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

**By  
EANNES ONGUS**

# 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 and Samples

- INTRODUCTION – who are you and why are you here?
- TEAM – Show the people behind the idea and their role
- PROBLEM – What problem are you trying to solve?
- ADVANTAGES – What makes you special?

- SOLUTION – how are you planning to solve the problem
- PRODUCT/SERVICE – how does this work; some examples
- MARKET – estimation of target audience/beneficiaries
- COMPETITION – any analysis of the competition and how you are different

# Pitch Content and Samples

- BUSINESS MODEL – How are you planning to make money from this initiative/project/business?
- INVESTING– What is your planned budget? What kind of money are you looking for?
- CONTACT – Leave your contact details and let people know how to reach you quickly.

# 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**

