

MARHER PROJECT

CHAPTER 8

Project Work Pitch



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Marher
HERITAGE
MARKETING

What is a Pitch?

When a company has to present itself to the world, it surely wants to do it in the most effective and efficient way. But what does it mean to present yourself effectively? Some may say that the final goal is the WOW Effect, in other words, make sure that whoever is exposed to the presentation will be so surprised to consider it, together with what has been presented, awesome. The difficulty arises from the very beginning, it is becoming increasingly hard to amaze people, and lasts indefinitely since the wow effect should also be maintained for as long as possible.

Business pitches spread all over, from start-ups to large corporations, replacing the old and traditional business presentation style. In few words, a pitch is a short presentation used to describe a company. Apart from the necessary requirement of the length - it must be short - pitches are very diverse, and they are developed accordingly to the sector, company and goal pursued.



3 questions need to be asked and answered:

- Who is the audience?
- What are the goals of the presentation?
- How will the presentation be given?

Depending on the specific answers provided, the content of the pitch will differ because, of course, specific situations require specific pitches.

Despite the extreme diversity, some standard models of pitches do exist, and they are the following: The Elevator Pitch, Pitch Deck or Pitch for Investors, Sales Pitch and Tweet Pitch. The following section will spread light on the key characteristics of these standard models of pitches.

Napkin Pitch

This is the most primitive form of pitch and takes its name by the practice of writing on a napkin just a few and quick information in order to give a scent of the topic of interest to someone while having a coffee break.

It is not supposed to be a clincher; it is a proper format to explain the essence of an idea to an outside person.



The Elevator Pitch

The main characteristic of this category is the length of the presentation: it has to be quick, around 3 minutes. They take their name by legend that, in Hollywood's golden age, screenwriters tended to chase producers in the elevator and give a brief and concise presentation of their ideas in order to attract their interest.

Despite the brevity of the presentation, it is necessary to answer to 3 questions: Why, How and What; and to involve the audience.

Visual material is not required, and it is up to the presenter the decision of having it or not depending on the specific circumstances. Traditionally elevator pitches did not include any visual representation.

Given the length and the adaptability of this typology, it is suitable for judges, investors, family, and friends.

Pitch deck or Pitch for Investors

Here, the distinguishing character is the audience: as the name suggests, these pitches are addressed to investors and their aim is to convince them to finance and invest in your project/idea.

Considering the topics covered, the length is generally of 15 minutes and enriched with visual components aimed at communicating clearly.

Pitch deck is an expression often use to refer to slides which are, indeed, a form of visual representation.

Even though the adaptability of this type of pitch is lower, it remains crucial to shape the pitch on the final clients since the goals remains the one of convincing other of your ideas, plans or proposals.



Sales Pitch

Need to sell a product or a service?

Sales pitches are the perfect tools for doing so. It is not just about introducing your business but also about telling a story. At the end of the presentation, the potential client should consider the offer like the solution to his problems and the satisfaction of his needs. To put in practice a sales pitch, visual components are essential since they increase the attractiveness of the presentation and make it easier to follow and relate to what is presented. What should never miss?

- Emotional appeal
- Storytelling
- Best case scenarios and success cases
- Call- to-actions



Tweet Pitch

Short and Catchy.

This pitch can be a stand alone one as well the introductory pitch of a bigger and more developed one.

This can be quite useful because with one or two lines, it is possible to attract the audience and allow them to grasp some essential information about the topic.

The visual aspect of a pitch

The visual aspect of a pitch differs depending on the circumstances and the type of pitch selected.

The types of pitch that are mainly analyzed in this chapter are:

- Elevator Pitch
- Pitch Deck

The visual aspect of an Elevator Pitch

Elevator Pitches must cover 4 essential points:

1. The defined offering, which must be catchy and easy to understand
2. The defined audience
3. The problem to be solved
4. The solution offered, how and why what has been presented is the solutions to the previously mentioned problems or need.

It is generally developed in a vertical way and given the length and simplicity: specificity is key.

The pitch is vertically developed and it makes very clear what is the status quo, the problems related to it and what the offer is and could do to overcome the problematic situations of the status quo.



Elevator Pitch Template



The visual aspect of a Pitch Deck

Pitch Deck are, among all the ones requiring most preparation given the necessity of any form of visual representation and the average length. To prepare and effective pitch there are 2 things that should be kept in mind:

- The specific components sought by the audience
- The memorable aspects of the opportunity presented and / or offered

The visual aspect of a Pitch Deck

A standard deck consists of 10 to 14 slides which have to be prepared in respect of certain guidelines:

- they should not include too much text; it becomes difficult to follow and pay attention to every detail displayed
- fonts should be large and easy to read, for example, italics should generally be avoided
- charts, graphics, and statistics are eye-catching and should be included
- labels are fundamental, they inform the audience about the topic of the slide from the very beginning

Sometimes, it might be useful to prepare 2 pitches of different length: one detailed version to be sent and distributed to the members of the audience interested in discovering more and a simplified version used during the presentation; the latter should respect the guidelines stated above, especially for what concerns the text and the font.



Heritage Marketing and Pitches

We refer to heritage marketing as the procedure through which a company communicates its history and traditions.

Different companies have different traditions and histories and, therefore, they engage in heritage marketing differently.

The Marher project is aimed at presenting the best cases of heritage marketing in Europe and, among these cases, Dilling A/S stands out. They produce clothing made from organic wool and cotton without the use of harmful chemicals and heavy metals, within the EU borders. Dilling exploits heritage marketing to communicate their family owned and long history, it was founded in 1916; in addition, it communicates their values and their unique point of view.



Dillin A/S Elevator Pitch



Examples of Pitches



NU CAO (Germany) –
Sales Pitch





University of Dayton
Business Plan
Competition Elevator
Pitch (US)



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Brightwheel (US) –
Pitch Deck or pitch for
investors



References

- <https://blog.genial.ly/en/business-pitch/>
- <https://www.youtube.com/watch?v=bNhF4JkGk7A&t=8s> (first video - NU CAO)
- https://www.youtube.com/watch?v=r_Dgsf4iiZg (second video – University of Dayton)
- <https://www.youtube.com/watch?v=5iKitGJeAZ4> (third video – Shark tank)