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PITCH COOKING TOOL

DESIGNED BY: CREA EU PROJECT



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PITCH COOKING TOOL

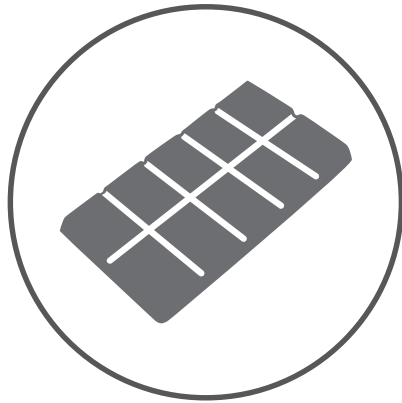
chocolate cake = Your pitch

There is **no fixed recipe** to cook a good pitch/cake, but rather the different combinations of the various elements can be a distinctive point of each single idea. As with any recipe, there are some ingredients that can not miss others that will serve as additional spices to flavor the pitch/cake.

Do not forget that **to get a “tasty” pitch** you need good ingredients but also good tools and methods to cook.

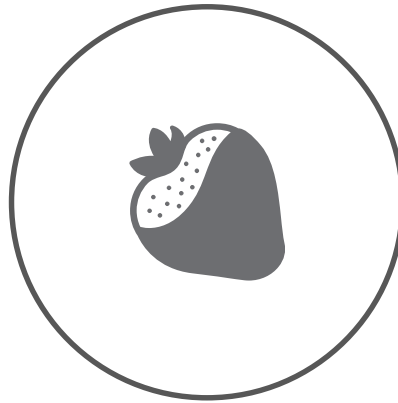


PITCH/CAKE COOKING SYSTEM



- LEADING INGREDIENTS
What in your pitch/cake can NOT MISS

- 1 - Value & Meaning
- 2 - The problem
- 3 - What
- 4ab - Creativity and ICT
- 5 - How it works
- 6 - Your customer
- 7 - Team



- ADDITIONAL INGREDIENTS
What could give a special flavor to your pitch/cake

- +1 Marketing strategy
- +2 Look around
- +3 Planning



- TOOLS and METHODS
How and with what you can cook and show your pitch/cake

- A - Start
- B - Be lean and effective
- C - 20X20
- D - NABC



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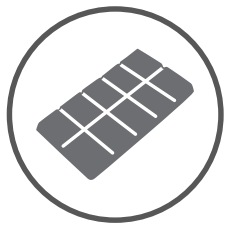
Pitch LEADING ingredients

What in your pitch/cake can NOT MISS



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Ingredients/1

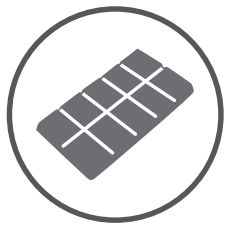
VALUE & MEANING

Why will people pay for your solution?

What are the primary meanings that your idea respect?

What is your value proposition? What pain are you eliminating?





Ingredient/2

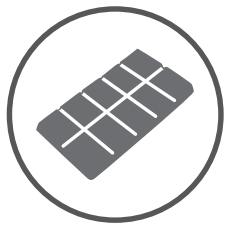
THE PROBLEM

Focus on why it matters



Make your audience feel the pain.

Without yet getting into your product or service, describe the nature of the problem you address, why is needed, and provide some context for your project.



Ingredient/3

WHAT

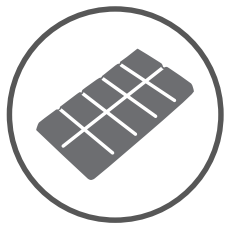
Define the proposition.

How do you solve the problem.

Explain what the project/product/service actually is and how it works in very simple terms.

This could be a short "elevator pitch" **summary of your project** so that people know exactly what project you're pitching.



