

How to pitch

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FASHION.ED

Supporting Entrepreneurship in Eco Design

Before we start

Introduce yourself using an adjective that starts with the same letter as your name and tell me where you're from.

[Info] Welcome! Select a time and click Start. *[Reveal*]*

0 hr ▾ 1 min ▾ 0 sec ▾

00:01:00

Play sound when timer ends

Start Timer Light Theme ▾

Example
Magnificent Mardjantie
Lively Lotte
Beautiful Bobbi

When do you need to pitch?

Access
to
capital

Network
expansion

Market
validation

Brand
Building

Why is pitching important?

Engagement

Persuasion

Storytelling

Value proposition

Audience
Understanding

Call to Action





AUDIENCE Who's your audience? What's in it for them?	GOAL What do you want from the audience? What does the audience need to do after the pitch?	WHY YOU What makes your team the right executor?
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OPENER Grab the attention!	SOLUTION Which solution do you provide? + detailed example!	EXECUTION What are your USP's? Track record and succes?	BUSINESS MODEL What is the business model?	CALL TO ACTION Activate your audience! What do you want from the audience?
PROBLEM Which problem are you solving? Which need are you fulfilling?				ENDING What is the last sentence the audience needs to remember?

0%

50%

100%

Structure of a pitch:

- Opening: Catchy introduction
- Problem: Description of the problem
- Solution: How your product/service solves the problem
- Benefits/Execution: What makes your solution unique
- Call to action: Clear conclusion

Create an opener that people want to listen to

Short Story

Questions

Anecdote



Problem

1 to 3 problems on customer pains

Solution

Solution(s) that fit the customers pain

Benefits or buying motives

Personalisation

Design

Price

Status/Brand

Accessibility

Novelty

Quality



Call to action

Money

Network

! Never ask for market entry or customers !



Time to practice!

Use the pitch canvas and prepare a pitch of 3 minutes of the product that is given to your group.

[Info] Welcome! Select a time and click Start. *[Reveal*]*

0 hr ▾ 20 min ▾ 0 sec ▾

00:20:00

Play sound when timer ends

Start Timer Light Theme ▾

Time to Pitch!

[Info] *[Reveal*]*

Welcome! Select a time and click Start.

0 hr ▾ 3 min ▾ 0 sec ▾

00:03:00

Play sound when timer ends

Start Timer Dark Theme ▾

What makes a pitch a good one?

Clear objective

Strong opening

**Relevant data and
information**

Audience connection

Engaging delivery

Effective closing



Time to get to work

For the pitching competition:

- Pitch cannot exceed 5 minutes

And remember !

- What is the goal and main activities?
- What is the specific environmental benefit of your idea?
- Why is this idea essential in today's market?
- What makes your idea unique compared to other initiatives?
- Can you prove that it is practically feasible?
- What is the value to the fashion industry?
- How does your idea create a lasting positive impact?

