

A smiling woman with dark skin, wearing a vibrant orange top and a colorful patterned headwrap, is holding a tablet. She is adorned with large gold hoop earrings and a delicate necklace. A white circular graphic is overlaid on the right side of the image, containing the text 'Developing an attractive pitch'.

**Developing an
attractive pitch**

What is Pitching ?

Pitching is a way to present your business / project to a given audience in order to **get them excited about it and convince them to support you** through sales, potential partnerships, or funding.

How you structure your pitch depends on your audience ...



Your audience

Who is your audience?

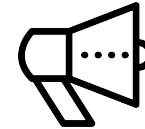
How can they contribute to your project?



Your objectives

What do you need from them?

What can they help you achieve?



Their needs

What do they expect from you/your project?

How can your project help them achieve their objectives?

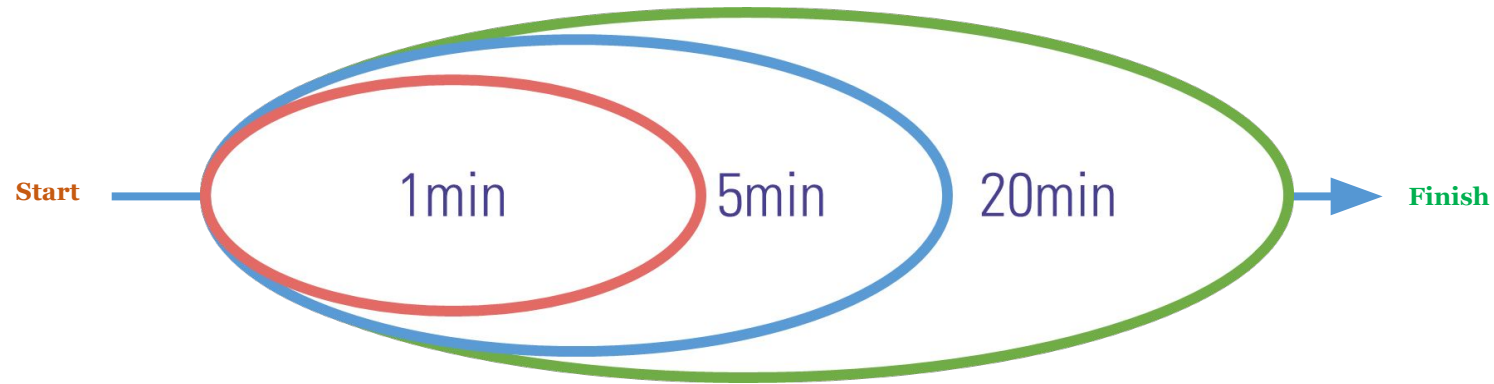


How they get the message

Which language you can use to communicate your message?

What tools/vocab can you use to make it easier for them?

... and on the duration of your pitch



- | | | | |
|---|---------------------|----|------------------------------|
| 1 | Problem/Target | 6 | Competition |
| 2 | Value proposition | 7 | Traction / Financial Metrics |
| 3 | Solution / Use case | 8 | Objectives / Projections |
| 4 | Business Model | 9 | Team |
| 5 | Market | 10 | The ask |

You start building your pitch by structuring a story around each talking point

- 1 Problem/Target : *Gen Z/millennial women of all sizes can't afford high quality and sustainable activewear*
- 2 Value proposition : *upcycle plantable paper to make sustainable, durable and affordable activewear*
- 3 Solution / Use case : *technology to transform tags and packaging paper into adapted fabric + transparency over the value chain*
- 4 Business Model : *selling products offline through pop-up stores, and online through our e-commerce platform and social media*
- 5 Market : *51% of a 6M market size*
- 6 Competition : *We're the best at 3 things : Activewear, Customer-values alignment, Leading digital marketing*
- 7 Traction / Financial Metrics : *pop-ups, sales in first 20 months, CAC, social media engagement, ...*
- 8 Objectives / Projections : *scale to other countries*
- 9 Team : *4 women with relevant professional experience*
- 10 The ask : *raising \$5m in seed funding*

Use case of the startup TALA
Check the founder's talk about how she built her pitch deck [Here](#)

The Art of Storytelling

Storytelling can have a powerful impact on your audience. It can help to create **empathy**, **understanding**, and **inspire action**.



Sketch your story

Take the time to craft a meaningful story and find ways to connect with your audience to maximize the impact of your storytelling.



Tell Your Story

It's important to create a vivid and engaging experience for your audience.
Use techniques such as character development, dialogue, and setting to bring your story to life.



Connect with Your Audience

The key to effective storytelling is connecting with your audience. It's important to find ways to engage your audience and make them feel connected to the story.