



**WMI ONLINE ACADEMY
WEEK 8: PITCH
PRESENTATIONS**

FACILITATORS

EANNES ONGUS AND SALOME ASENA



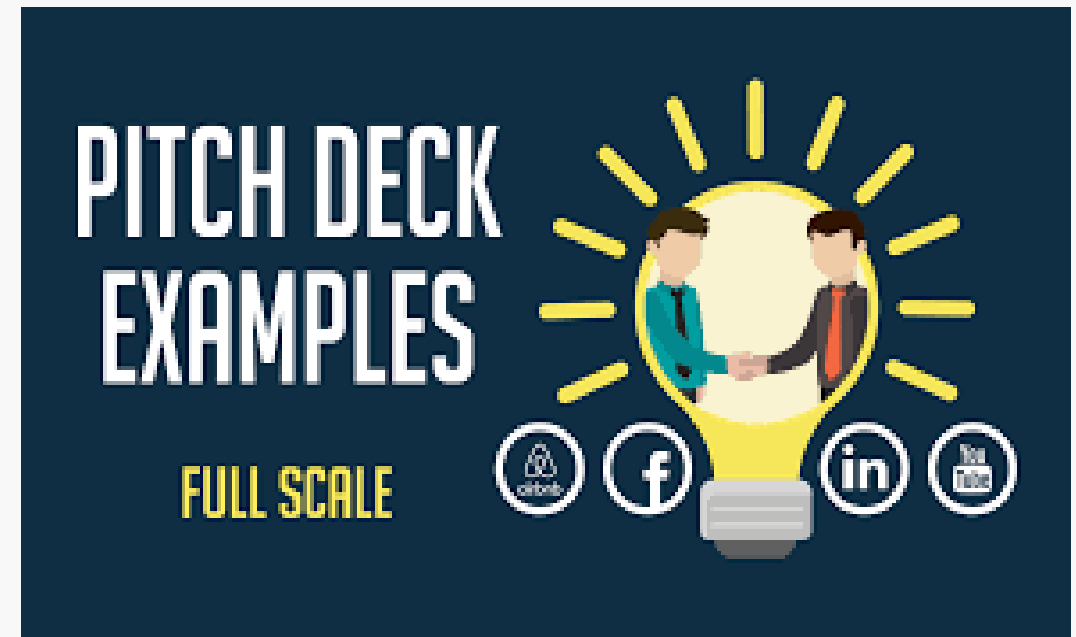
Expected Learning outcomes

- Understand what a pitch deck/presentation is
- Understand & Design a successful pitch presentation
- Learn tips for pitch presentations
- Learn about how to make follow ups after making a pitch

What is a pitch deck?

- A pitch deck can give businesses and entrepreneurs a detailed but concise snapshot of their company to attract investors.

- Understanding the necessary elements of a successful pitch deck can help bring you one step closer to the funding you need.



What is a purpose of pitch deck?

- The goal of your pitch deck is to get to the next meeting.
- Your pitch gives an investor an opportunity to learn more about your company.
- Since investments rarely are made after just one meeting, your aim is to spark interest in your company.

- You want investors to ask for more after they hear your pitch and not just show you to the door.



Pitch Content & Samples

1. INTRODUCTION

Who are you and why you're here?
Keep it short and sweet.

2. TEAM

Show the people behind the idea
and briefly describe their role.

3. PROBLEM

What problem are you trying to solve?
Is it really a problem?

4. ADVANTAGES

What makes your solution special?
How are you different from
others?

5. SOLUTION

Describe how are you planning
to solve the problem.

6. PRODUCT

How does your product or service
actually work? Show some examples.

7. TRACTION

Traction means having a measurable
set of customers that serves to prove
a potential.

12. CONTACT

Leave your contact details and let people
know how to reach you quickly.

11. INVESTING

What is your planned budget? What
kind of money are you looking for?

10. BUSINESS MODEL

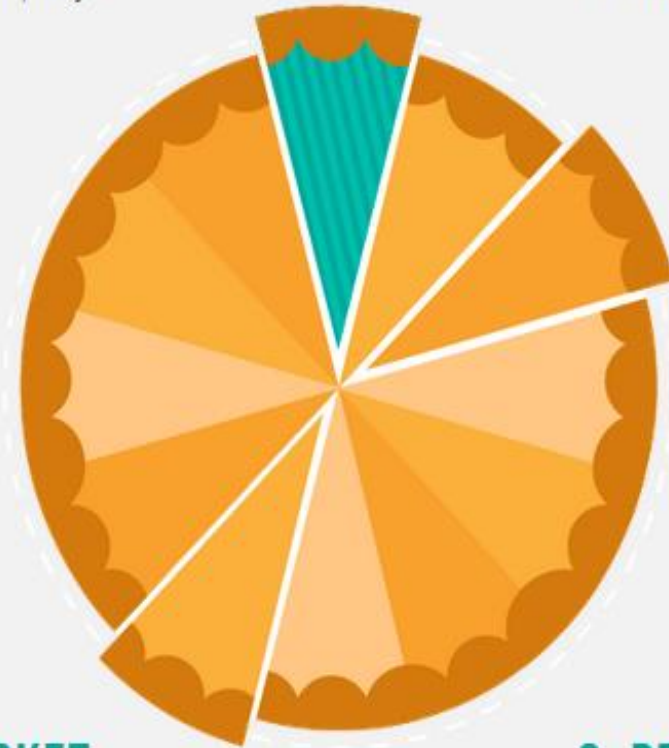
How are you planning to make
money? Show a schedule when
you expect revenues to pour in.

9. COMPETITION

What are the alternative solutions to
the problem you are trying to solve?

8. MARKET

Know, or at least attempt to predict,
the size of your target market.



WHAT A JUDGE OR AN INVESTOR CONSIDERS

- Project/idea well introduced
- Background of your Business/CBO/NGO well articulated
- A consideration of a market analysis/needs assessment
- Clear mention of products/services/activities or programs
- What is a unique value proposition
- The team behind the idea/business/organization
- Budget/funding highlighted for the proposed program
- Overall design, look and feel of both the presentation and presenter

PITCH DO's

- Prepare to make a great first impression
- Limit each slide to expressing one idea
- Show the people behind your idea
- Tell a story and engage people emotionally
- Know your metrics better than anyone
- Keep a consistent look in presentation

PICTCH DON'TS

- Don't read word by word from your script
- Don't come unprepared
- Don't use too many bullet points
- Don't create a text-rich, picture poor presentation
- Don't use small fonts
- Don't make it too long

Tips for In-person Presentation



- Smile
- Don't slouch
- Assume a power pose
- Make use of the space
- Speak clearly
- Don't be afraid to gesture
- Remember to breathe
- Maintain eye contact

Pitch Presentation Follow-up

- If you can, have another team member there to take notes and review with them after the fact.
- Look for weak-points that led to negative reactions from the investor.
- Keep refining, practicing, and executing even if you think you've found the perfect pitch
- You'll really never know how good your pitch is until you actually do it.
- Don't stress yourself out, and treat every investor pitch as a learning experience for you and your business.
- You'll only continue to get better and better and can apply those learnings to every area of your business

Thank you

