

Start2[®] Group

How to Pitch

your idea or startup

Corey Wright - 04 March 2024



Today's speaker...

Corey Wright

Start2[®]Group



Director Startup Programs Europe @ Start2 Group

- Entrepreneurship & Funding Expert
- Married with 2 beautiful kids
- Originally from the USA, living in Germany since 2020
- Love hiking, music, games, sports, climbing, traveling, learning about new cultures, and great food!

Why is he here?

My “street cred”

Studied chemistry
& pre-med.

Pivoted to
entrepreneurship,
startups &
investing!

MBA in Innovation
& Business
Creation.

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CAMPUS FOUNDERS

CF VENTURE STUDIO

HEILBRONN
SLUSH'D

Technische
Universität
München



tomorrow
university
of Applied Sciences



RAIN

MASSIF VENTURES

MASSIF GAMES



SAREPTA
THERAPEUTICS





**Life requires
pitch skills.**



Entrepreneurship require pitch skills

And turning an idea into a startup requires many **types** of pitches...



Cofounder Pitch



Angel Pitch



Investor Pitch



Employee Pitch



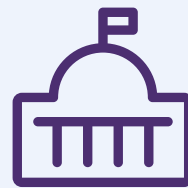
Customer Pitch



Partner Pitch



Media Pitch



Regulatory Pitch



Program Pitch

Pitching
=
Telling a Great Story

But why do we tell stories?

Pitching
=
Communicating

The best communicators are great listeners. Why?

Pitching
=
**Understanding What
Someone Wants**

"What's in it for me?"

**The best pitches don't
tell a great story.**

The best pitches...

Tell a great story that communicates to the listener how you will **create value** specifically for them!



Cofounder Pitch

Be your own boss.
Become rich some day.
Have a higher purpose.



Employee Pitch

Be part of something.
Learn new things. More
responsibility.



Media Pitch

Get more followers or
subscribers. Be the first to
report something.



Angel Pitch

Be involved in something
you love. Make some
money. Give back.



Customer Pitch

Solve a terrible pain that
can be quantified in time,
money, or quality.



Regulatory Pitch

You won't get fired for
approving this product.
You've done your job well.



Investor Pitch

You'll make a lot of
money. Your limited
partners will be happy.



Partner Pitch

You'll make money. We'll
ease a certain pain or give
you an advantage.



Program Pitch

We'll be a success that
brings additional grants,
media, or participants.

Let's talk "dos" and "don'ts"
of pitching new ideas.

BAD

GOOD

Don't



**Make the story
ALL about you!**

Do



**Show passion
and "why" you
care about this.**

Don't



**Focus on the
product.**

Do



**Focus on the
problem.**

(That you are solving.)

Don't



Use technical
jargon or talk too
much about the
technology.

Do



**Explain why your
technology
solves the
PROBLEM.**

Don't



**Try to pitch
every little
consideration
and detail.**

Do



**Show that you
are smart and
pay attention to
details.**

Don't



**Put people to
sleep or make
them bored.**

Do



**Stand out from
the crowd. Be
memorable.**

Don't



**Forget to take a
breath!**

Do



**Remember to
smile and be
friendly!**

Don't



**Be afraid to pitch
a big vision.**

Do



**Give the
audience a real
CTA.**

Make the listener hungry for more!

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A good pitch should **NOT** leave the audience bloated and overwhelmed!



An elevator pitch template

Keep it short, focused on the customer, and to the point!

Hi, my name is **[your name]**, the **[title]** of **[startup name]**.

Our company provides **[pain relief part of solution]** for **[target customer]** that allows them to **[value proposition]**.

Unlike **[competition/current tech]**, we **[primary points of difference]**.

Do you think it would make sense for use to set up a call to discuss more?

Not sure where to start?

Use the classic template for all "levels" of startups for all types of listeners!

and practice,

practice, PRACTICE!

**It's not the smartest people that
give the best pitch.**

It's the people that practice.

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**So...
Good
Luck!**

I'm looking forward to
your amazing pitches!



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Want to connect?

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