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## ENTREPRENEURSHIP MASTERCLASS

# WORKSHOP: PITCHING TO INVESTORS & COMMUNICATIONS 101

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WEDNESDAY, 24 JULY 2024 | 16.00 – 19.00

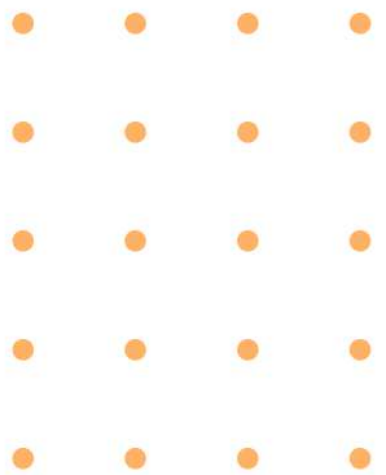


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# PITCHING MASTERCLASS

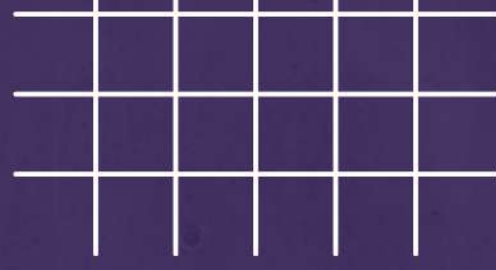


# WHAT IS AN ELEVATOR PITCH



AN ELEVATOR PITCH IS A BRIEF **30 TO 60 SECOND SPEECH** THAT'S MEANT TO INTRODUCE WHO YOU ARE AND YOUR SERVICES OR SKILLS TO A NEW CONTACT.

**IT TAKES 7 SECONDS TO CREATE A FIRST IMPRESSION**



# STEP-BY-STEP ELEVATOR PITCH STRUCTURE

- 1** INTRODUCE YOURSELF BY NAME AND, IF RELEVANT, YOUR JOB POSITION.
- 2** PROVIDE A BRIEF OVERVIEW OF WHAT YOU DO.
- 3** EMPHASIZE YOUR UNIQUE SELLING PROPOSITION (USP), WHICH IS A UNIQUE AND MEMORABLE HOOK OR SOMETHING OUT OF THE ORDINARY ABOUT YOU OR YOUR SERVICES.
- 4** WRAP UP WITH A BRIEF GOAL STATEMENT SPECIFIC TO THE CONVERSATION (SUCH AS ASKING FOR A MEETING OR INTERVIEW).

# PITCH DECK VS ELEVATOR PITCH

ELEVATOR PITCH IS A 30-60 SECOND SPEECH GEARED TO CONVINCING SOMEONE ABOUT A PRODUCT OR COMPANY.

PITCH DECK IS **10-15 SLIDE PRESENTATION** TO INTRODUCE A BUSINESS PROPOSAL- MOSTLY ASSOCIATED THESE DAYS WITH AN INVESTOR PITCH DECK.

# ENVOLVE ENTREPRENEURSHIP

Founders Support | Upskilling | Business Innovation

Igniting innovation & accelerating founders since 2012

April 2024

- Company Name
- Logo
- Tagline
- Presentation title

[envolveglobal.org](http://envolveglobal.org) • [teamgr@envolveglobal.org](mailto:teamgr@envolveglobal.org) • +30 216 8099 155

# VISION / COMPANY MISSION

EXAMPLE

## COMPANY MISSION

**We enforce today's SMEs with the power of tomorrow's digital technology.**

## TIP:

- A quick summary of a line that summarizes your company's vision / product and mission.
- Keep it short and memorable!



# PROBLEM & SOLUTIONS

EXAMPLE

## THE PROBLEM

Placeholder text for the problem description, consisting of several lines of horizontal bars.

## OUR SOLUTIONS

- 01 Placeholder text for solution 1, consisting of several lines of horizontal bars.
- 02 Placeholder text for solution 2, consisting of several lines of horizontal bars.
- 03 Placeholder text for solution 3, consisting of several lines of horizontal bars.

## TIP:

- Define the real problem or need you are solving and for whom.
- What is the market gap?
- What value do I create in the market with my solutions?