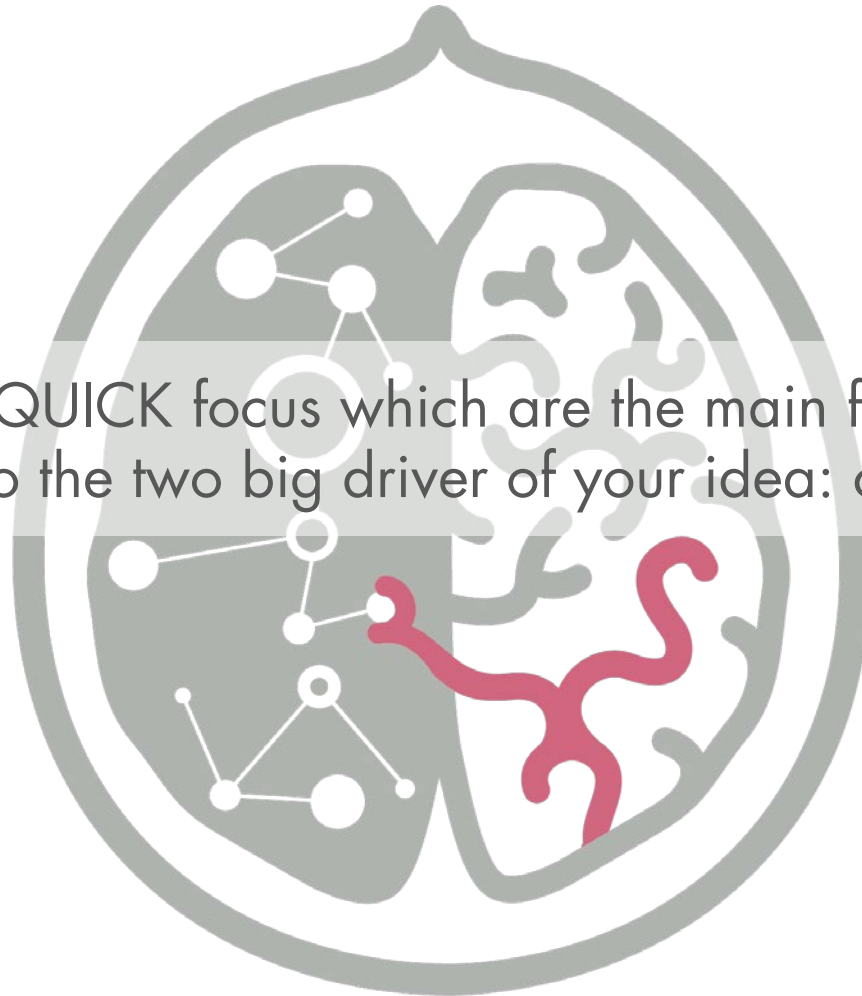


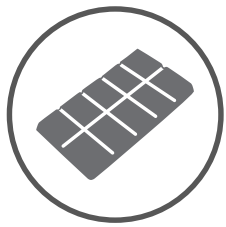
Ingredients/4a & 4b

CREATIVITY AND ICT

Two faces of your project

"Explain" in a QUICK focus which are the main features and contents relating to the two big driver of your idea: creativity & ICT.





