

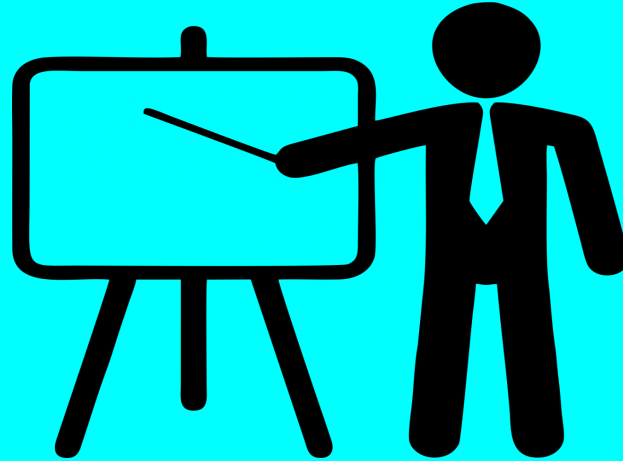


**By: Sydney Geist**

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# What is a pitch?

The professional presentation of a product to a buyer with the intention of persuading them to purchase the same product.



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# Who can give a pitch?

- Entrepreneuers on Shark Tank
- Advertising Agencies to another company
- Local Pitch Competiton
- Anyone can give a pitch!!!!!!



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# What makes a pitch stand out? - Interesting Story

- Introduce yourself
    - Background
    - Why you came up with the product
  - Say something in the beginning that grabs their attention
    - Say it in the beginning!
  - Create feelings of empathy toward the product
    - Why the product is so important!
  - Quick but memorable
    - Not too lengthy - could lose interest
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# What makes a pitch stand out? - Appropriate Tone

- Don't be monotone
- Be excited!
  - Showing that you are excited about the product gets others excited about the product as well



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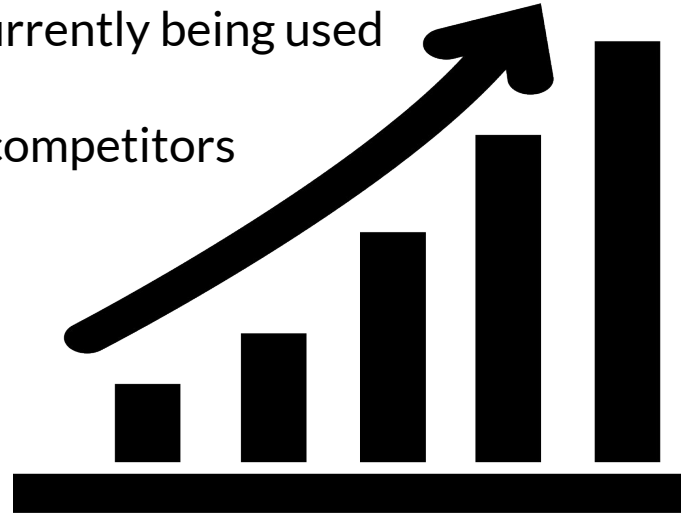
# What makes a pitch stand out? - Engaging Slides

- Have a visual representation to accompany the product
  - PowerPoint, Google Slides, the product itself, etc.
- Slides need to contrast
  - No dark slides with dark text or bright slides with bright text

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# What makes a pitch stand out? - Relevant Figures

- Future profits
- Images of the product currently being used
- List of advantages over competitors



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# The Demographic

- Be knowledgeable about the demographic
- Showing that research was done proves that you care about what is best for that certain audience



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# Know the SWOT



## Strengths

- Why buyers should choose yours over competitor

## Weaknesses

- Things to work on (ex. - cost more to make the product than it is worth)

## Opportunities

- Ways to expand the product

## Threats

- Competition -- can your product be easily substituted?
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# What NOT to do!

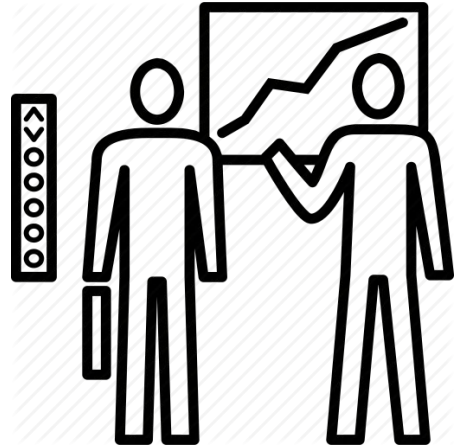


- Don't be too technical
- Come prepared!!!
  - Not knowing everything could show the buyers that you are not fully aware of how your product works
- Double check the product
- Don't get defensive

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# The negotiation

The presenter and the buyer come up with a deal of what percentage the buyer should own if they like the product.



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# Real Life Examples

Pitch #1

Pitch #2



**Overall, if you follow  
these steps, you can  
influence the buyer  
to purchase your  
product!**

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**Any questions?**