



WORKSHOP : START-UP PITCH AND CONSULTING SESSION

Thursday 25th June – 15:00 – 17:00 CET



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WORKSHOP

Start-up Pitch and Consulting Session !

Prioritize your ideas
Adapt your speech
Build an argument

PROGRAM

- ♦ **Structure of a start-up pitch**
- ♦ **Storytelling in entrepreneurship**
- ♦ **Pitch deck preparation**
- ♦ **Group work and presentations**
- ♦ **Feedbacks**

Session objectives

- ✓ Understand the structure of a classic 3-minute pitch
- ✓ Identify the content that should be in each section
- ✓ Apply best practices for clarity, impact, and persuasion
- ✓ Avoid common mistakes made by early-stage presenters
- ✓ Analyze real-world pitch examples



**WHO AMONG YOU HAS
EVER PITCHED A
PROJECT?**

1. WHAT DO YOU NEED TO CREATE YOUR PITCH?



AN IDEA

Absolutely brilliant



A VERY BRIEF MOMENT

= Elevator pitch

A TARGET AUDIENCE

To convince





AN OBJECTIVE

The Call to Action

2. WHERE AND WHEN TO USE YOUR PITCH?



During a brief meeting
A presentation
A conference
To get an appointment

2. WHERE AND WHEN TO USE YOUR PITCH?

Several examples of pitch

1

**Elevator
Pitch**

Duration: 30 seconds to 2 minutes

Goal: To grab the audience's attention and make them want to learn more

2. WHERE AND WHEN TO USE YOUR PITCH?

Several examples of pitch

2

**Pitch
Deck**

Duration: 5 to 10 minutes with visual support

Goal: To persuade using evidence and visuals

2. WHERE AND WHEN TO USE YOUR PITCH?

Several examples of pitch

3

**Investor
Pitch**

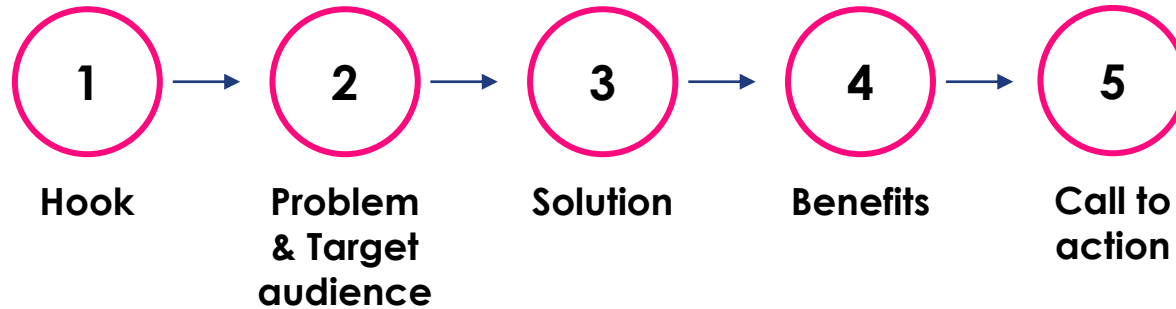
Duration: 15 to 20 minutes

Goal: to reassure investors and demonstrate the business's viability

3. HOW TO STRUCTURE YOUR PITCH?

3. THE PITCH STRUCTURE

The 5 steps of the Pitch



This structure allows you to present your idea/project **clearly**, **concisely** and **persuasively**.

The **main objective** is to **convince your audience**.

1. THE HOOK

Capture attention in less than 10 seconds.

But be careful not to overdo it!



3. THE PITCH STRUCTURE

1. THE HOOK

The first 10-30 seconds
are the most
important !

What it should contain:

- A surprising fact
- A question
- A short story or real-life situation
- A bold statement connected to your project

Goal: Make the audience want to hear more and build connections

Exemple:

“Every year, companies waste €2M simply because teams don’t share data effectively...”

2. THE PROBLEM

Show that you understand the challenge and who is affected by it.



3. THE PITCH STRUCTURE

2. THE PROBLEM

Key elements:

What your idea solves:

- Who experiences the problem (students? SMEs? hospitals?)
- Clear description of the pain point / How does it affect your targets ?
- Evidence that the problem is real (data, observations, studies)
- Why current solutions are insufficient
- Inspire your audience with a vision of a world without problems

Exemple:

“Small retail stores struggle to predict customer demand, leading to unsold stock and cash-flow problems....”



3. THE SOLUTION

What do you create and how does it solve the problem ?

3. THE PITCH STRUCTURE

3. THE SOLUTION

Key elements:

Your solution, your added value :

- What your solution is (product / prototype / process)
- How it works (in simple, non-technical terms)
 - a child or your grandmother should be able to understand
- Why it is different or better than competitors or existing solutions
- Focus on clarity over technical detail.

Exemple:

Drawing, diagram, path, user experience, process, prototype ...



4. THE BENEFITS

What does your solution offer... that others do not?