Ingredients/5

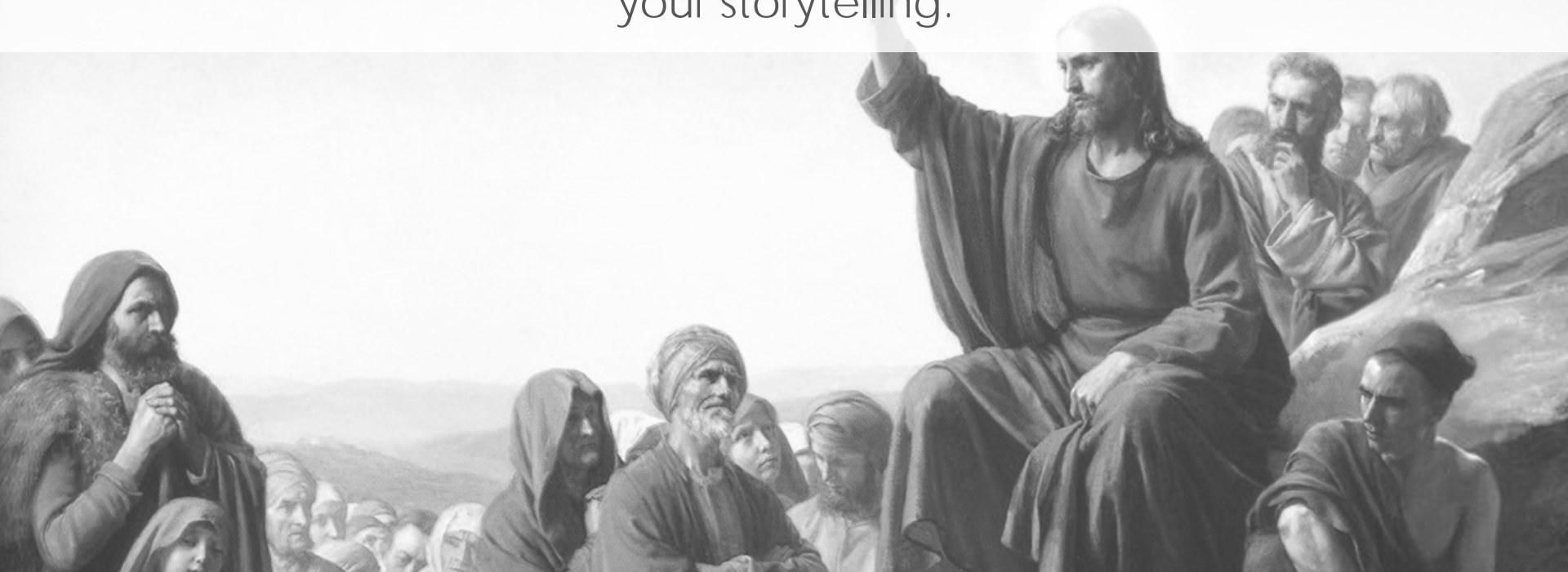
HOW IT WORKS

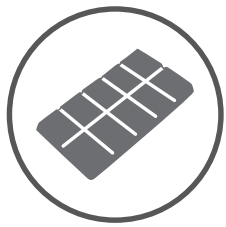
Experience and story

Be lean, clear and effective describing the project.

How your idea works?

What are your strong points but also those aspect of your idea you need to improve? This is the heart of your pitch, try to involve with your storytelling.





