

# Perfecting your pitch

**Kadeza Begum**  
19<sup>th</sup> March 2025

# Pitching like a pro

Masterclass with Kadeza



# Aims of the session

- Defining the **purpose** and **aims** of your pitch
- **Understanding your audience** and how to **effectively engage** them
- Learning how to **structure a pitch**
- Learning about **different delivery methods** and techniques
- Making killer **visuals to support your message**

# Pitch your idea!

90 seconds



# Form follows Function

What is the first thing you need to think about when creating your pitch?

The Audience

# Function

Investor

**Bank**

Teacher/Lecturer

**Competition**

Potential Partner

**Interview**

Customer

**Friend/Family**

Your Staff

**Marketing Company**

Website Company

**Manager**





# Form

Formal

**Performance**

Business Model Canvas

**Summary 1 Pager**

Pitch Deck

**PowerPoint**

Keynote

**Prezi**

Video

**Handout**

Storytelling

**Informal**

Interactive



# The Double Check

Formal or Informal?

**Stand or Sit?**

Where will you be in the room?

**Is there IT/Visual aid facilities?**

Sound System?

**Type of Room?**

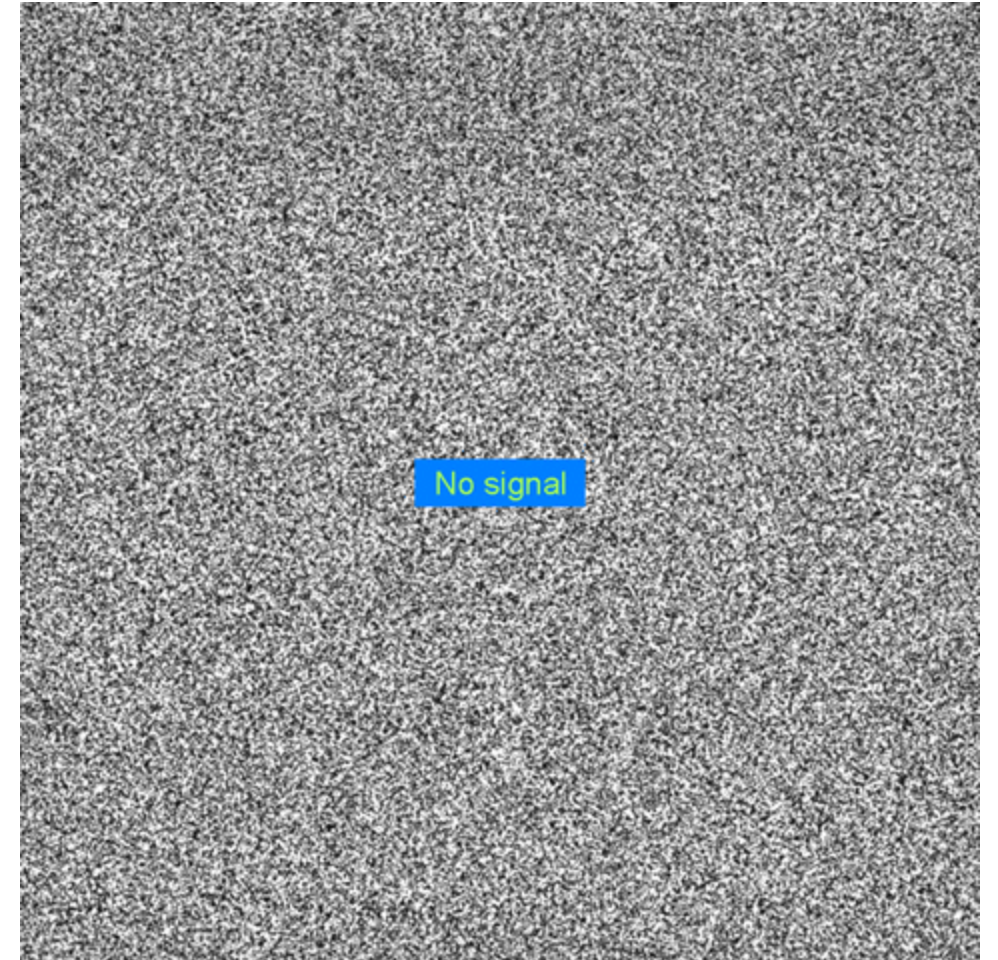
What can you provide in advance?

**Do you need handouts/materials?**

Do you need to interact with the audience?

