

**THE 3 C'S OF A GREAT PITCH**



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**SEED · SPOT**

**INCUBATING VENTURES WITH SOCIAL IMPACT**





**WHAT IS A  
PITCH?**

**A presentation  
intended to create buy-in.**

# WATCH

- Do you get it?
- Do you care?
- Will you act?


# WATCH



<https://vimeo.com/195346578>

# REFLECT

- Did you get it?
- Did you care?
- Will you act?

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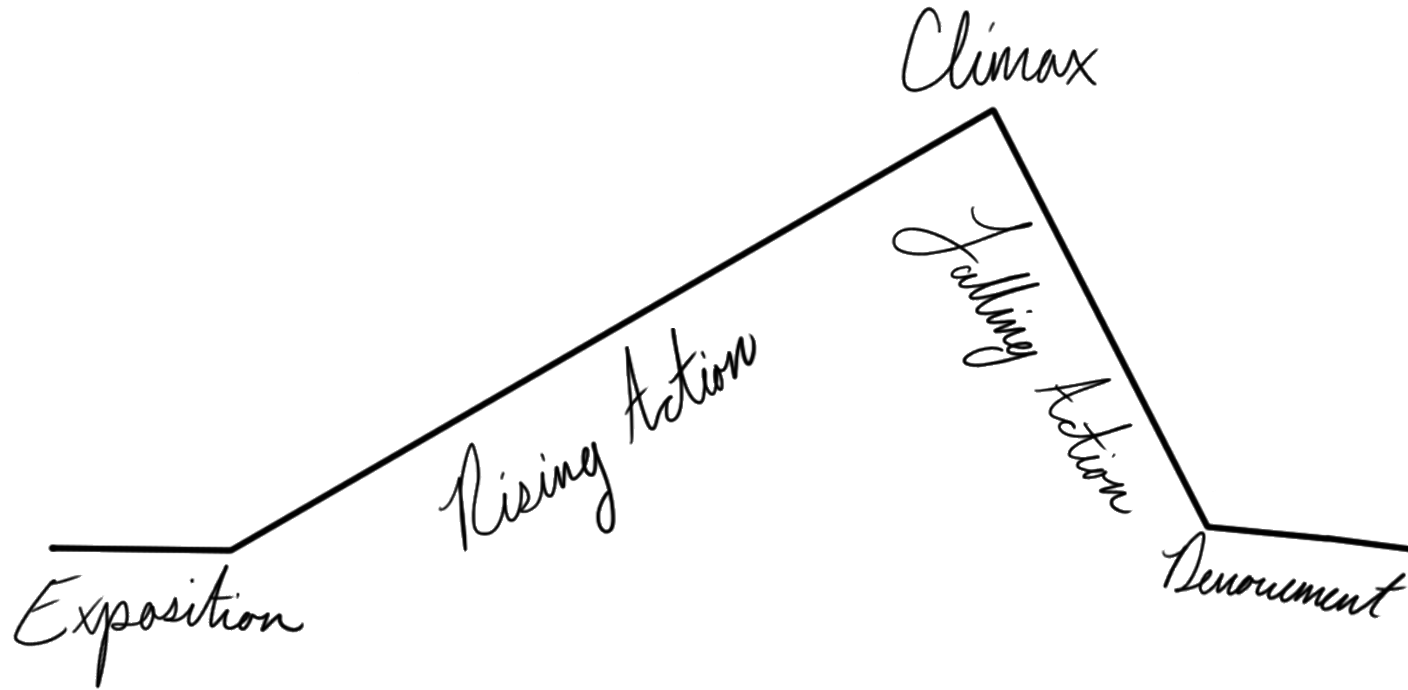
**C #1: CLEAR**



**What the f\*% are  
you talking about?**

# CLARITY TIPS

- Create a linear story arc
- Avoid tech talk
- Zoom in & get specific



## CREATE A LINEAR STORY ARC

Direction

Beginning

Middle

End

Highs & Lows

Conflict

Resolution

Emotional Journey



## AVOID TECH TALK

Let Everyone Be Smart

Beware of Acronyms

Emphasize Benefits > Features



## ZOOM IN & GET SPECIFIC

How Does it *Actually* Work?

The Rule of Three

Logical Cause & Effect



**C #2: CONCISE**

**Get to the point.**

# SNAPPY TIPS

- We \_\_\_\_\_ for \_\_\_\_\_.
- Cut the superlatives
- Speak to your audience, not yourself



We organize all of the data in the world and make it accessible for everyone in a useful way.