Ingredients/6

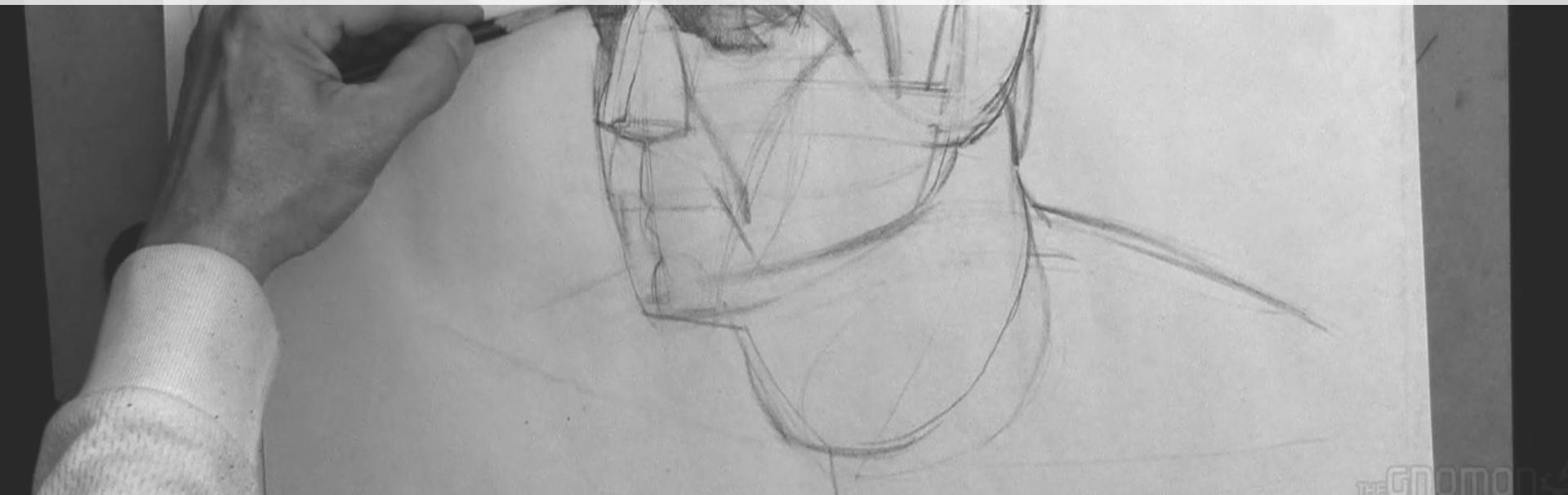
YOUR CUSTOMER

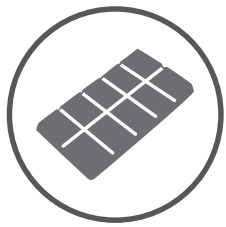
Who it serves

Make clear who you are aiming at.

Who is your customer? What defines an "ideal" customer prospect?

Who actually writes you the check? Make clear who you are building this product/service/project for, so that it's clear who will benefit from it. What do you expect the size of your customer base to be? Use specific customer examples where possible.

