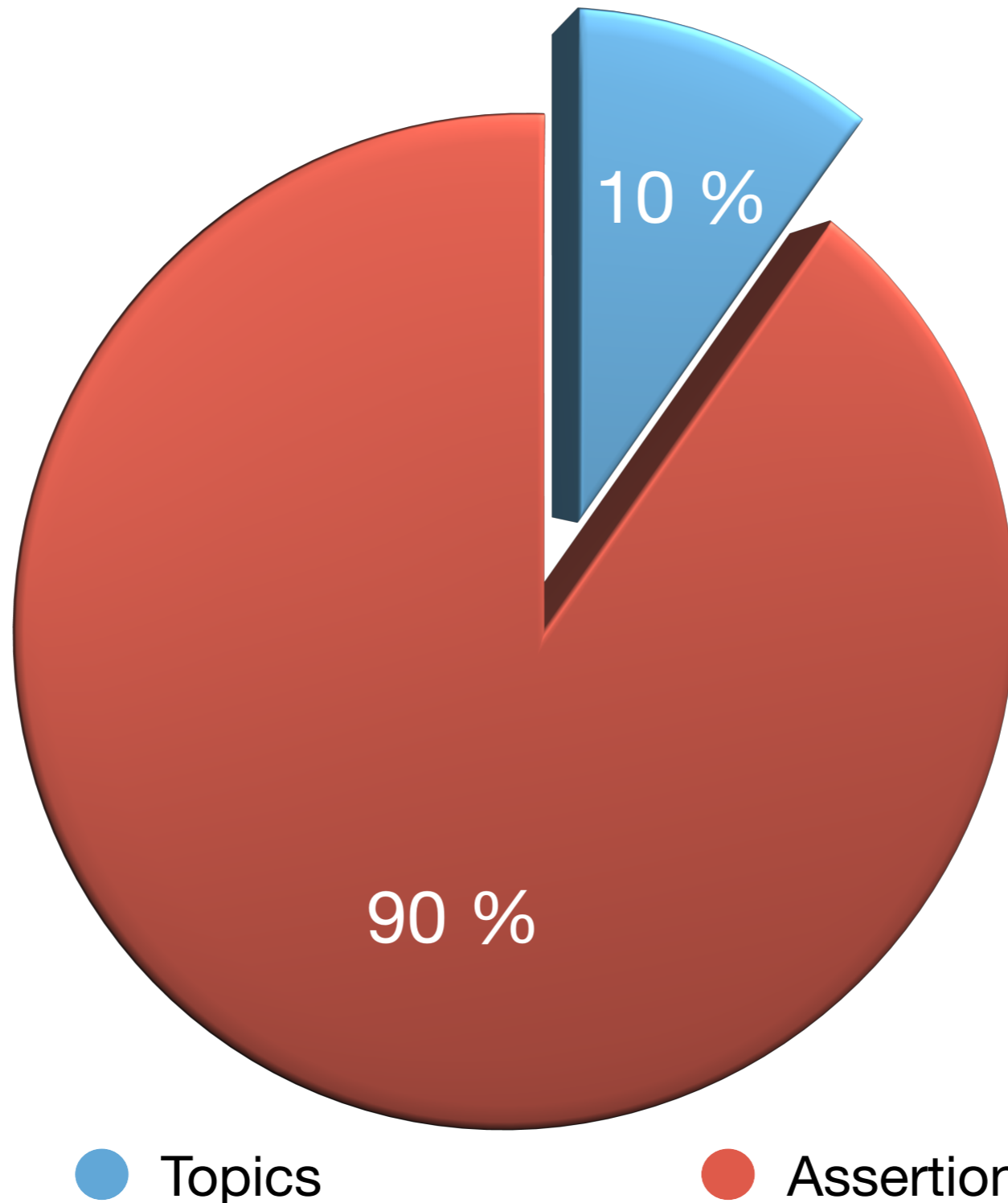


Already Profitable

Growing 123% a month

**Fastest growing consumer
durables**

Use Assertion, not Topics



When are slides useful?

Yes

Invent content
Arrange structure
Insert branding / style
Aid memory

No

**Guaranteed
delivery**



How to rehearse



Warm up &
Pitch



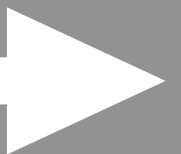
Slides



How to
rehearse



Workshop



Rehearsal Process



Versions of a presentation



Memorising backwards



1st section

Lorem ipsum dolor sit amet, in denique nominavi sed, vide aeterno est eu. Sea cu idque harum, ne mandamus imperdiet deterruisset nec, vix mutat soluta hendrerit id. Utamur consetetur mei no. An vis laoreet definiebas. Duo ea ubique euismod inermis, ad vel mollis epicuri.

2nd section

Eam habeo voluptatum constituam no, paulo placerat concludaturque ei nec. In minim scripta est, recteque maiestatis vel ex. Reque voluptua ea duo, posse scaevola duo te, id option oblique vituperatoribus quo. Ea mollis numquam sanctus nam. Erant euismod usu no, platonem expetendis concludaturque id mel, wisi omnesque mei ut. Vel persius splendide no.

