

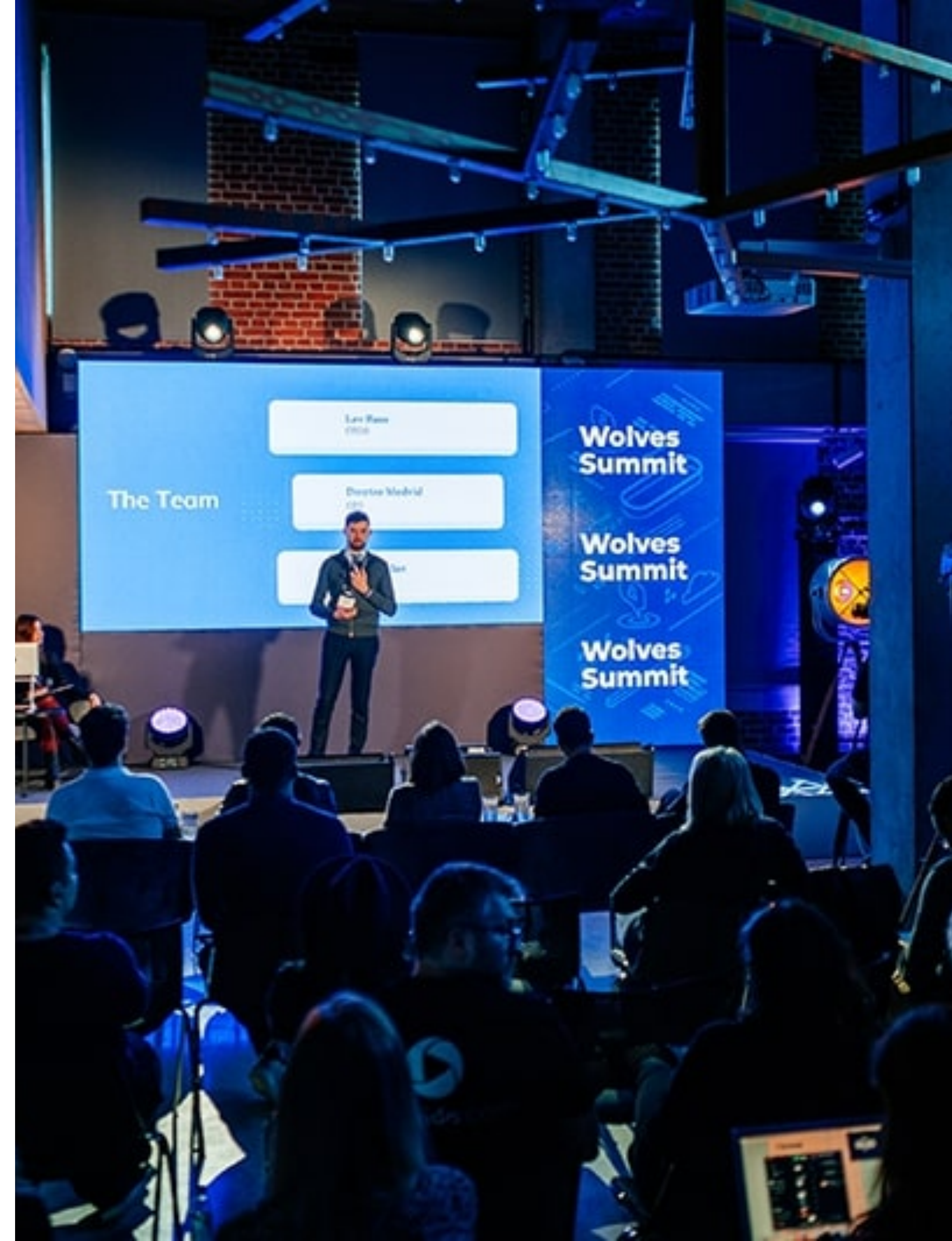
TYPES OF PITCHES

PROFESSIONAL SELF-PRESENTATION COURSE

ONLINE WEBINAR

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Date: 18/07/2024



AGENDA

LEARNING OBJECTIVES

1. What is a pitch?
2. Types of pitches
3. Pitching is not only for entrepreneurs
4. Universal pitch structure
5. Common pitching mistakes
6. Resources for mastering the art of pitching
7. Q&A

WHAT IS A **PITCH**?

PITCH - A CONCISE SPEECH
AIMED AT **SELLING** SOMETHING
OR **CONVINCING** SOMEONE.



TYPES OF PITCHES

- Elevator Pitch
- Full Investor Pitch
- Sales Pitch
- Team Pitch
- Professional Pitch

ELEVATOR PITCH

Duration: 1-3 min

Purpose: concisely present your startup to generate interest

Audience: investors, potential partners, or anyone who needs a quick overview



FULL **INVESTOR** PITCH

AKA (ALSO KNOWN AS) **PITCH DECK**

Duration: typically 20-30-minute presentation + Q&A

Purpose: provide a comprehensive overview of your startup to secure investment

Audience: investors, venture capitalists, or start-up accelerators



SALES PITCH

Duration: a few minutes to one hour

Purpose: persuade and sell your product or service

Audience: potential customers, clients, or partners interested in your offering



TEAM PITCH

Duration: variable, typically 10-20 minutes

Purpose: convince your team about a new idea or strategy

Audience: internal stakeholders, team members, or employees involved in project decisions



PROFESSIONAL PITCH

Duration: 1-5 minutes

Purpose: showcase your skills, achievements, and professional value

Audience: employers, potential clients, or others interested in your professional capabilities



You are your own brand

PITCHING IS **NOT ONLY** FOR ENTREPRENEURS

WHERE ELSE CAN YOU APPLY YOUR PITCHING SKILLS ?



Job Interviews



Networking



Project proposals



Team meetings



Personal branding

UNIVERSAL **PITCH STRUCTURE**

- **Introduction**
- **Problem/Opportunity Statement**
- **Solution Overview**
- **Unique Value Proposition**
- **Business Model**
- **Market and Competitors**
- **Call to Action**

**"A GOOD PITCH CONNECTS
THE DOTS BETWEEN THE
PROBLEM, THE SOLUTION, AND
THE IMPACT."**

BILL GATES

COMMON PITCHING MISTAKES



Lack of clarity



Information overload



Ignoring your audience



Poor storytelling



No rehearsal

**"THE *BEST* PITCHES ARE THE ONES
WHERE THE *STORY IS SIMPLE*
AND THE NUMBERS MAKE
SENSE"**

WARREN BUFFET

RESOURCES FOR MASTERING THE ART OF PITCHING



Famous TV shows



THANK YOU!