Google

**WE \_\_\_ FOR \_\_\_.**

Tweetable Length

1<sup>st</sup> Blank: Solution

2<sup>nd</sup> Blank: Person/Thing with Problem

Pass the “Grandma Test”

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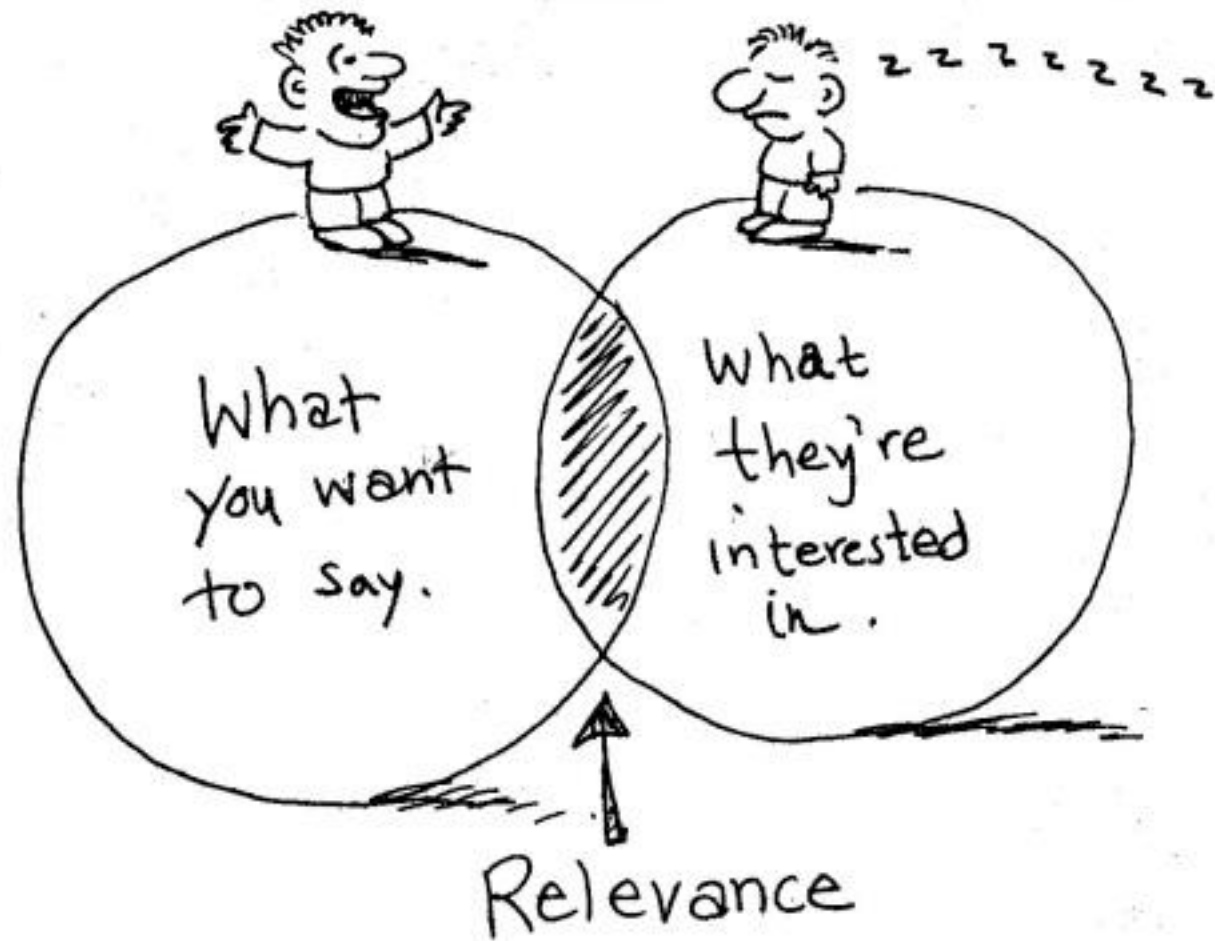


## CUT THE SUPERLATIVES

Avoid “Sales-y” Language

Use Real-People Words

Less is More



## **SPEAK TO YOUR AUDIENCE, NOT YOURSELF**

It's About Them, Not You

How Much Can You Cut & Still Make Sense?

