



#TECHBIZ
TRANSFORMATION
SERIES

BUILD, ADAPT, THRIVE





LEVERAGING INNOVATION & TECHNOLOGY

In solving poverty and its symptoms in Africa



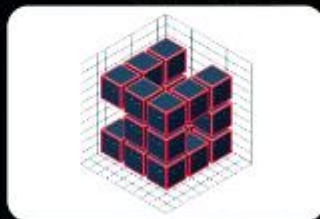
EKO
INNOVATION
CENTRE



LEARNING



RESEARCH AND
SUSTAINABILITY



DIGITAL
PRODUCT
INCUBATION



ACCELERATION

believe@ekoinnovationhub.com

TECHBIZ SERIES for Startups, Techies & Entrepreneurs

Topic:

PITCHING TO WIN

Date: 16th May, 2020 | TIME: 2:00pm



DOJA EKERUCHE

Advisory Board Member
(EKO Innovation Centre)



TOSIN FANIRO-DADA

Head, Startups (Lagos Innovates) LSETF

You will hear about

1. Creating convincing and persuasive content
2. Telling your idea in a story
3. Packaging your value proposition
4. Gaining investors confidence

Register here: <https://ekoicentre.com/webinar>

Remodeling your business is an Elearning series providing highly qualitative content to encourage enterprise set-up, survival and recovery.



PITCHING TO WIN



“Every opportunity to pitch yourself, your product or service is one you want to win”

HOW TO PITCH

- ▶ Know your audience
- ▶ Back it up with a story
 - ▶ Story format – Problem/Goal – Solution – Result
- ▶ Be laser focused
- ▶ Explain the following
 - ▶ Product/Service
 - ▶ Competition
 - ▶ Unique selling proposition
 - ▶ Target market
 - ▶ Customer Acquisition plan
 - ▶ Revenue model
- ▶ Make your slides visual aids for your audience
- ▶ Be wildly enthusiastic
- ▶ Anticipate questions and answer them ahead of time
- ▶ Practice, Practice, Practice – “Mamba mentality”



Types of Pitches and when to use them

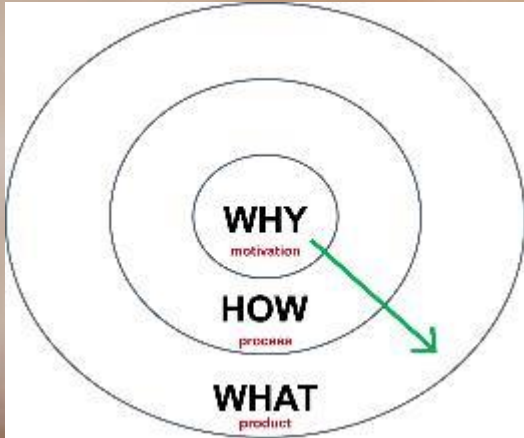
- ▶ **Twitter pitch** – summarizes your whole idea in one punchy sentence
 - ▶ Events
- ▶ **Elevator pitch** – short description of your company. Maximum of 30 seconds
 - ▶ Follows Twitter pitch
- ▶ **Competition pitch** – Must be presented with a pitch deck. Maximum of 5mins.
 - ▶ Hackathons
- ▶ **Investor pitch** – Must be presented with a detailed deck. Maximum of 10 slides
 - ▶ Investors

Common Mistakes

- ▶ Poor problem explanation
- ▶ Bad speaking
- ▶ Missing product highlights
- ▶ Too much detail
- ▶ Only one person knows how to pitch
- ▶ Memory lapse/freestyling
- ▶ Pitching for too long

Where do I Start?

Start with WHY.



Focus and structure

Avoid the emotional roller-coaster

Excitement, Panic, Frustration, Resignation, Nerves, Relief

20%

Decide your idea,
bounce it off a
stakeholder

70%

Prepare your
Content & Deck

10%

Rehearse
delivery

Prepare for the Questions



QUESTION

THOUGHT-STARTERS

If you had more time, what would you focus on?

Impact-areas

What is the business value / opportunity of this app?

Your value proposition

If you do not win this pitch, what is your next plan for the app/idea?

Your resilient self

What was the inspiration of the idea

A story about your WHY

App X is very similar. What makes yours unique?

Your WHY, Value proposition & CA

What will success look like to you

Specific Metrics to measure



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