

SIMPLICITY

IS THE ULTIMATE SOPHISTICATION

Leonardo da Vinci



Pitch

Mohammed Ali
May 2024

Agenda

1. What's your problem
2. Purpose and factors
3. Structures
4. Cornerstone Tips



**WHAT'S
YOUR
PROBLEM
?!**

What's your problem?

1. **Social and Public Speaking Phobia: Fear of social interactions**
2. **Trypophobia: Fear of circle clusters**
3. **Atychiphobia: Fear of failure**
4. **Thanatophobia: Fear of death**
5. **Nosophobia: Fear of developing a disease**
6. **Arachnophobia: Fear of spiders**
7. **Vehophobia: Fear of driving**
8. **Claustrophobia: Fear of enclosed spaces**
9. **Acrophobia: Fear of heights**
10. **Aerophobia: Fear of flying**

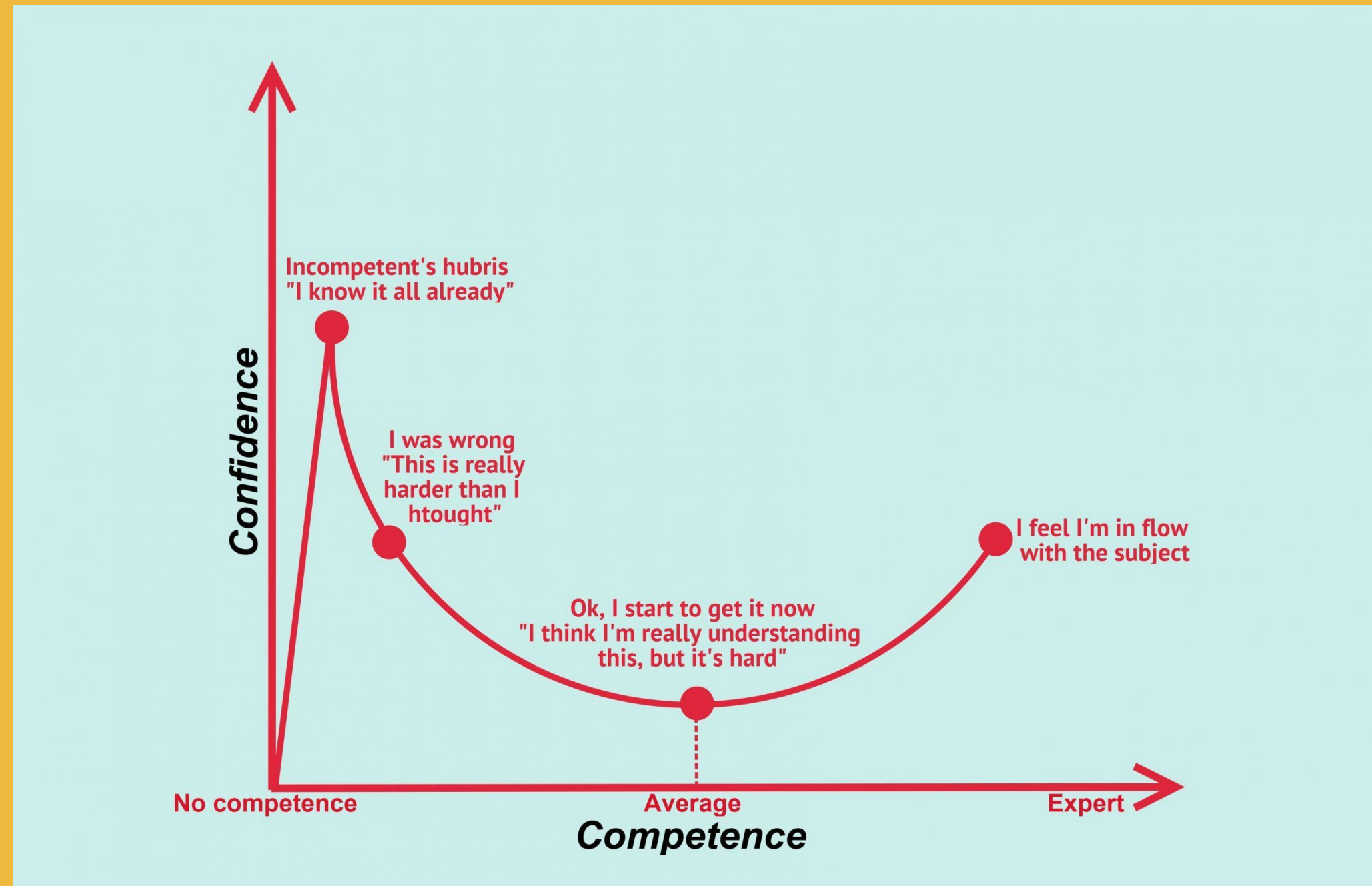
Source:

Specific phobia. National Institute of Mental Health (NIMH). Accessed December 28, 2021. <https://www.nimh.nih.gov/health/statistics/specific-phobia>

- **They are judging me**
- **I will forget what to say**
- **Being the centre of attention / feels weird**
- **Past negative experience**
- **Strangers**
- **Perfectionism**
- **Lack of confidence**

- **WE WANT YOU TO DO WELL**
- **NO SCRIPT – JUST HOTSPOTS**
- **YOU ALWAYS HAVE BEEN + RELAXATION**
- **WHAT HAPPENED?!**
- **SO MANY GREAT ONES!**
- **TRAUMA, DISEASE OR CURSE?**
- **ARE YOU AN IDIOT?**

The good news – you are *probably* not an idiot



What's the
purpose
of your pitch

Influence
an action



A successful pitch

- Gets me interested.
- Uses simple language that is familiar to your audience.
- Concisely demonstrates impact/value of your work/idea.
- Holds attention.
- Has purpose (so what, what is next?).



(Mohammed's) Key factors of influential pitching

- **What's in it for me (Know your audience)**
- **Talk TO, not AT, the audience**
- **I can't/don't want to know everything (Curate)**
- **Confidence and humanity is infectious**
- **Have an ask/plan**



SIMPLICITY

IS THE ULTIMATE SOPHISTICATION

Leonardo da Vinci

**GIVE ME
SOME
STRUCTURE**



Logical

Logical Progression

There is a big **problem**

That affects people in a **negative way**

I am working on this **new thing**

Which has the **power** to help **solve** this **problem!**



Contemporary

Should show that you understand the pain points in the market that have created a business opportunity

Usually, it includes slides like: **Problem** and **Business Opportunity**

The Market section should prove that you have the capacity to scale your business

It usually includes slides like: **Traction**, **Go-to-Market Strategy** and **Market Size**