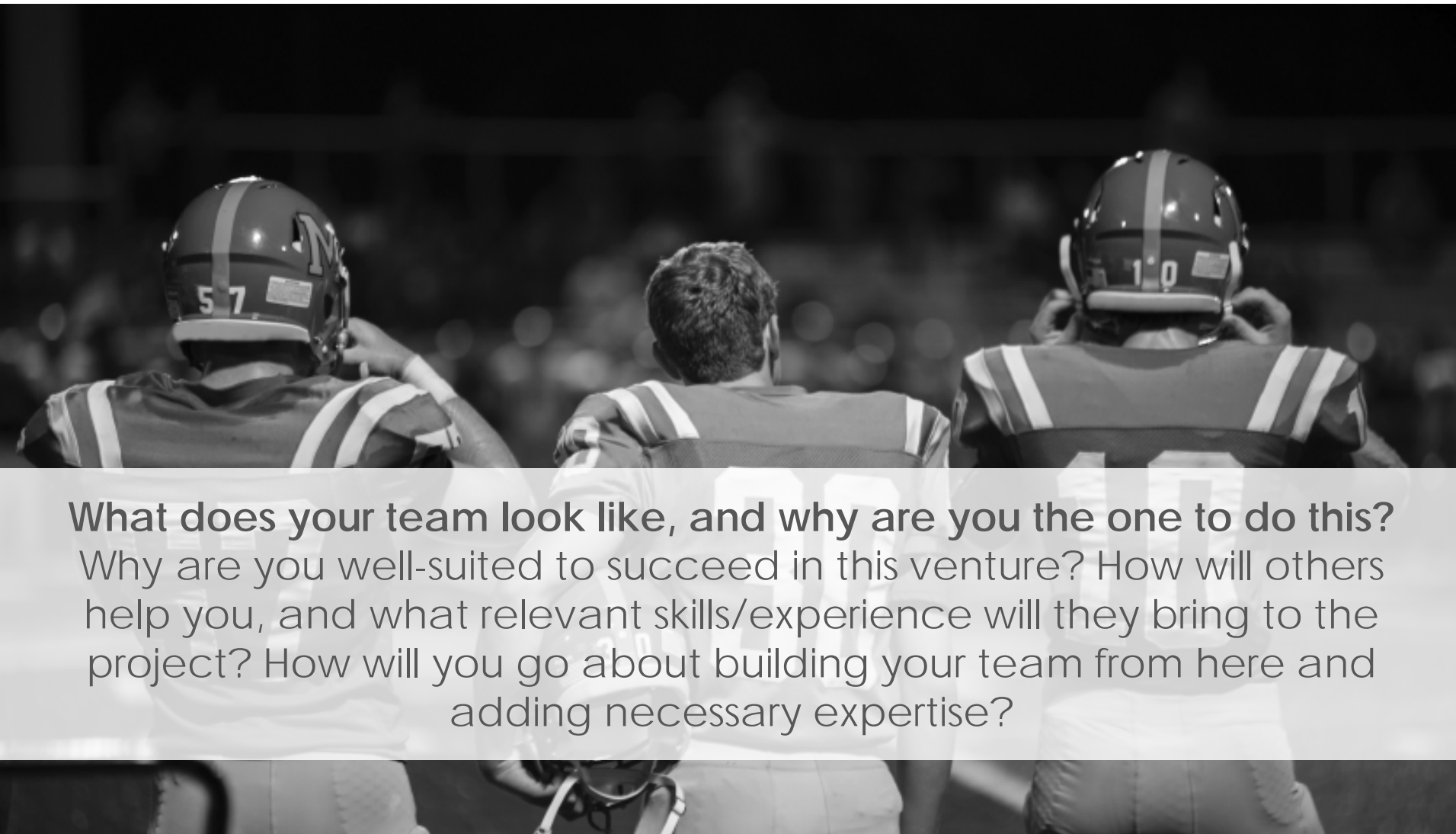




Ingredients/7

TEAM

Why you?



What does your team look like, and why are you the one to do this?
Why are you well-suited to succeed in this venture? How will others help you, and what relevant skills/experience will they bring to the project? How will you go about building your team from here and adding necessary expertise?



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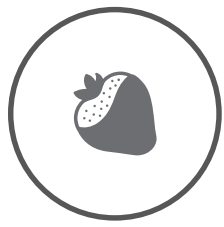
Pitch ADDITIONAL ingredients

What could give a special flavor to your pitch/cake



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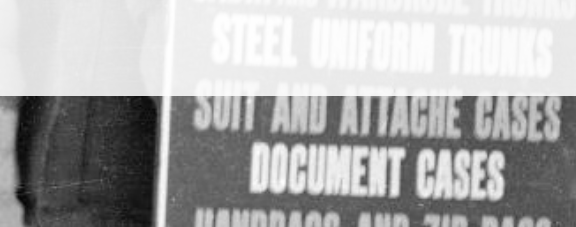
Ingredients/+1

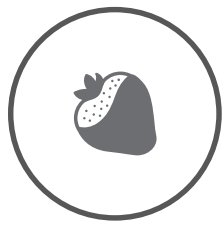
MARKETING STRATEGY



How are you selling?

What does the sales process look like and how long is the sales cycle? How will you reach the target customer? What techniques/tactics/tools will you use, or how will you go about taking advantage of existing or new platforms to reach your intended audience? How will you measure progress in reaching your audience?





