

## Objectives of the pitch

- **Present:** Introduce yourself and your idea
- **Inform:** Provide all the information so that the audience understands your idea.
- **Convince:** Attract attention and convince the audience of your idea.

## Your pitch should ...

- be short, concise, understandable
- be clearly communicate the USP
- tell a story: This comes across as authentic and picks up the audience

## With 10 Slides to the perfect pitch

Based on the concept by Guy Kawasaki (Kawasaki, 2015).

1. **Title:** Name of company & presenter .
2. **Problem:** Explain what problem you are addressing with your product/service.
3. **Value Proposition:** Explain what added value your product/service offers.
4. **Underlying Magic:** Explain how your product/service solves the problem (e.g. with new technology, system,...). Show photos, animations or prototypes.
5. **Business Model:** Explain how you want to make money with the product/service.

6. **Competitive Analysis:** Who are the competitors, what are their advantages & disadvantages? How do you place yourself in the competition?
7. **Team:** Introduce your team and their capabilities.
8. **Financials & Metrics:** Provide insight into financial metrics (e.g. revenue & costs), number of customers, etc.
9. **Current status & outlook:** Present where you are right now, what you have already achieved and what you still want to achieve.

You find more information [here!](#)

## Our tips!

- Tailor the content to your target audience (e.g., end customers, B2B partners, investors)
- Be prepared for questions with back up slides if possible
- Pitch slides: use less text and more images & visuals
- Practice your pitch: this gives you confidence!



## Better Food Consulting

a service of the ZBS Food UG  
(haftungsbeschränkt)

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More information about these topics

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