# MARKET OPPORTUNITIES

EXAMPLE

## MARKET PERSPECTIVE

According to the latest Sunwell report, 75% of small and medium-sized businesses feel that they are lagging behind in terms of online branding and marketing. And 54% of these businesses are open to help from an organization.



**23,168** Customers



**23** countries worldwide

## TIP:

- Define your market:
- What is the sector / branch of activity?
- Overall Market Size: Value in €, Your location.
- Customers: who do you serve?
- Macroeconomic Trends & Information.

# PRODUCT/SERVICE

EXAMPLE

**Coral Technology is a digital marketing company that helps businesses build a strong digital presence.**



**Customized Services**



**24 X 7 Customer Support**



**Transparent Monthly Reporting**



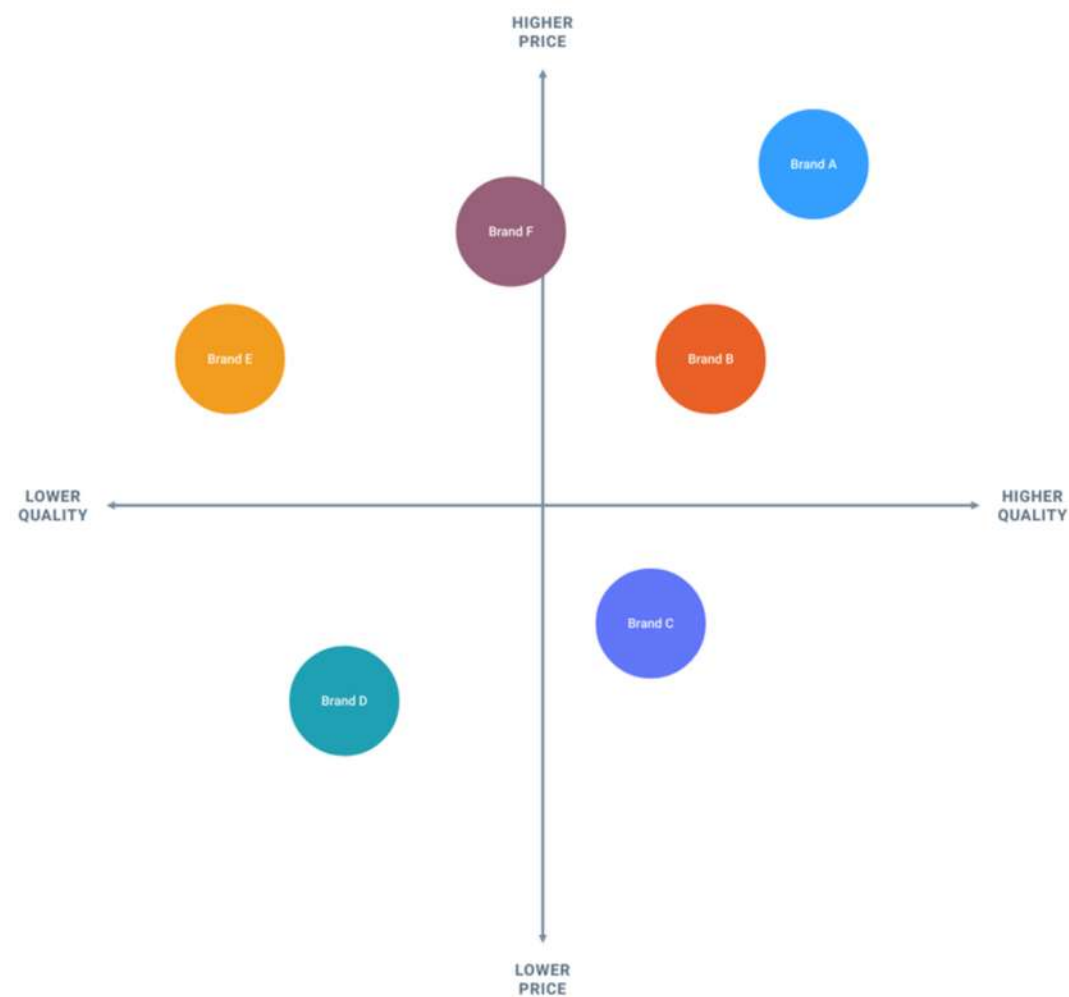
**On-Site and Remote Employees Training**

**TIP:**

- Tell the story of your customers and how customers use / rate your product / service.
- Images and visual effects are better than text.