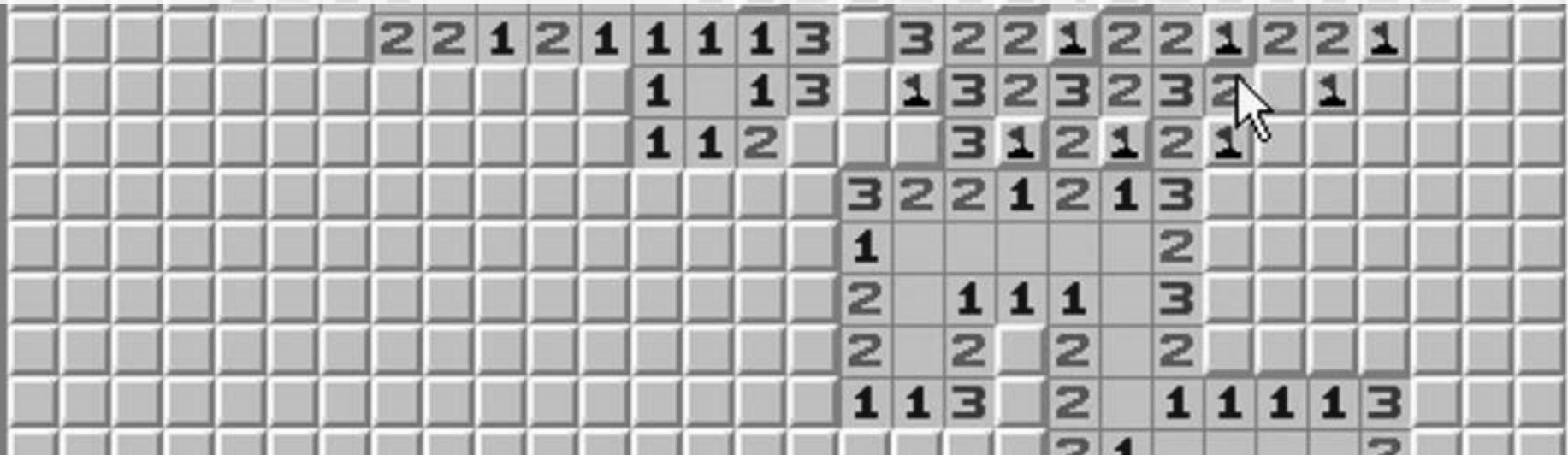
Ingredients/+2

LOOK AROUND



What does the competitive landscape look like?

Who is adjacent to you (in the market) that could enter your market (and compete) or could be a co-opted partner? What are their strengths/weaknesses? How will your design approach distinguish your project? Who are your key distribution and technology partners? How dependent are you on these?





Ingredients/+3

PLANNING

State of the art and roadmap



What stage of development are you at? Technology/product?
Team?

What are the future milestones you need to meet? What are the key things you need to do to advance the project in the coming weeks and months? What does the roadmap for your project look like?

What are your goals for the upcoming period?

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Pitch "COOKING" tools and methods

How and with what you can cook and show your pitch



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Tool /A **START**

keep it simple and captivating

Know what you're trying to achieve

Explain what your team is doing in the first minute.

In some cases, you will like to start with an attention-grabbing opening, an anecdote, a dramatic stat or fact, or a question for the audience. These devices help to engage the audience, grab everyone's attention, and establish your confidence as you get going.

