

ENTREPRENEURSHIP PROJECT

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Open secret

It takes the average human only 7 seconds to decide on whether they are interested in something or not.

*no pressure

One-liner:

- It is a hook for potential customers, investors, partners
- Wrong one-liner > risk alienating each and every one of your audiences
- Do you think you know and can tell what is your startup's mission in one sentence?
- The distilled, polished version of your value proposition

Don't:

- Avoid jargon –
 - lead with value not technology
- Unnecessary words –
 - concise writing is not the same as short sentence – do the words you are using serve value? *grandma/child
- Forgetting the customer – who is this solution for? What is the market size?

How-to?

My company, (**INSERT NAME OF COMPANY**), is developing (**A DEFINED OFFERING**) to help (**A DEFINED AUDIENCE**) (**SOLVE A PROBLEM**) with (**SECRET SAUCE**).

Pitching – the essentials

- Present your idea and its potential
- Learn from different pitches
- CREATE different pitches
- What is the goal?
- Who is it for?
- Adapt accordingly

How:

- Who are you? Who are you here?
- What problem are you solving? **as clearly as possible, not to raise any new questions*
- Who is the customer? **personas, descriptions as clear as possible*
- Describe or show the solutions **platform, app, tool *features *what does it do*
- PS! Create a one sentence description
- Customer and market feedback **evidence? *add a personal story?*
- Business model **saving or making money? *sustainability?*
- Future vision?

Elevator pitch:

- Elevator pitch:
 - 30 seconds
 - Persuasive and creates interest
- Remember the first session:
 - What is very “you”?
 - Think of the elevator pitch as a super-condensed version of that request
- Now think about your problem/idea:
 - The essence of it?
 - Value proposition?

Don't:

- Don't speak too fast:
 - Think about the message you want people to understand
- Avoid rambling:
 - Practice-practice-practice!
 - Don't get off-track
- Don't frown, no monotonous voice:
 - Keep your energy level high, positive, enthusiastic
- Don't restrict yourself to a single pitch:
 - Who is your audience?
 - Professional? Social setting?