3rd section

Prompta electram definitiones eam id, odio reformidans vis no. In vel tota autem invidunt, eius solet consul sit ad. Ei sit prodesset intellegat, ea cum laoreet apeirian deseruisse. Vel at atomorum dissentias, vidisse pericula scripserit vel no. Ne oratio equidem expetendis has, lorem semper appetere id eam. Possim fuisset fierent vis cu, usu adhuc aequae incorrupte te.

4th section

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Start

1st

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10x

Prompta electram definitiones eam id, odio reformidans vis no. In vel tota autem invidunt, eius solet consul sit ad. Ei sit prodesset intellegat, ea cum laoreet apeirian deseruisse. Vel at atomorum dissentias, vidisse pericula scripserit vel no. Ne oratio equidem expetendis has, lorem semper appetere id eam. Possim fuisset fierent vis cu, usu adhuc aequae incorrupte te.



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2nd

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3rd

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4th

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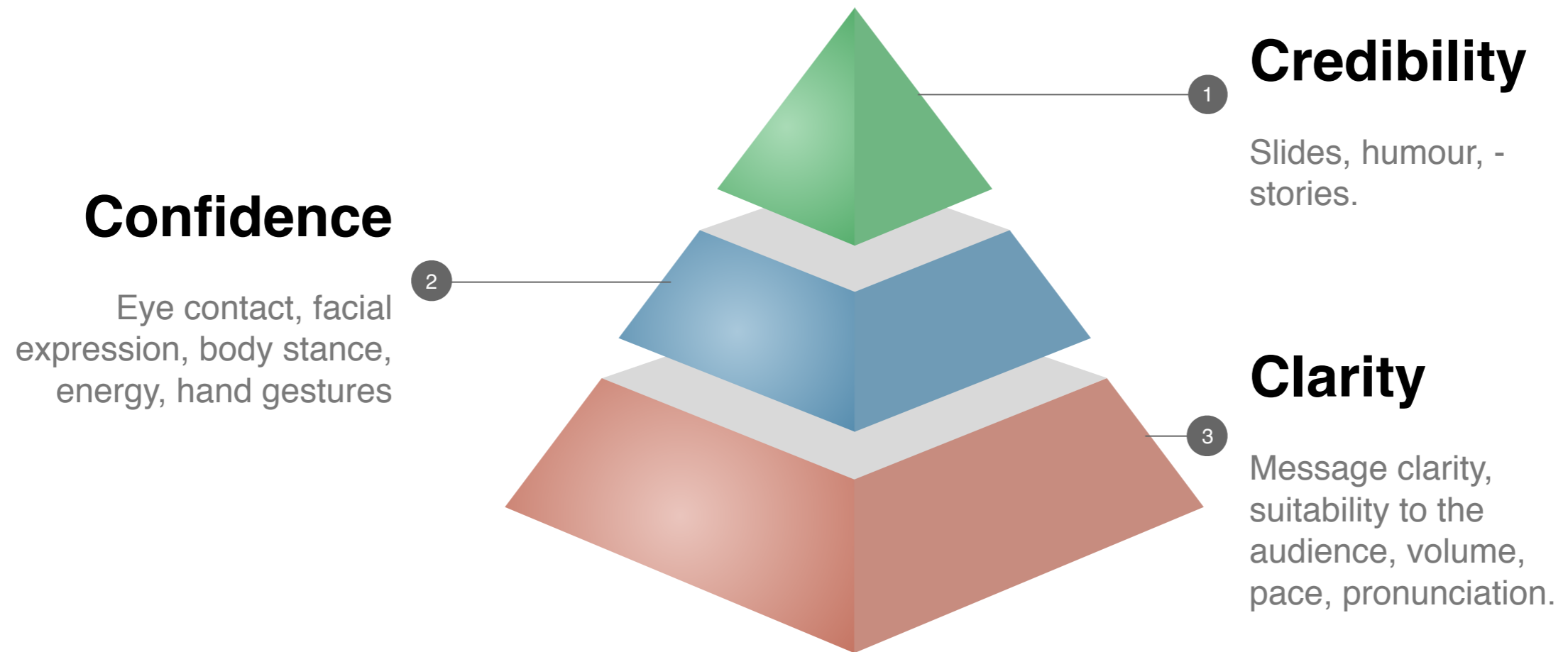
End

Audio rehearsal

DEMO!



Speaking with CCC



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**



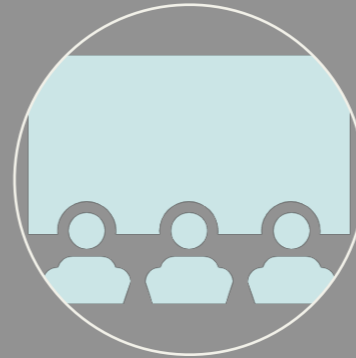
Workshop



Warm up &
Pitch



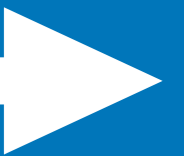
Slides



How to
rehearse



Workshop



Pitch Stops

Watch + 2nd Pitch + Feedback + 3rd Pitch

Next steps

1. Book time with Sonia
2. You can: record another 3-min pitch practice.