

GreenVETAfrica

Foundations of Micro-Entrepreneurship for Micro-SMEs

Unit 7: Pitching



Co-funded by
the European Union

2023-2024 GreenVETAfrica

Introduction to Pitching

A business pitch is a presentation of a business idea to a group of people who can help turn your idea into a reality. You can pitch to:

- Investors who can help fund your idea.
- Potential customers who will pay for your product or service.



Types of Pitch

- **Investor Pitch:** An Investor Pitch Deck is a slide presentation intended to give a summary of your company, your business plan, and your vision. An Investor Pitch deck presentation serves various purposes, i.e. from reaching out to a new investor, to presenting a pitch in front of a potential investor.
- **Sales Pitch:** A sales pitch speech that you give in order to persuade someone to buy something.
- **Product Pitch:** A product pitch is a succinct and convincing presentation that focuses on a product's or service's distinctive qualities, advantages and market potential.
- **Job Pitch:** A job pitch is an introductory presentation that provides a quick summary of yourself. This introduction conveys key details about your professional qualifications, skill sets, strengths and work experience to employers.



The Power of Preparation

Thorough preparation in pitching can improve your confidence, positively impact your audience's perception, and increase engagements of audience.



Steps to Prepare a Pitch

- 1. Define your objectives:** Clearly define the purpose and desired outcome of your pitch to guide your overall presentation strategy.
- 2. Research your audience:** Understand your audience's needs, interests, and expectations to tailor your pitch and establish a deeper connection.
- 3. Craft your key message:** Create a concise, compelling, and memorable key message that clearly communicates the value of your offering.
- 4. Structure your presentation:** Organize your content in a logical and engaging manner that captures and sustains your audience's attention.
- 5. Practice, Refine and Memorize:** Hone your delivery by rehearsing your pitch, refining your presentation style, and committing key points to memory.



Elements of a Good Pitch

Engaging Introduction

Begin your pitch with a captivating opening that grabs your audience's attention and piques their curiosity.

Strong Market Analysis

Present a well-researched and persuasive analysis of the market opportunity your product or service addresses.

Clear Problem Statement

Effectively articulate the problem you are addressing and demonstrate your understanding of the pain points.

Convincing Business Model

Outline a clear and scalable business model that demonstrates the viability and profitability of your venture.

Unique Value Proposition

Showcase your unique selling points and differentiate your offering from competitors in a compelling way.

Compelling Call to Action

End your pitch with a persuasive call to action that encourages your audience to take the next steps or make a decision.

GreenVETAfrica

Thank you



@GreenVETAfrica



www.linkedin.com/company/greenvetafrica/



Greenvetafrica



Co-funded by
the European Union

2023-2024 GreenVETAfrica

www.greenvetafrica.eu

Our Partners

Front Europe to Africa