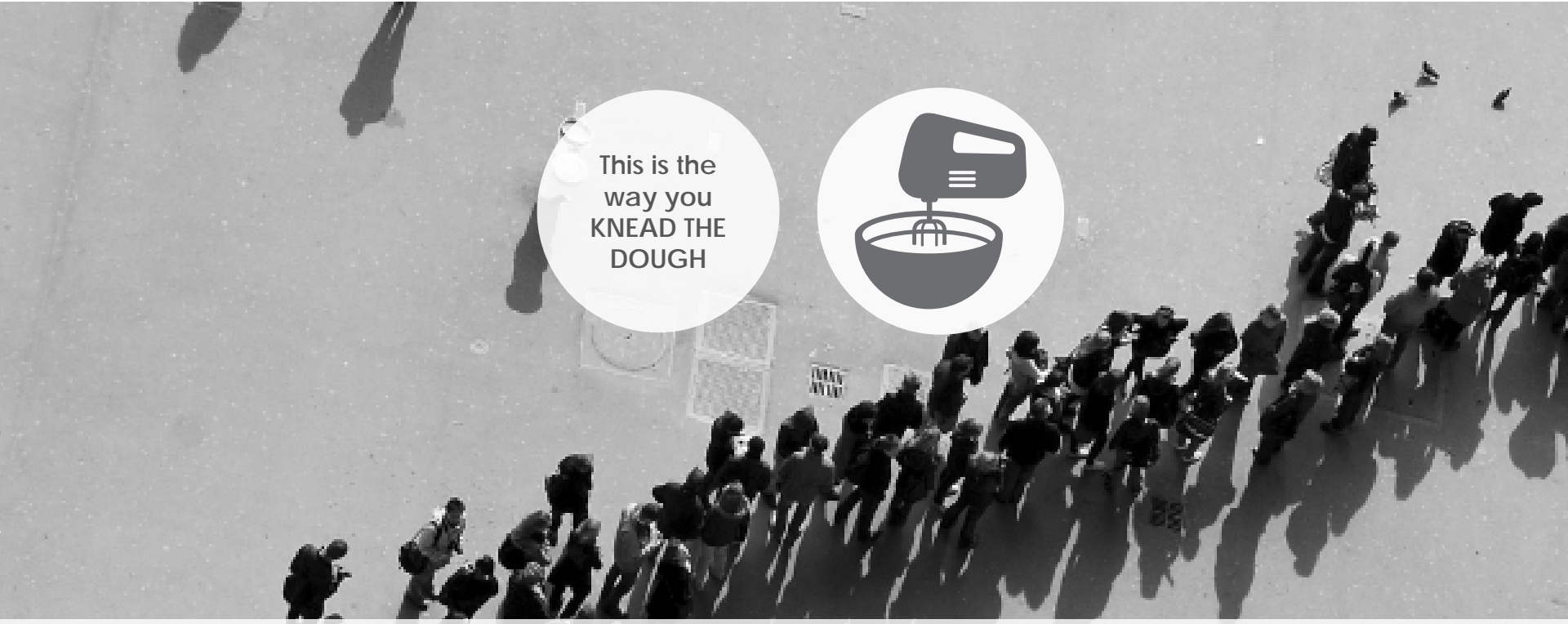


This is your
oven
SWITCH
ON



Tool /B

BE LEAN AND EFFECTIVE



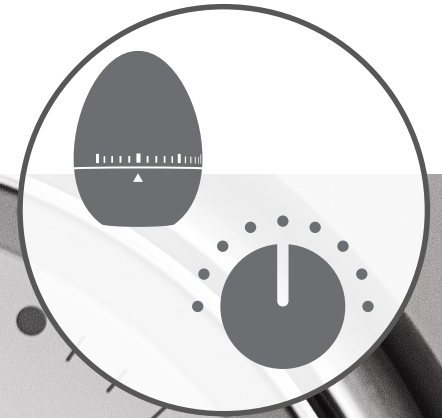
This is the
way you
KNEAD THE
DOUGH



The goal of a pitch isn't to close the deal. Instead, the goal is merely to get a conversation started; to **convince** The Audience that **your Idea is something they need to know more about**. In the wise words of Winston Churchill, "Be clear. Be brief. Be seated."

Let your passion show and tell a story.

