

Presenting Like a Pro

What is a Pitch?

Pitches are short, persuasive presentations designed to convince the audience that the idea being presented is incredibly important.

Pitch the Problem

The HOW of the pitch. Entrepreneurs often pitch their enterprise ideas to potential funders. A funder is someone who lends money (start-up capital) to any business to help them get up and running. Funders are more likely to give startup capital to an enterprise that has:

- Identified a genuine community need
- Identified how their social enterprise will positively impact the local community

KEY FOCUS: Watch the three pitch examples. Focus on:

- Their body language
- The pitch and tone of their voices
- The pace of their speaking (including when they pause for impact)
- Their word choices (which specific words used to create maximum impact)

Pitch Example 1

[Shark Tank - The Drip Drop](#)

(1 min 11 secs)

These young entrepreneurs have invented an edible ring that can be added to a traditional ice-cream cone to stop melting ice-cream getting on hands and clothes.



Pitch Example 2

[Shark Tank - Jack's Lemonade Stand](#)

(1 min 35 secs)

This young entrepreneur has taken the traditional lemonade stand and created a product which gives other budding young entrepreneurs an easy entry point into running a business.



Pitch Example 3

[Shark Tank - LuminAID](#)

(1 min 55 secs)

These two young entrepreneurs are driven by making a positive social impact. They have invented a solar-powered, inflatable lantern that can be used for recreational purposes such as camping and in disaster-relief missions when there is no electricity and/or flooding.

- Watch up to 1 min 55 secs for pitch.
- Watch up to 5 mins to hear how they respond to questions from the panel.



Presentation Skills

Access the [Pitch Rubric](#) (included in the Pitch Kit) as a guide to assess others and your own presentation skills.

Viewing Focus

[How to give the perfect pitch – David Beckett](#)

(3 min 36 secs)

Watch video of David pitching his own product and use the rubric to assess HOW he has presented his pitch. We are not focusing on the content of his pitch here, rather, we're focusing on his presentation skills.

As you watch David pitch, score his presentation skills using the Pitch Rubric.



Pitch the Solution

The WHAT of the pitch.

It's not just about HOW you present (presentation skills); we also need to think about the WHAT. By that, we mean what we say in our pitch (content) and the order we choose to say it in (structure).

KEY FOCUS: WHAT these entrepreneurs are saying in their pitch. Focus on:

- Their opening line.
- The structure — what information have they chosen to present at the beginning (introduction), middle (elaboration and information) and end (conclusion) of the pitch?
- The choice of language — is it formal, casual, friendly? What words or phrases make you feel this?
- The need that is being met and/or the broader community impact of the product.