Financial projections and fundraising details



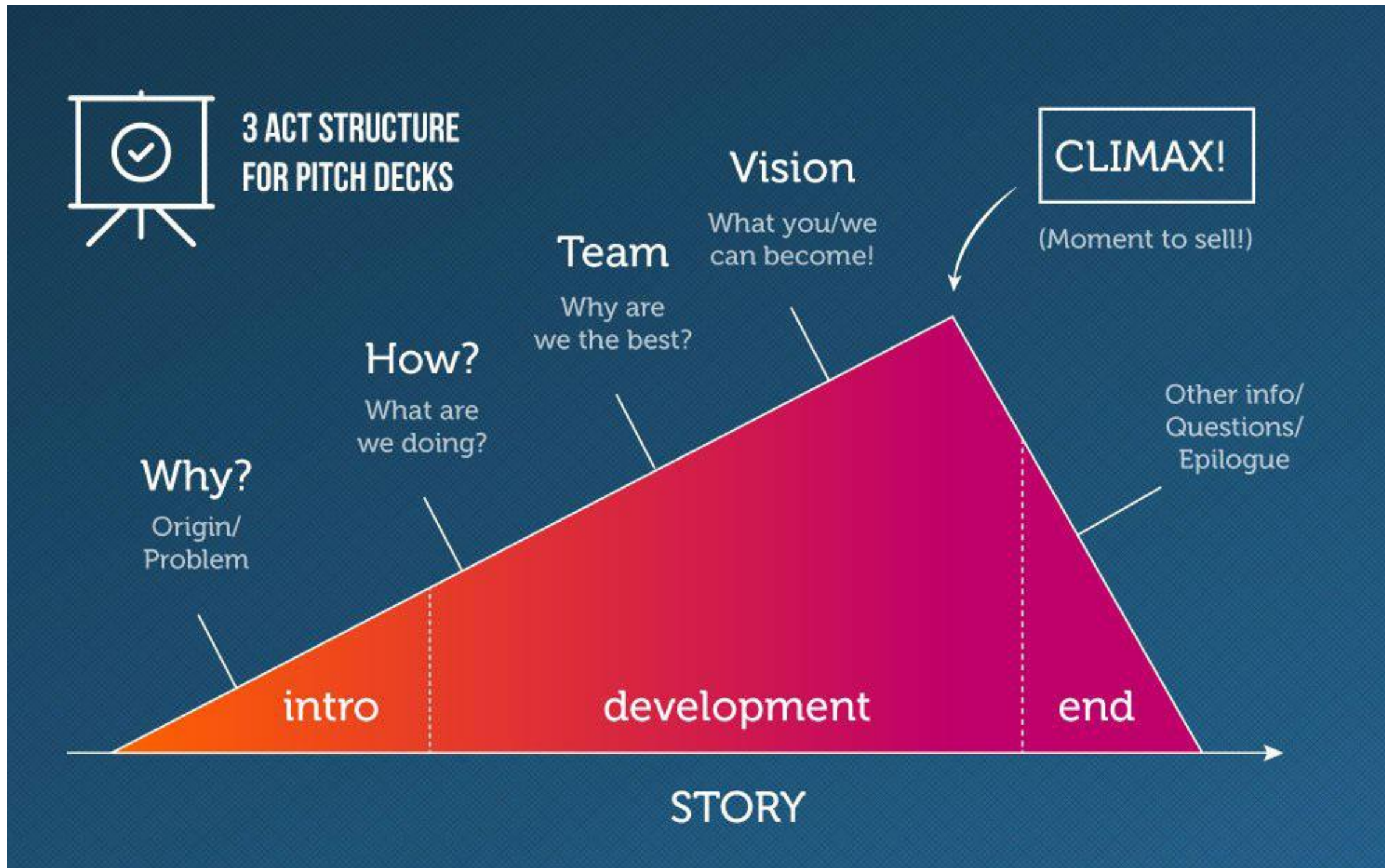
Speaks about your product and how it solves the problems you've discovered

It includes slides like: **Product**, **How does it work**, **Tech Infrastructure**, **Case Studies**, **Target Audience**, and should end with **Business Model**

The Why Us Section should prove that your business is better than anyone else to win the race for the Market

It includes slides like: **Competitors**, **Competitive Advantage**, **Team** and **Secret Sauce**

Crescendo



Point

- **Aha/TLDR/Solution/Nirvana**
- **Problem and customer**
- **Solution and value pro**
- **You**
- **What next**





CORNERSTONE ADVICE

The physical

- **Where you stand**
- **How you stand**
- **Do you stand?**
- **Your hands**
- **Hack/soothe your body**
- **Dress**



The visual

- **Slide title is the takeaway point**
- **Images increase memory, understanding AND association**
- **Charts > Words**
- **Leave the fancy transitions to primary school**



The mental

- **The audience wants you to do well**
- **Slow down... more than that!**
- **No script – key point/hot spot, validate then link to next key point**
- **Simplicity is the ultimate sophistication**



The secret(s)

- We can't read and listen at the same time
- Use your notes
- Lead the question
- Ninja slides
- Take the question



My ask of you...



SIMPLICITY

IS THE ULTIMATE SOPHISTICATION

Leonardo da Vinci