# COMPETITION

EXAMPLE



## TIP:

- Do a very good research of your competitors.
- What is your position in the wider market?
- How is your position in the market unique, and the right one for the development of your company and for your customers?
- Who are your competitors, why have they succeeded, and how do you differentiate yourself from them?

# REVENUE MODEL

EXAMPLE



## Business Model:

we take a 10% commission on each transaction

\$84

MILLION DOLLARS

**Trips with AirBnB**  
15% of Available Market

\$25

AVERAGE FEE

**\$80/night**  
for 3 nights

\$200

MILLION DOLLARS

**Revenue**  
Projected by 2011

## TIP:

- Who are the key customers?
- How do you make money?
- What is your pricing policy?
- Revenue & Number of Customers so far.
- Show your basic income and conversion rates with basic math.
- "Lifespan" of an average customer (For how many months, how many euros?).

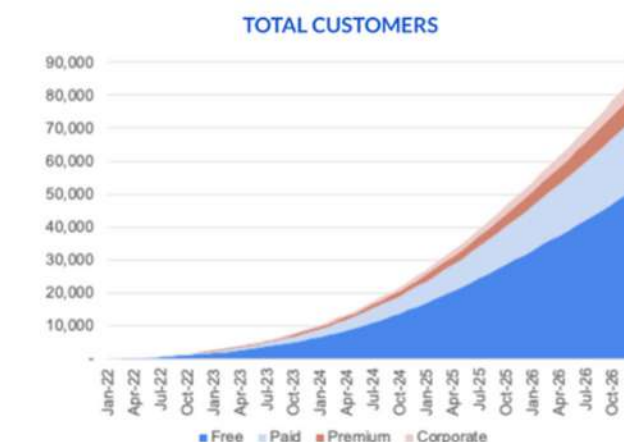
# FINANCIAL DATA

## TIP:

- Include financial forecasts for 3-5 years.
- Mention important assumptions in your cost model, in customer conversion, in market penetration in %.
- Mention each of the following (annually) for the last 3 years:
  - Total Customers, Total Revenue, Total Expenses, EBITDA

## Financial Plan

We target \$10M revenue by 2026



EXAMPLE

# TEAM



**ARIA HAPPY**  
CO-FOUNDER, CEO

With an engineering approach and decades of experience designing marketing systems, Aria creates emotional connections between brands and consumers.



**JOHN SMILE**  
CO-FOUNDER, CFO

Experienced CFO skilled in financial strategy, risk management, and driving sustainable growth through astute fiscal management and strategic decision-making.

- It is important to know the resume of the people who will try to carry out this business endeavor. In essence, it is in these people they are going to invest.

## TIP:

- Introduce key members and their previous positions, success and experience.
- What are the key roles for the success of your business / space?