Short & Sweet

One Sentence Intro

30 Second Elevator Pitch

3 Min Business Plan Pitch

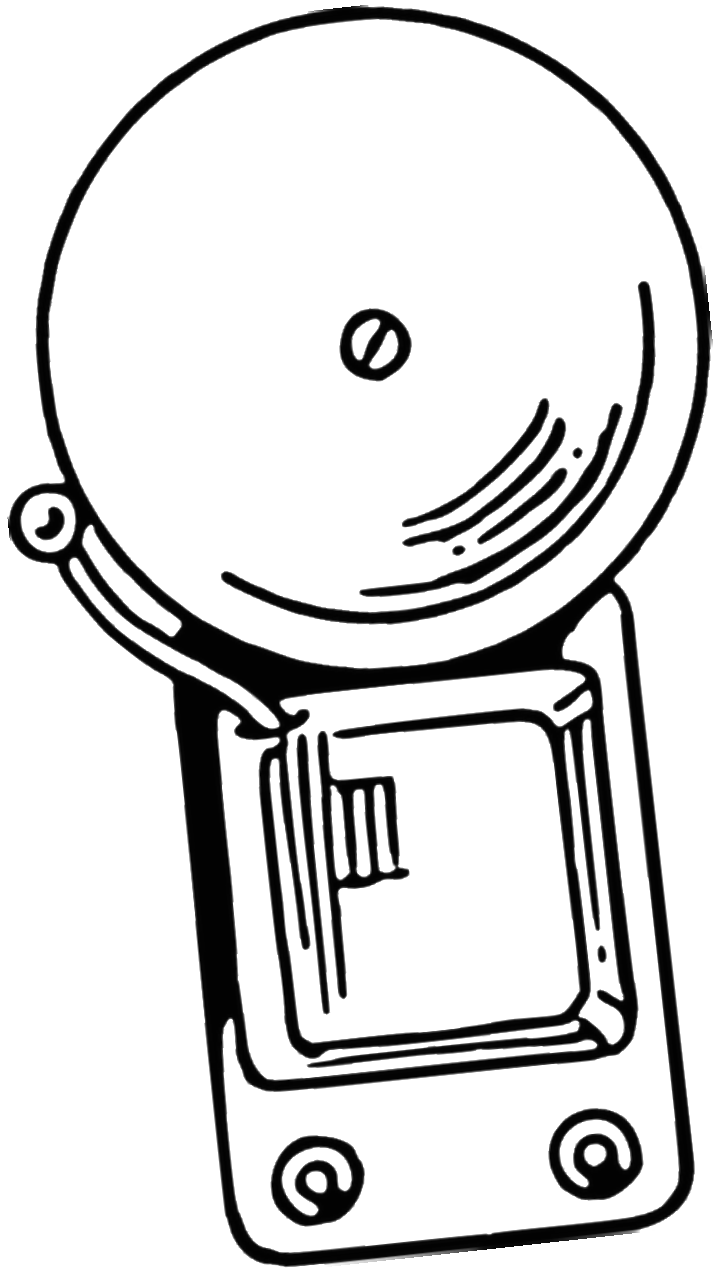


**C #3: COMPELLING**

**Make me give a  .**

# HOOK 'EM TIPS

- Present a burning need
- Put the solution within reach
- Make a do-able call-to-action



## **PRESENT A BURNING NEED**

Educate about Problem

Story/Anecdote

Statistics

Make Problem Relatable

Trigger Association

Develop Empathy

Create Urgency



## **PUT THE SOLUTION WITHIN REACH**

Tie Your Solution Directly to the  
Problem (Stay Focused)

Instill Confidence & Credibility -  
You've Already Done the Hard Work

Convey Solution as Simple, Obvious,  
& Undeniable "...duh"





## **MAKE A DO-ABLE CALL-TO-ACTION**

Provide an Immediate To-Do

CTA Should Take <5 Min

Reward with a “Hero Moment”

“...I Think This is the Beginning of  
a Beautiful Friendship.”

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**YOUR TURN**

# 30 SECONDS

1. Hi, I'm NAME and I'm the TITLE at COMPANY.

2. One sentence describing the **PROBLEM** \_\_\_\_\_.

3. One sentence describing the **SOLUTION**. \_\_\_\_\_.

4. Unlike ALTERNATIVE (and ALTERNATIVE),  
**COMPANY** one short **DIFFERENTIATOR** \_\_\_\_\_.

5. One sentence describing your **SUCCESS TO DATE** \_\_\_\_\_.

6. One short **ASK** \_\_\_\_\_.

# WATCH



<https://vimeo.com/195346578>

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**COME HANG OUT**

# UPCOMING EVENTS

- **EVENING PROGRAM PITCH NIGHT**

- SEED SPOT OFFICE
- NOVEMBER 27
- 5:30 - 7:30 PM

- **FIVE YEAR FIESTA**

- ORPHEUM THEATRE
- DECEMBER 6
- 6 - 8 PM



**SEEDSPOT.ORG**