**How many people will be in the audience?**

Do you have the internet?





# Structure



# Your Pitch

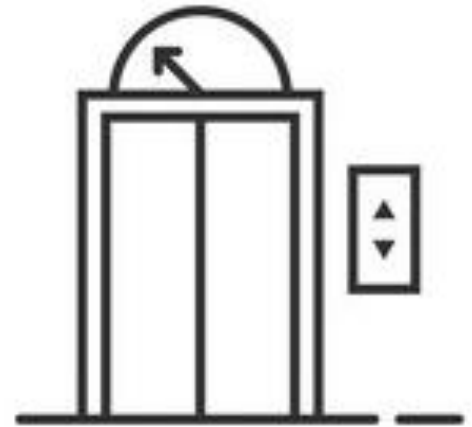
- ✓ X slides
- ✓ 3 mins
- ✓ Q&A

## Judging Criteria:

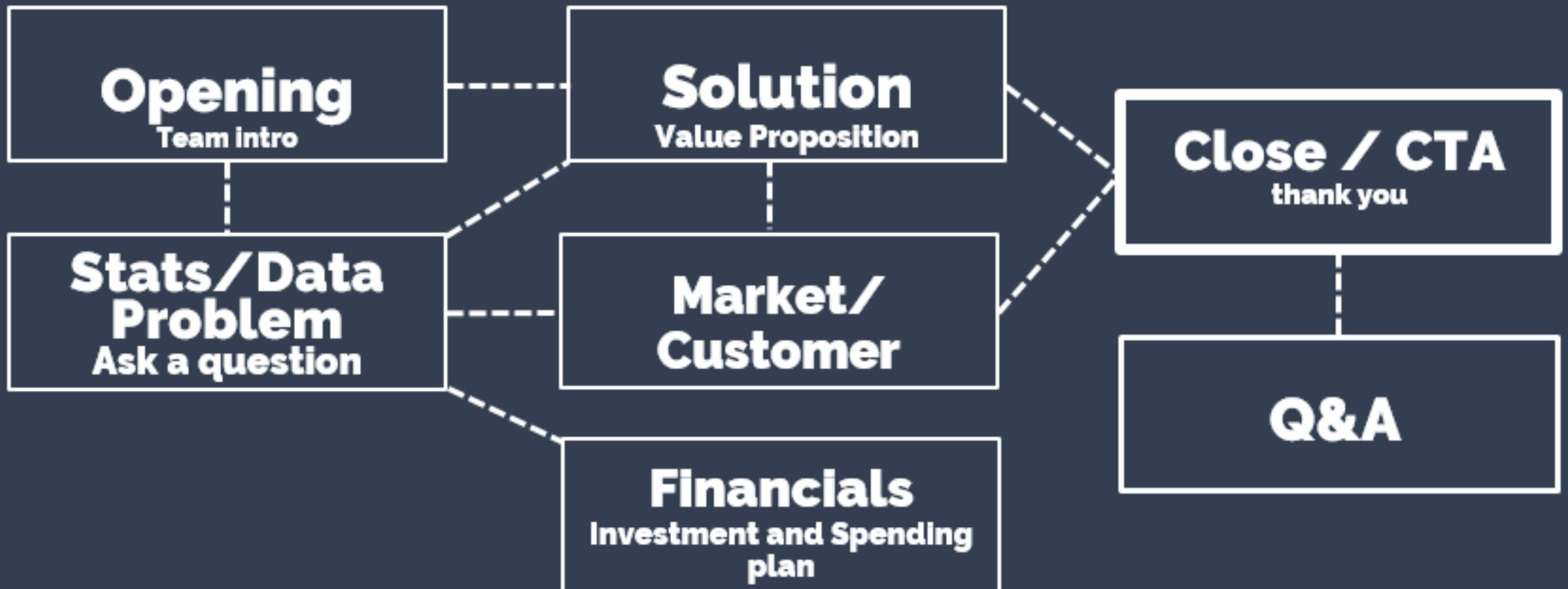
- ✓ The Intro – **Did you engage us** from the start?
- ✓ The Problem – **What is the problem you are trying to solve?**
- ✓ The Solution – **Will your solution really work?** Did you sell us a good story, explain it well and clearly, etc?
- ✓ Audience reaction – Did you get a great, loud, round of applause?
- ✓ Was the pitch: **Concise, Credible, Coherent?**



For **(target customer)** who has  
**(customer need)**, **(product  
name)** is a **(market category)**  
that **(one key benefit)**. Unlike  
**(competition)** the product  
**(unique differentiator)**.