# MILESTONES

## STEP 1

2020

## STEP 2

2021

## STEP 3

2023

## STEP 4

2025

## TIP:

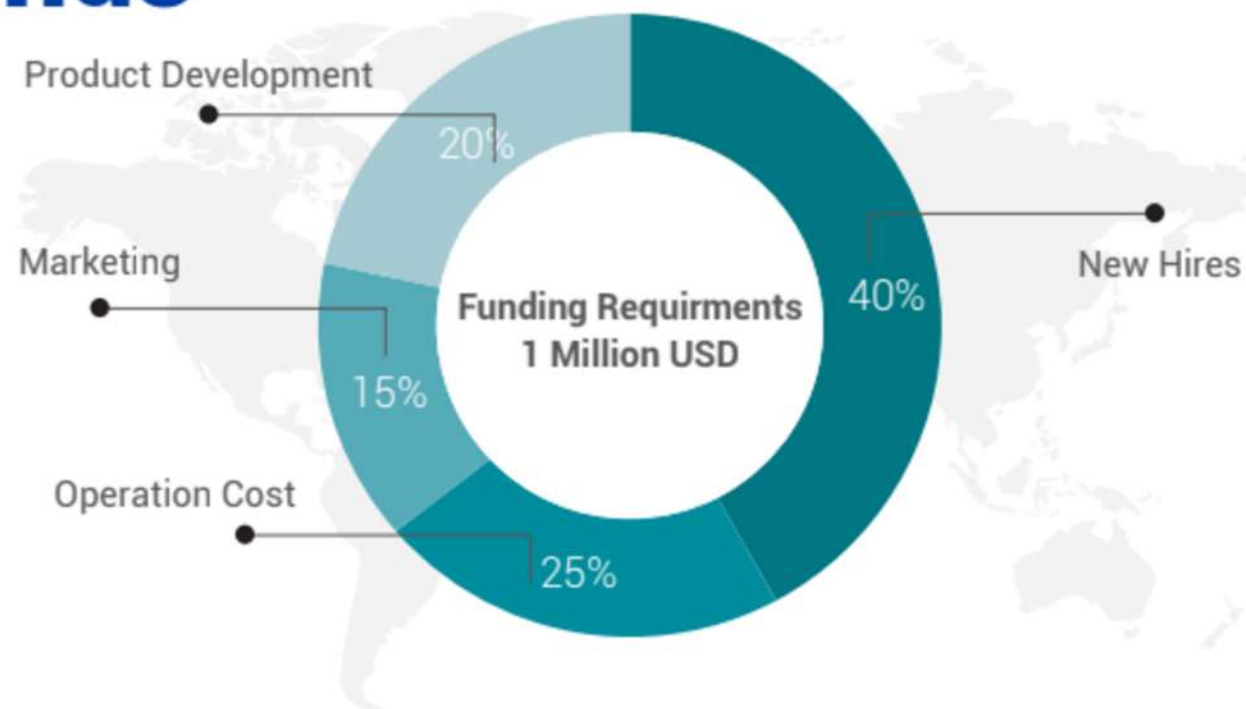
- Show your schedule and milestones so far.
- Growth measurements are necessary at an early stage.
- Submit press releases, collaborations, distinctions, awards.
- Customer Success Stories and/or Testimonials