3. THE PITCH STRUCTURE

4. THE BENEFITS

Purpose:

Explain why your solution matters / what a customer would be willing to pay for

You should show:

- Tangible benefits (time saved, cost reduced, efficiency improved)
- Intangible benefits (better experience, improved decision-making)
- Proof or early results
- Concrete and meaningful figures

5. THE CALL TO ACTION

What action do you want to induce in your audience?

A meeting, an opportunity to explore the subject further, financing...



3. THE PITCH STRUCTURE

5. THE CALL TO ACTION

Purpose:

Tell the audience what you want from them.

Possible CTAs:

- Try the demo
- Partner with the project team
- Participate in testing
- Support development / what you are looking for (skills, money, etc)
- Ask for feedback
- A question

→ **Be specific and actionable**

BE CAREFUL WITH YOUR TIMING!

Introduction, hook	> 20 s
Problem + target	> 40 s
Possible solutions	> 60 s
Your solution and its benefits	> 40 s
Conclusion, call to action	> 20 s

Example for a 3 minutes pitch



4. PRESENTATION MATERIAL

4. PRESENTATION MATERIAL

A FEW REQUIREMENTS

- Use visuals to support your message
- Combine formats (mockups, prototypes, images, sounds) to engage multiple senses and improve retention
- Use only copyright-free assets or visuals you own
- Keep it simple : nb of slides, font, etc
- Favor visuals over text
- Slides should support your speech, not replace it
- Avoid overcrowding slides : audiences read before they listen
- Keep design clean and purposeful, not distracting
- Provide detailed content separately if needed, not on slides

5. BEST PRACTICES

Storytelling

- ✓ Use storytelling and anecdotes to create a connection with your audience
- ✓ Emotions drive engagement and help maintain attention
- ✓ People remember information better when it's told as a story
- ✓ Highlight what makes your project innovative and transformative
- ✓ Use a “before vs. after” contrast to show impact clearly
- ✓ Leverage shared experiences, memories, and feelings to make your message relatable
- ✓ Choose words and visuals that create strong emotional anchors

A few tips for a strong pitch

- ✓ **Keep it simple and focused**
- ✓ **Speak clearly and at a steady rhythm**
- ✓ **Use concrete examples instead of abstract explanations**
- ✓ **Show enthusiasm, your energy sells the idea**
- ✓ **Structure your message logically**
- ✓ **Use visuals that support your message (not complex diagrams)**

Communication tips

- ✓ **Make eye contact (or look directly at the camera online)**
- ✓ **Use short, impactful sentences**
- ✓ **Pause briefly after key points**
- ✓ **Rehearse multiple times, ideally in front of someone**
- ✓ **Adapt vocabulary to a non-expert audience**
- ✓ **have a card with the key points of your speech**

6. COMMON MISTAKES TO AVOID ?

What not to do

- ✗ Speaking too fast
- ✗ Overloading the pitch with technical details
- ✗ Reading from notes or slides
- ✗ Using jargon the audience may not understand
- ✗ Describing features instead of benefits
- ✗ Exceeding the time limit

Slides design mistakes

- ✗ Too much text on a slide
- ✗ Unreadable fonts or colours
- ✗ Complex tables or graphs
- ✗ Distracting animations

→ Keep slides ultra-simple: one idea per slide

7. PREPARE QUESTIONS

- Anticipate **key questions** to adapt your message effectively
- A **strong presentation** will naturally trigger questions and objections
- **Prepare in advance** to handle challenges confidently
- **Being ready** prevents losing credibility or confidence
- Addressing objections **shows expertise and mastery** of your topic

8. KEY POINTS TO REMEMBER

- **Stay natural**
(normal speaking pace, articulate, pay attention to non-verbal communication)
- **Adapt to your audience**
(investor, customer, curious observer)
- **Be realistic**
- **Your grandmother should be able to understand!**
- **Follow the steps of the pitch.**
- **Be able to answer questions on all the elements presented**

9. EXAMPLES

Pitch example : 3 Minute Thesis – Favour Nerrise

<https://www.youtube.com/watch?v=PczCM3GwB4Q>

What do you think ?

Pitch example : 3 Minute Thesis – Favour Nerrise

<https://www.youtube.com/watch?v=PczCM3GwB4Q>

- ✓ Hook : question + makes the audience participate
- ✓ Problem : makes the problem understandable (example)
- ✓ Solution : presentation material with process / drawings
- ✓ Benefits : imagines another future for the current situation
- ✓ Call to action : plays on emotions

Pitch example : Party on demand – Willy Green

<https://www.youtube.com/watch?v=VCVRgpSPSVQ>

What do you think ?

Pitch example : Party on demand – Willy Green

<https://www.youtube.com/watch?v=VCVRgpSPSVQ>

- ✓ Hook : question + makes the audience imagine the situation
- ✓ Problem : makes the problem concrete (example), shows the potential market
- ✓ Solution : presents the 3 main features + figures about partnerships
- ✓ Benefits : relies on authoritative references
- ✓ Call to action : clear offer + plays on emotions

YOUR TURN !



Prepare your English pitch



20 – 30 minutes



Objective: Prepare a 3 minutes pitch as a team

- 1. Please get into groups and work on your pitch**
- 2. Present your pitch**
- 3. Answer the questions**
- 4. Get feedbacks**

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