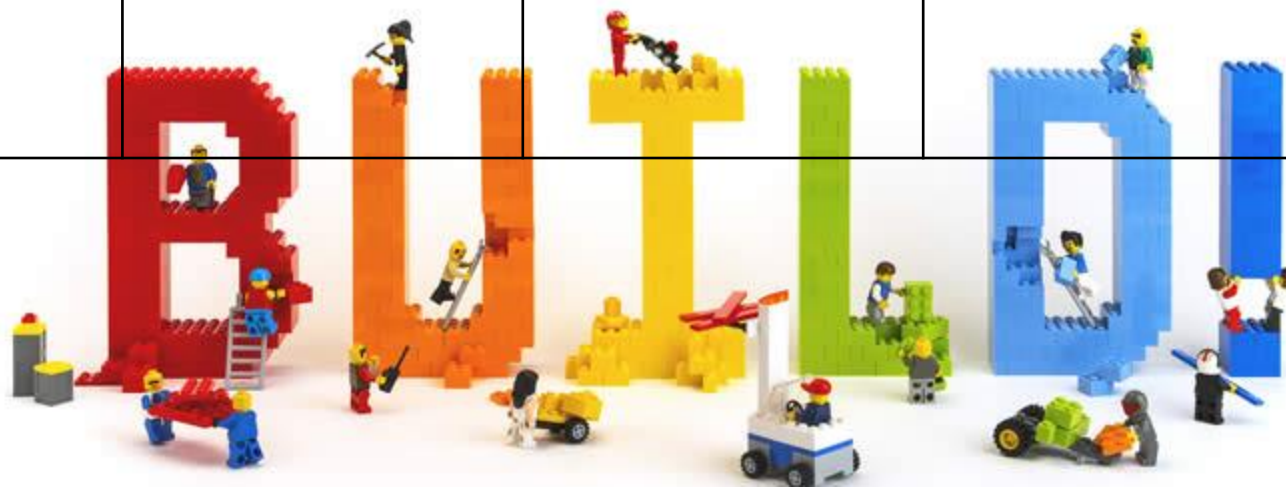
# The pitch process



# Building Blocks of your Pitch



|                 |                 |                    |                  |                                  |
|-----------------|-----------------|--------------------|------------------|----------------------------------|
| Our Story/Intro | The Team        | The Problem        | The Solution/USP | How the product / service works? |
| Key Features    | Target Customer | Marketing Strategy | Financials       | Summary of Opportunity           |