# INVESTMENT

EXAMPLE

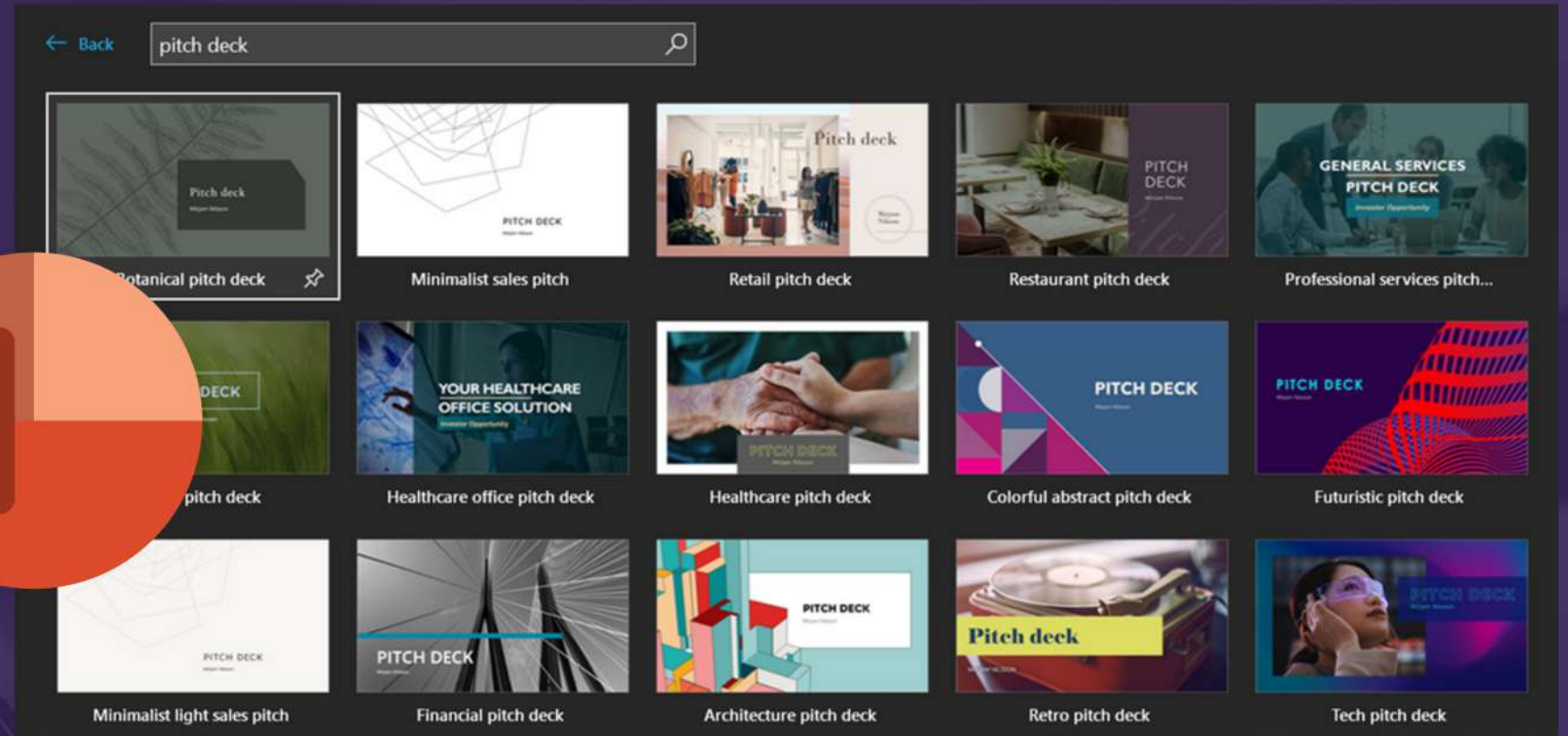
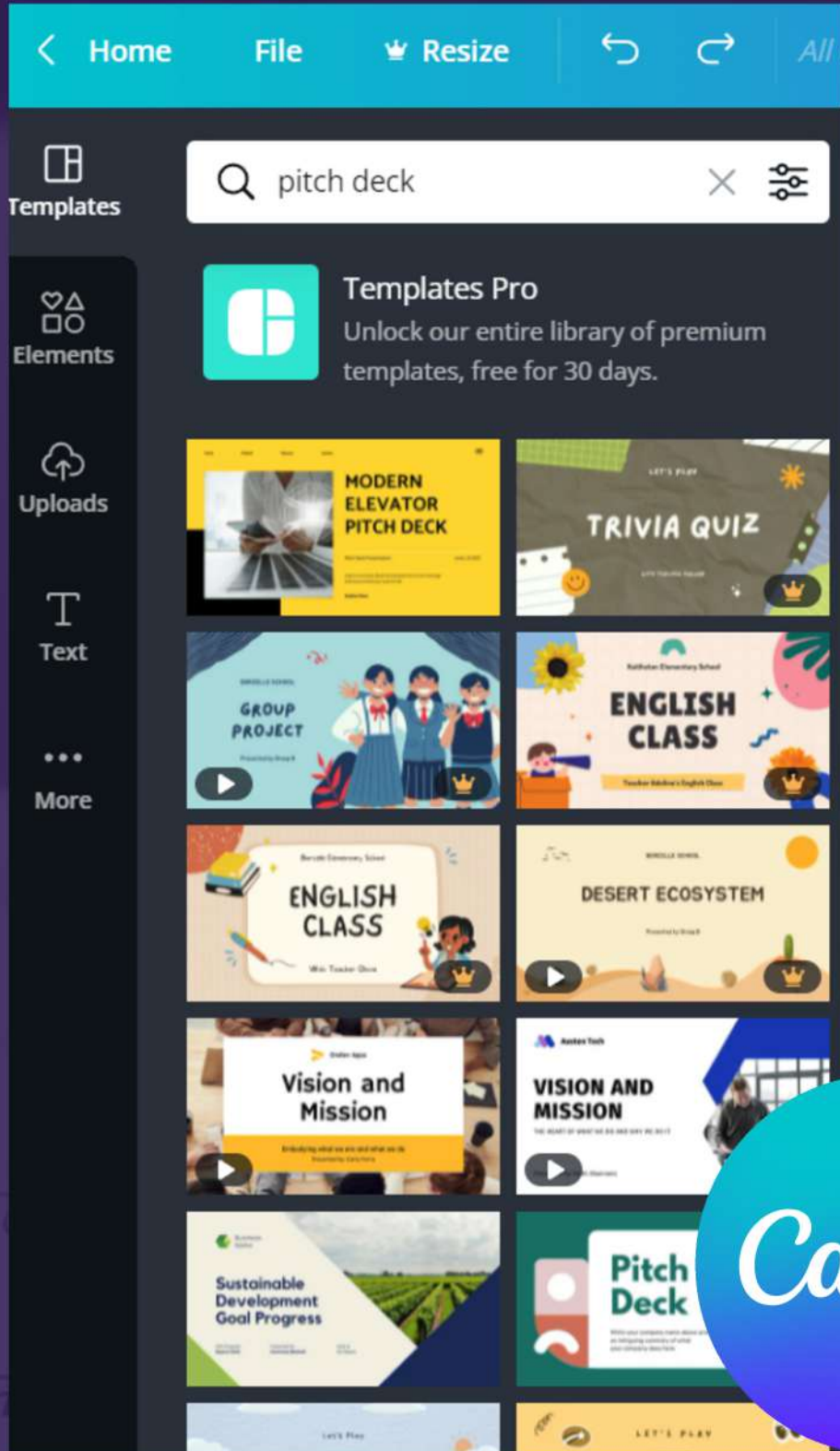
## Funding Requirement and Use of Funds



