

Good Afternoon:
In the chat box, with one word, let us
know what pitching means to you.

EDHE Preparing The Perfect Pitch

Thursday 29 July 2021

Who am I?



Kelebogile Dikato Sephoti

- Entrepreneurial leadership coach and consultant
- Founder of **Dikato (Pty) Ltd**
- Operations Director for Perpetu8.Africa
- ELO at Allan Gray Orbis Foundation
- African Leadership University (Mauritius and Rwanda)
- Annual Investment Summit (Ministry of Economy in Dubai and Abu Dhabi), EU:Africa, SA Innovation Summit
- SABC Metro FM (with 4.3 million listeners)
- Retail Marketing Analyst Colgate - Palmolive
- MMENVC (Entrepreneurship) & BCom (Economics and Marketing)

Agenda



1. Introduction & Agenda
2. What is a pitch?
3. The Rubric
4. Preparation
5. Structure & Contents
6. A pitch is an extension of you
7. Q&A

What is a pitch?

A **pitch** is a presentation - with an ask - of a business idea to potential investors, customers or partners - **it must tell a story**. People pitch a business/idea because they need **resources**.

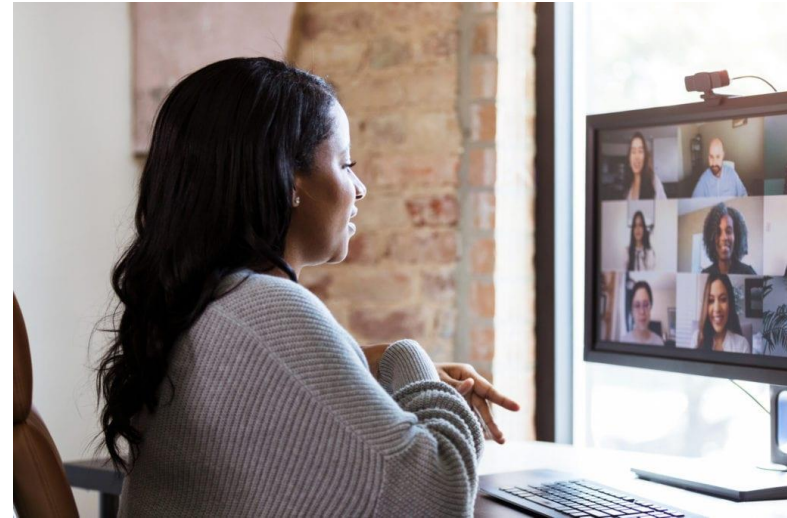
Your **audience** is everything. It's important to remember that a pitch to an investor may not strictly seek startup capital. It makes things easier for an investor if the business has **proof of concept**.

While there are many different types of pitching, the **live plan pitch** is what we will be focusing on today, which relies more on **visual aids** and on **speaking**.



What to include in a pitch?

1. Addresses the four main questions:
 - i. What **problem** are you solving?
 - ii. For who are you **solving** it for?
 - iii. How are you generating **revenue** from it?
 - iv. What **resources** are you asking for and how will you use it?
2. Contains verbal and non-verbal communication
3. NB: It is a story and a conversation - flow!
4. Preparation is key



Structure - The Rubric

Ten Key focus areas:

1. Social Impact Description
2. Innovation
3. Solution Analysis
4. Addressing the problem
5. Benefits
6. Operations
7. Scalable
8. Finances
9. Management Technical Complexity
10. Presentation



REPURPOSE
www.repurposeschoolbags.com

Preparation

1. Define your business: why, what and how
2. Understand the requirements
3. Research: put some statistics behind your idea and tell a story (evoke emotion)
4. Understand your audience: investor, customer, employees, competitors, partners
5. What is your call to action
 - a. Your secret weapon
6. Practice!

The Golden Circle

WHAT

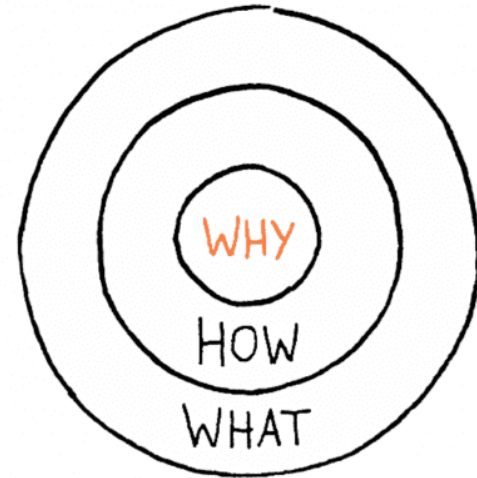
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

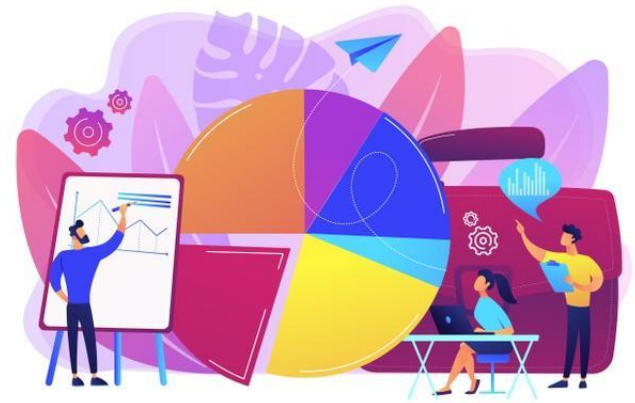
WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Contents to consider

- **Introduction slide** - Establish yourself and make people listen. Story vs Facts.
- **Problem Statement** - What problem are you solving? Whose problem are you solving? How many people are affected by this problem?
- **Solution and Value proposition** - Expound on your solution and how it solves a problem for a specific user and/or client. Highlight the innovation and value add.
- **Customer description and traction** - who is this customer? Are they interested in the product? What is the market like?
- **Go to Market Strategy** - How do you find the customer? How does the customer find you?



Contents to consider

- **Market Analysis** - What is the size and growth of the market?
- **Revenue Streams/Business model** - How will you make money? Social Impact?
- **Your Team** - who will be implementing the programme? What are their strengths or qualifications?
- **Financial projections** - How much money do you stand to make? Sustainability plan? Milestones?
- **Your ASK** - How much do you need to make it happen? Where will you spend it? Think of other wants such as partnership, research etc.



A pitch is an extension of YOU

1. Language
2. Facial Expressions
3. Body movements
4. Posture
5. Eye contact
6. Paralanguage
7. Proxemics
8. Physiological Changes
9. Look presentable



Questions