# Influence and Persuade...

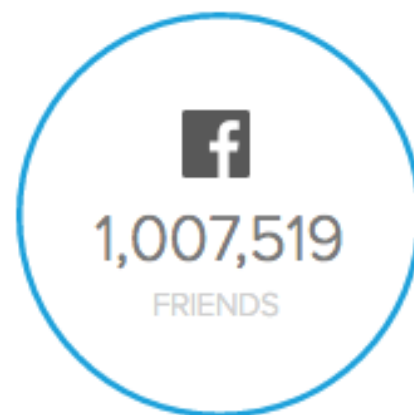
## Cialdini's Influencing Strategies

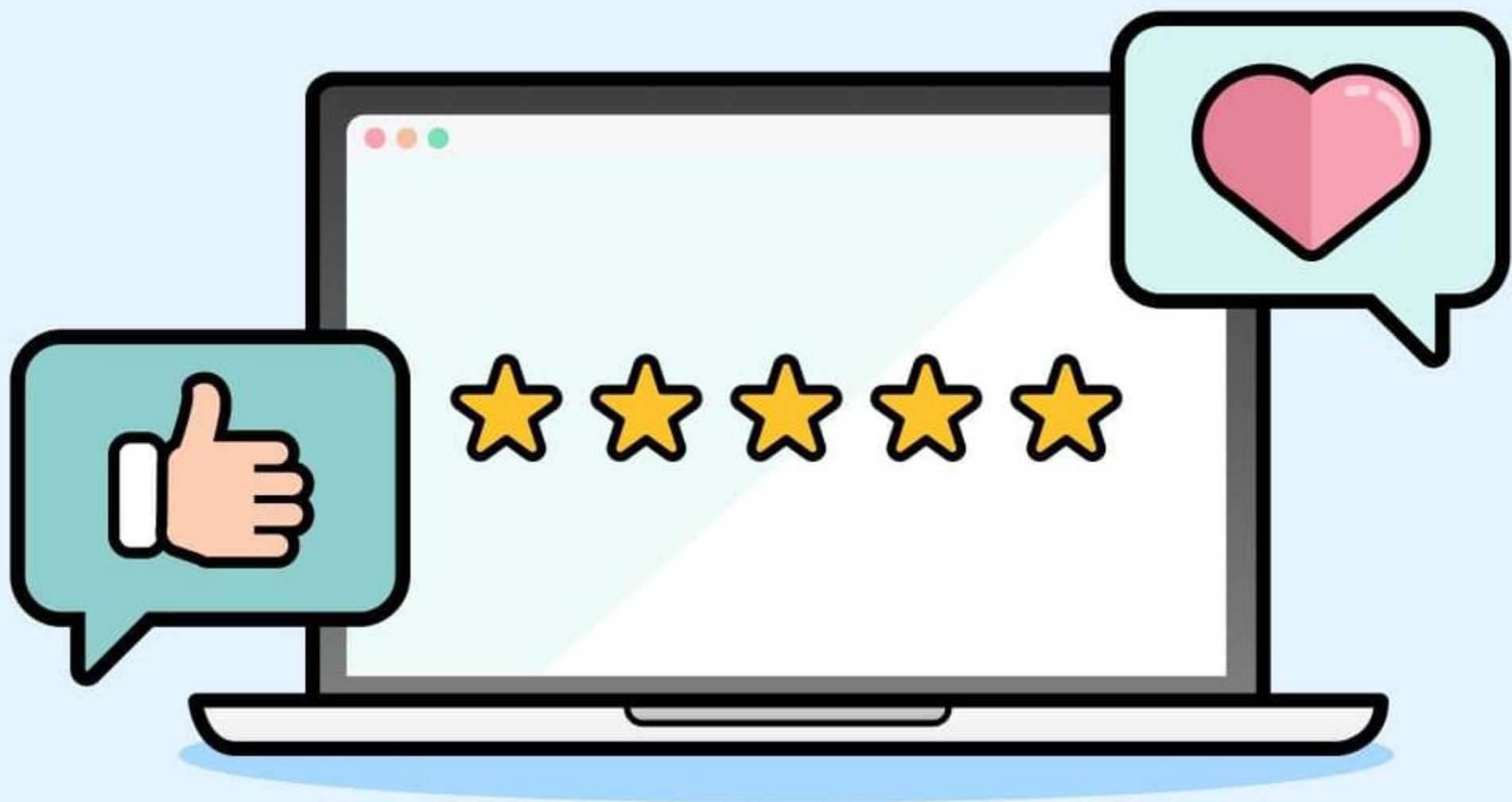
- Social Proof
- Scarcity
- Commitment and Consistency
- Reciprocity
- Authority
- Liking / Rapport



Follow us for fresh content.

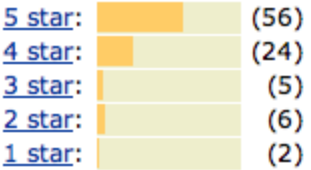
Thousands of people already have.





Customer Reviews

93 Reviews



Average Customer Review  
★★★★★ (93 customer reviews)

"WebDAM meets our needs perfectly. For file sharing, we have found that organization and security are simple to manage." -New Balance

★★★★★

"Our visual team creates a lot of graphics. With WebDAM, we now have a central repository for managing, accessing, and controlling our assets." -Symantec

★★★★★

"Ease-of-use and flexibility is a reason to buy WebDAM. If you need a DAM, get this one." -Cal State LA

★★★★★

Reviews with images

[See all photos >](#)



Read reviews that mention

- easy to use
- highly recommend
- easy to move
- quiet mode
- move around
- easy to empty
- water tank
- excess moisture