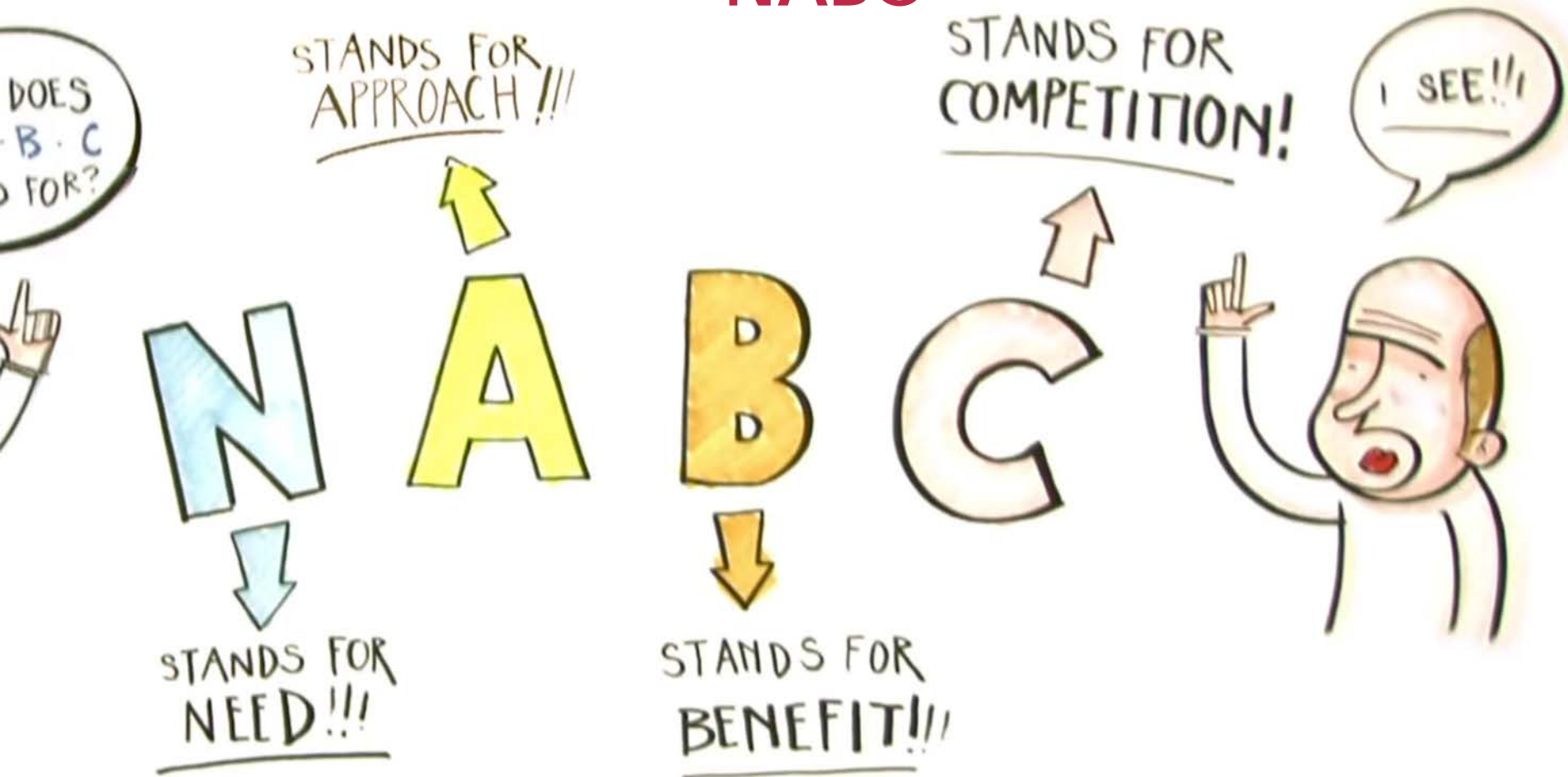
Tool /C 20X20



This is your
COOKING
TIME AND
TEMPERATURE

20x20 is a simple presentation format where you show 20 images, each for 20 seconds. The images advance automatically and you talk along to the images. **Use this as useful constraint.**

Tool /D NABC



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Stanford Research Institute (www.sri.co)

Tool /D NABC



NABC is a method for acquire a more systematic approach to the understanding of value propositions, in other words, the value of original thinking. This method enables the idea-makers to present their ideas while at the same time it assesses their value using a range of central parameters.



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PITCH PRACTICAL CONSTRAINTS

OPENING slide must contains:

- Crea Summer Academy logo
- Summer Academy location and topic
- Title of your project
- Name and Surname of all the team members

CLOSING slide must contains:

- Crea Summer Academy logo
- Your Contacts Name, Surname and mail



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**DO NOT FORGET:
PITCH COOKING MUST BE UP TO
3 MINUTES**

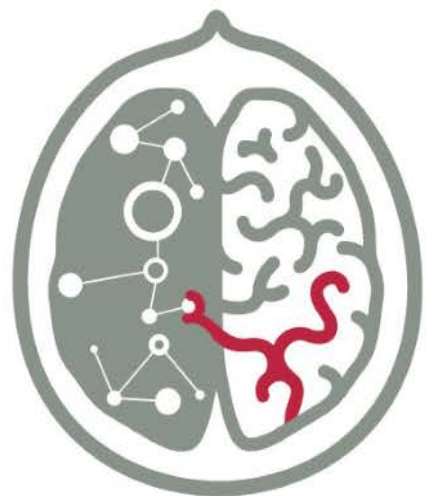
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