

Study Unit 9

Communicating Your Ideas/Pitching

Study Unit Outline

- What is Pitching?
- Why pitching?
- How to make a good pitch?

Study Unit Duration

This study unit requires a 25 hours of formal study time.

You may spend an additional 1-2 hours for revision

Introduction

This study deals with communicating novel ideas, resulting from the design thinking project, to potential investors, employees and other stakeholders. Therefore, you will study what pitching is, why is it important, and how to make a successful pitch.

Learning Outcomes of Study Unit 9

Upon completion of this study unit, you should be able to:

- 9.1 Define business pitching.
- 9.2 List the strategies to deliver a successful pitch.
- 9.3 Describe why pitching is relevant.
- 9.4 Explain for who whom to make a pitch.



Terminologies

Pitch	A super short presentation of one's business ideas to potential investors, partners or employees.
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9.0 Communicating Ideas

Communicating your idea is important in all spaces of the entrepreneurship and innovation process. This topic will, therefore, focus on communicating your idea, in particular about the so called pitch. You are now aware of that entrepreneurship emerges out of the intersection between opportunities and actions. In this unit we are going to discuss one essential brick of building organizations. We have learned that the use of feedback, getting partners and new means or resources on board is key to building ventures that create value. So, the ability to communicate your idea in a way that enables to obtain valuable feedbacks and makes people willing to commit to the new venture is an essential building block for success in entrepreneurship.

9.1 What is a pitch?

The tip of the communication iceberg is so called business pitch which translates into a couple of minutes of attention you have to get from people and make them give you money, new insights and new collaboration. The pitch is usually a super short description of your idea. It is often referred us an "elevator pitch" as you would be able to deliver the pitch in the time it takes to travel on a lift from the ground floor to the investors on the top floor which is less than three minutes. The pitch should be precise and condenses explanation of your idea. It can be an important or an opener on your path along the corridor. In more detail, the pitch should answer questions like What is the problem/ need? What is the solution? Who will it help? How can we make money? and What do we need in order to move forward? Overall, a good way to prepare a pitch is to start out by discussing those questions in your team or with friends. The business model canvas will be useful for addressing these questions. It can also help you to visualize the questions when you make your pitch.

9.2 Why a pitch?

A pitch is important because you want to tell and sale your story. Making a pitch is about starting conversation. You want to get feedback on your idea and to get partners on board. The pitch is one of the most important tools for an entrepreneur. The main message you want to get across is that you meet people and bring them on the board. You want to get commitments and resources. Possible ways to achieve include; showing them your quality product, even if it is a prototype or

pointing out a critical need and what you did to solve the problem and high lighting the actual value you are creating. By pointing out very specific key features of your solution, you can show people how talented you are and convince them. However, a simple verbal communication about your proposed value creation is less persuasive. High lighting one prototype adds stability to your presentation and provides easier and entry points for people. This does not mean that you should not be open for feedbacks and changes along the path. As long as you keep doors for critical questions; the pitch is a great way to learn about the path you are taking. Pitch is also about getting feedback and integrating new perspectives and resources into the next iteration. By integrating and involving your audiences, you can continuously sharpen your idea.

Talking about the audiences brings us to the next section. Most people think of pitching to investors but pitch can be made to customers, employees, strategic partners and many other people who could come on board of your venture. One important thing is that there is no standard pitch. We are going to pitch to different audiences and each audience has different information need and they are going to use the pitch to different end. It is up to you to find out what they really want to know and how they want to know it. Investors are very fast at screening processes. Smaller initial investors will not be able to provide you huge investments and the non-profit partner will be particularly interested in the normal monetary value you create. Ask yourself, who are your audiences? What are you talking? What is that person hearing? What is the one thing you want the person to go with? You might need people who have less time for you than elevator ride. Thus, be prepared for a rocket pitch (30 seconds, 4-5 bullet points). For this, imagine your business for one slide or to five bullet points.

9.3 How to Make Good Pitch?

Your pitch is a good pitch if it is as short as simple as possible so that everybody can understand.

A good pitch consists of three elements.

1. The content: it should have substance and is the cover of your presentation.
2. Presentation: the performance of your presentation.
3. Pitch design: the way you design helps you to link to the performance.

Review Questions

1. As an Entrepreneur for whom are you going to communicate your business ideas?
2. Why is pitching so important?
3. What are the strategies for an effective pitching?

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