

Structure and Pitch Your Idea

Start-up Programme – Session 4





<https://bit.ly/startup-checkin>

You're Here!

Check in to each session.

Come to every session and earn your Start-Up Programme Certificate.



Today I would like you to

Leave with a pitch that you can actually
use today, tomorrow and every day! 🍀



Time to meet others



Time to meet others

In the next **3** minutes...



Time to meet others

 **Introduce yourself** to the person next to you

 **Find out their name** and their favourite ice-cream flavour

 **Also find out:**

- The name of their business?
- Product or a service?
- Target customers?
- What makes their business unique / special / amazing?

In the next **3** minutes...



Nice to meet you _____!



Why pitching is so important

👉 Pitching happens **everywhere**:

- Networking
- Customers
- Partnerships
- Funding
- Job interviews

💎 A **great** pitch:

- Is simple and concise
- Saves time
- Builds confidence
- “Opens the door” even when “it seems shut”



Pitch types overview

	Elevator Pitch	Pitch Deck
Purpose	Spark interest and conversation	Convince and inform in depth
Length & Format	15–30 seconds of spoken and informal conversation (no slides)	5–10 minutes of spoken and visual presentation (slides)
Audience	Virtually anyone	Specific audience: judges, partners, investors
Level of Detail	High-level, simple and concise	Detailed and structured
Focus	Who you help and why it matters	Problem, solution, market, milestones, etc
Data & Metrics	Rarely needed	A must (numbers, evidence, etc)
Flexibility	Highly adaptable on the spot	Pre-prepared and fixed
Goal	“Tell me more!”	“Let’s move forward!”
Preparation Needed	Memorised structure	Designed, rehearsed, refined

Pitching isn't simply selling yourself – **it's about making it easy for someone to understand you.**



Pitching do's and don'ts

Do 🤗

- Start with **you (your name!)**
- Use **simple language**
- Be specific, yet **simple and concise**
- Sound **human**
- Finish with a **clear ask, outcome, value**

Don't 🙄

- Use jargon language (*Our USP is for people who don't trust their ISP and need a VPN!*)
- Explain everything (*Let me tell how, why, how again, and why, what, how...*)
- Start selling (*Hey, you need this therefore buy this...*)
- Apologise (*I'm just an idea...*)
- Rush (*Blah, blah, blah, blah...*)

'Pitch Anything' toolkit

"What makes this idea different?"



Pick an image

Prepare to pitch it as if it was your business idea

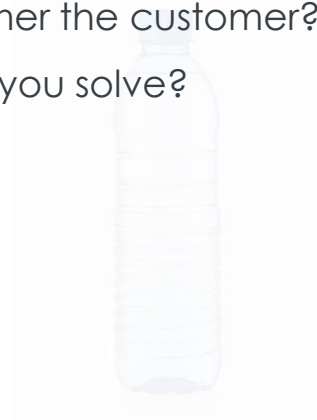
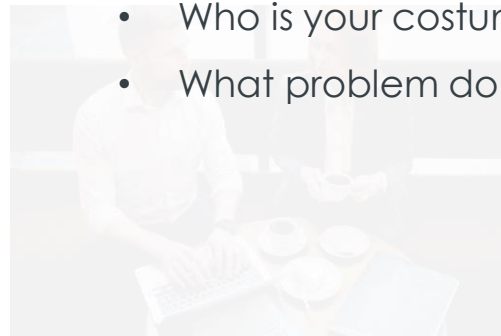
Pitch it as:

- Who are you?
- Are you a product or service?
- Who is your costumer the customer?
- What problem do you solve?



"Explain this like I am five and in less than 15 seconds?"

"What does it do?"



"Why should someone pay for it?"



“What makes this idea different?”



‘Pitch Anything’ toolkit



“Explain this like I am five and in less than 15 seconds?”

“What does it do?”



“Why should someone pay for it?”



How would you pitch your business in just 15 seconds?

Hi, I'm _____ (your name), founder of _____ (your business name).