Excellent ★★★★★ ★ Trustpilot

Excellent  
★★★★★  
4.8 out of 5 Reviews received 166639  
★ Trustpilot

I am very happy  
★★★★★

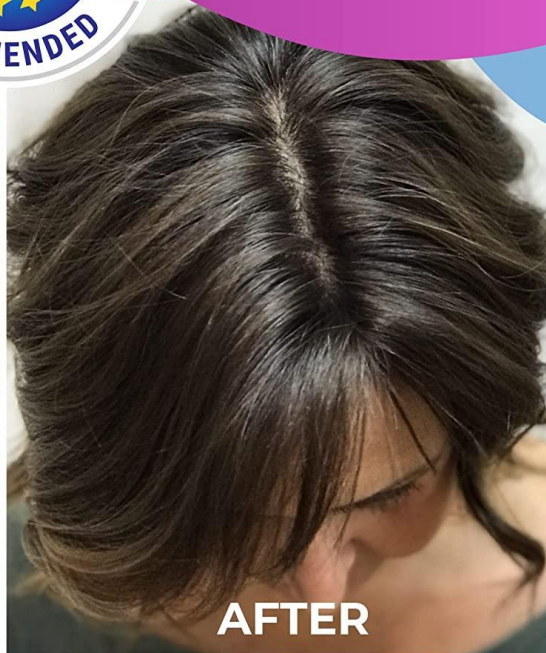
Cool service, but...  
★★★★★

★ Trustpilot  
★★★★★  
TrustScore 3.9 | 34,275 reviews



# CLINICALLY PROVEN

Remixidil foam contains a perfect combination of powerful ingredients that work synergistically to stop hair loss and help regrow and thicken hair.





# Influence and Persuade...

## Cialdini's Influencing Strategies

- Social Proof
- **Scarcity**
- Commitment and Consistency
- Reciprocity
- Authority
- Liking / Rapport



**LIMITED  
EDITION**

**EVERYTHING  
MUST GO!**

**LIMITED  
SPACES  
BOOK NOW!**



**BLACK  
FRIDAY**

**CYBER  
MONDAY**

**ONE NIGHT ONLY**  
FOR



# SUPREMELY-PRICED SUPREME GEAR



Supreme x  
Louis Vuitton  
Skateboard  
**\$90k**



Supreme x  
Louis Vuitton  
Backpack  
**\$35k**



Supreme  
Drum Set  
**\$30k**



Supreme x  
Honda Dirtbike  
**\$25k**



Supreme x  
The North Face  
Jacket  
**\$18k**



Supreme x  
Nike SB Dunks  
**\$6,700**



Supreme x  
Rimowa Luggage  
**\$6,480**



Supreme  
Mike Tyson T-shirt  
**\$1,500**



# Influence and Persuade...

## Cialdini's Influencing Strategies

- Social Proof
- Scarcity
- **Commitment and Consistency**
- Reciprocity
- Authority
- Liking / Rapport



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**FREE TRIAL**  
**30 DAYS**

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**60% OFF ALL MATTRESSES + FREE DELIVERY** ([Terms Apply](#)).

YOU HAVE TO ASK YOURSELF...

# What Kind Of Company Lets You Try Their Mattress For A Whole Year And Gives You A Forever Warranty?

That's right... A confident one. Confident that you'll love sleeping on your Nectar. And confident that it will last you for decades, not years.

nectar









FEATURED ON

Forbes

ELLE

TEDx



STARTUP  
EUROPE



COSMOPOLITAN

TECH  
WOMEN 100



"TECHNOLOGY MEANS NOTHING  
WITHOUT A PURPOSE"



Forbes 30 Under 30, Top 100 Women in Tech, TEDx Speaker,  
Jury at Startup Europe Awards & Forbes, Co-founder at

 App

United Kingdom

4K followers · 500+ connections



World Bank Group Youth Summit



Harvard Business School Online

# Visuals that amplify message



# What will you design today?

Custom size

Upload

Q pitch deck



Templates

Projects

- Q pitch deck presentations
- Q pitch deck
- Q pitch deck startup
- 📱 Pitch Deck Presentation (Mobile-First)
- Q Search for pitch deck

Suggested templates (1,550)

