# Big Stage Pitch

3 minutes

A pitch is like a short play which needs to be written, directed and rehearsed before it can be staged.

Start to prepare for your pitch by writing a script. You can start with text, but you can also first think of the whole impression you want to make. What music or light would you use to create an atmosphere? What visuals would best support your message?

The table below helps you to plan your pitch.

|  |  |  |
| --- | --- | --- |
| **Text** | **Visual on screen (text or picture)** | **Music, light, props etc** |
| **Intro story, fact, figure**  to generate curiosity |  |  |
| **Who we are and what we do?**  Tell your names, and the name of your startup.  Describe your idea/product in one sentence. Try this excercise <https://www.youtube.com/watch?v=-oAoJhfyXI8> to have a clear and concise description |  |  |
| **The problem you solve**  Why is it relevant for your customers? Build on your market research and customer feedback. |  |  |
| **Competition or gap in the market now**  How the competitive products do not solve the problem? Have you discovered a new niche in the market? | Facts, comparison |  |
| **Key features of your product**  Name only the main points what make your idea special, innovative, unique | Visualise, if needed show step-by-step |  |
| What is your plan – what do you want to achieve in product development, launch, reaching customers, sales etc |  |  |
| … |  |  |
| **Slogan and repete names**  End with a slogan, a … and tell your name and the name of your product again – you want to be remembered! |  |  |

# Checklist of a good pitch

|  |  |  |
| --- | --- | --- |
|  | We refer to the need in the market, we show that we know the customer |  |
|  | Our text, visual and music/light/props support each other |  |
|  | Our talk is energetic, well understandable |  |
|  | We use strong positive words (great, unique, extra, innovative etc.) |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | We know our product and believe in it, we have rehearsed the pitch – we are confident because we know what we do! |  |