My business _____ (is your business a product or a service?)

helps _____ (who is your target customer?)

who want to _____ (what problem / need / goal is your customer looking to accomplish?)

by _____. (what tasks / actions does your business aim to accomplish?)



What about Ignite?

You should be able now to **answer the following question:**

Hi, I'm _____ (**your name**), founder of _____ (**your business name**).

My business _____ (**is your business a product or a service?**)

helps _____ (**who is your target customer?**)

who want to _____ (**what problem / need / goal is your customer looking to accomplish?**)

by _____. (**what tasks / actions does your business aim to accomplish?**)





Next week

Wednesday, 18 February, 12-1pm

Start-Up Programme Session 5

 **What's Next for (you and) South Bank Ignite** 



SOUTH BANK IGNITE AND START UP PROGRAMME SUCCESS

Welcome to your resource site, designed to support and spark your ideas.



[Home](#) / [For Business](#) / [Entrepreneurship](#) / [South Bank Starters](#) / South Bank Ignite and Start Up Programme Success

SOUTH BANK IGNITE & START-UP PROGRAMME

Congratulations!

You are onto the next step of your start-up, freelancing, innovation, social enterprise, and side-hustle journey.

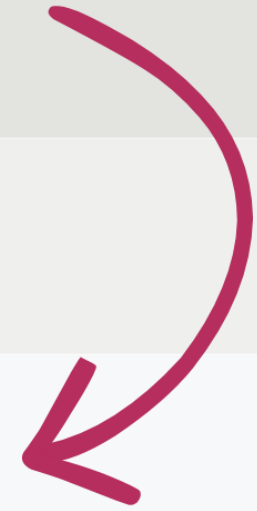
[APPLY TO SOUTH BANK IGNITE ROUND 2](#)

Timeline – January to June

Date	Support
Friday, 9 January	South Bank Ignite Round 1 Results Announced South Bank Ignite Round 2 Application Open. Apply today!
Wednesday, 21 January 12:00-13:00	Start-Up Programme Session 1 - Know Your Customers Location: Southwark Lecture Theatre, LSBU Hub Download the Session 1 - Know Your Customers Slide Deck Watch the Recording Don't have enough time? Want a refresh? Watch the 20-sec. recap.
Wednesday, 28 January 12:00-13:00	Start-Up Programme Session 2 - Explore Your Market Location: Southwark Lecture Theatre, LSBU Hub Download the Session 2 - Explore Your Market Slide Deck Watch the Recording Don't have enough time? Want a refresh? Watch the 30-sec recap.
Wednesday, 4 February 12:00-13:00	Start-Up Programme Session 3 - Test and Refine Your Idea Location: Southwark Lecture Theatre, LSBU Hub Download the Session 3 - Test and Refine Your Idea Slide Deck Watch the Recording Don't have enough time? What a refresh? Watch the 30-sec recap.
Wednesday, 11 February 12:00-13:00	Start-Up Programme Session 4 - Structure and Pitch Your Idea Location: Southwark Lecture Theatre, LSBU Hub
Wednesday, 18 February 12:00-13:00	Start-Up Programme Session 5 - What's Next for South Bank Ignite Location: Southwark Lecture Theatre, LSBU Hub
Tuesday, 31 March 13:00	South Bank Ignite Round 2 Application Deadline Apply today!



<p>Thursday, 21 May</p>	<p>South Bank Ignite Finals Private pitching for judges</p> <p>Location: TBD <i>More details coming soon.</i></p>
<p>Thursday, 4 June</p>	<p>South Bank Ignite Festival & Award Ceremony South Bank Ignite Finalists pitch their idea, showcase their progress, and receive prizes in a public event!</p> <p>Location: LSBU Hub <i>More details coming soon.</i></p>



Support and Resources

Download the [South Bank Ignite Round 2 Application Word Document](#) to help you prepare your answers before applying online.

Review [example responses](#) to the Round 2 Application as a guide (**NOT** a template) of how to respond.

Come to a **Drop-In Idea and Start-Up Support Session** to refine your Pitch Deck, review your Value Proposition, and get answers to all your burning questions. **No booking required!**



Thank you!
Any questions?