### TIP:

- Indicate how much capital you raise and in what general terms: Share Capital, Convertible Bond, Crowdfunding.
- What is your Capital Growth Schedule?
- Who are your notable investors so far (if any)?
- Funding Distribution (in % of forthcoming funding):

# TEMPLATES



# PITCHDECK - TIPS

The Pitch Deck comes from the **Business Model Canvas**, answering:

- Who are you addressing?
- Which problem do they have?
- How to solve it for them?
- We always close with "what we ask from the recipient".

## ATTENTION

10-15 pages describing the business idea and the business perspective to potential investors.

- In simple words and with more images we highlight the important information of our project.
- The aim is to highlight the strengths of the project and the opportunity/value I create for the recipient.

# PITCH PRESENTATION

## DOS



- Smile
- Maintain warm, and direct eye contact with the interlocutor
- From time to time, make the necessary changes or additions to the Pitch
- Introduce yourself as a "solutions provider"

## AND DON'TS

- Do not rush while presenting your Pitch
- Rehearse, and do not show up "set up"
- Use simple words and phrases, even if your interlocutor is skilled in the subject.
- Pay attention to your body language and the movements of your hands.



**B R A N D I N G**  
**T H I N K B U S I N E S S**

**What is your audience (target & market)**

**Clear Message & Focus (look at competitors)**

**Highlight strengths (SWOT Analysis)**

**Are you creating value?**

*Don't wait on the perfect version of your product/service.*

*You might miss the opportunity.*

**IDENTITY & PERSONAL  
BRANDING**

**Maintain a specific tone across all comms platforms  
(Insta Stories, Website, e-mails, etc.)**

**Consistent frequency & projected values**

**Engaging wording and activities**

**Language is part of your brand's culture**

**Try to adapt your language for each country you are doing business**

**Invest in proper copywriting**

**LANGUAGE**

**Where are your comms efforts directed?  
B2C, B2B or both?**

**Offline:**

**exhibitions, one-to-one meetings**

**media, press events**

**printed material (business cards, flyers,  
portfolio, booklet, postcards)**

**Networking & Associations**

**Online:**

**live events, newsletters, social media**

**google ads & remarketing, website, media  
ads, blogs, videos & vlogs**

**COMMS STRATEGY**



**Logo (PNG, EPS/AI, color, white, black, square, horizontal)**

**One Pager with a brief description and useful information**

**Document with taglines & social media handles**

**Flyer & Short Presentation**

**Social Media Posts**

**Latest Press Release you want to push live**

**COMMS KIT**

## **Website:**

**Clear messages first, pitch your products & services, Copywrite using the keywords people are looking for (SEO)**

## **Social Media**

**Where is your audience? How does your brand connect with them? How often?)  
Showcase your projects**

**Other platforms: Behance, Google, TikTok**

**DIGITAL ASSETS**

## **Stand Out**

**What makes you different?**

## **Be Engaging**

**It's the best experience that wins**

## **Be Consistent**

**They will know it is you at the first glimpse**

## **Create Value**

**If there is a need there is demand**

## **Stay Persistent**

**Listen, pivot, adapt and don't give up**

**SUM UP**