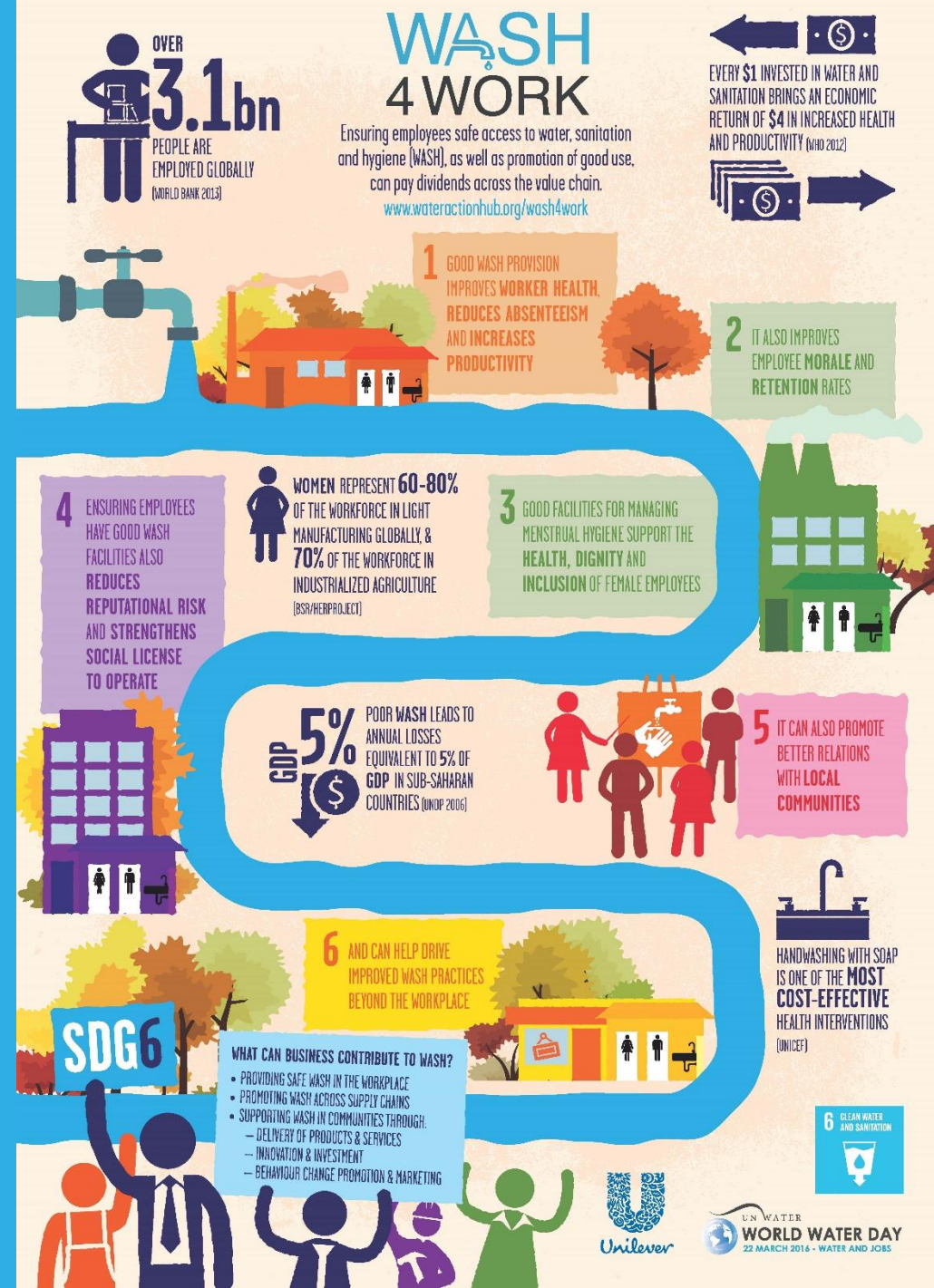
You might want to try



Canva



# Infographics



# NEARLY 1/2 OF STUDENTS

WHO START THEIR  
COLLEGE EDUCATION  
**DON'T FINISH.**<sup>1</sup>

## RETENTION TRENDS ARE EYE-OPENING



**ONE IN  
THREE**

students who drop out before  
graduating do so after only  
one term.<sup>2</sup>



Percentage of students who  
leave an institution because  
of weak to poor academic  
customer service.<sup>3</sup>



**\$9,910,811**

An institution's average  
annual loss in revenue due  
to student attrition.<sup>4</sup>

## 3/4 OF STUDENTS

who make it to their second year with above a  
3.0 GPA go on to graduate.<sup>5</sup>



## LET'S FIX STUDENT RETENTION



helix EDUCATION

RETENTION-AS-A-SERVICE

<sup>1</sup> <https://nces.ed.gov/fastfacts/display.asp?id=40>

<sup>2</sup> <http://nscresearchcenter.org/signaturereport7/>

<sup>3</sup> <http://www.academicmaps.blogspot.com/2015/09/the-costs-of-attrition.html>

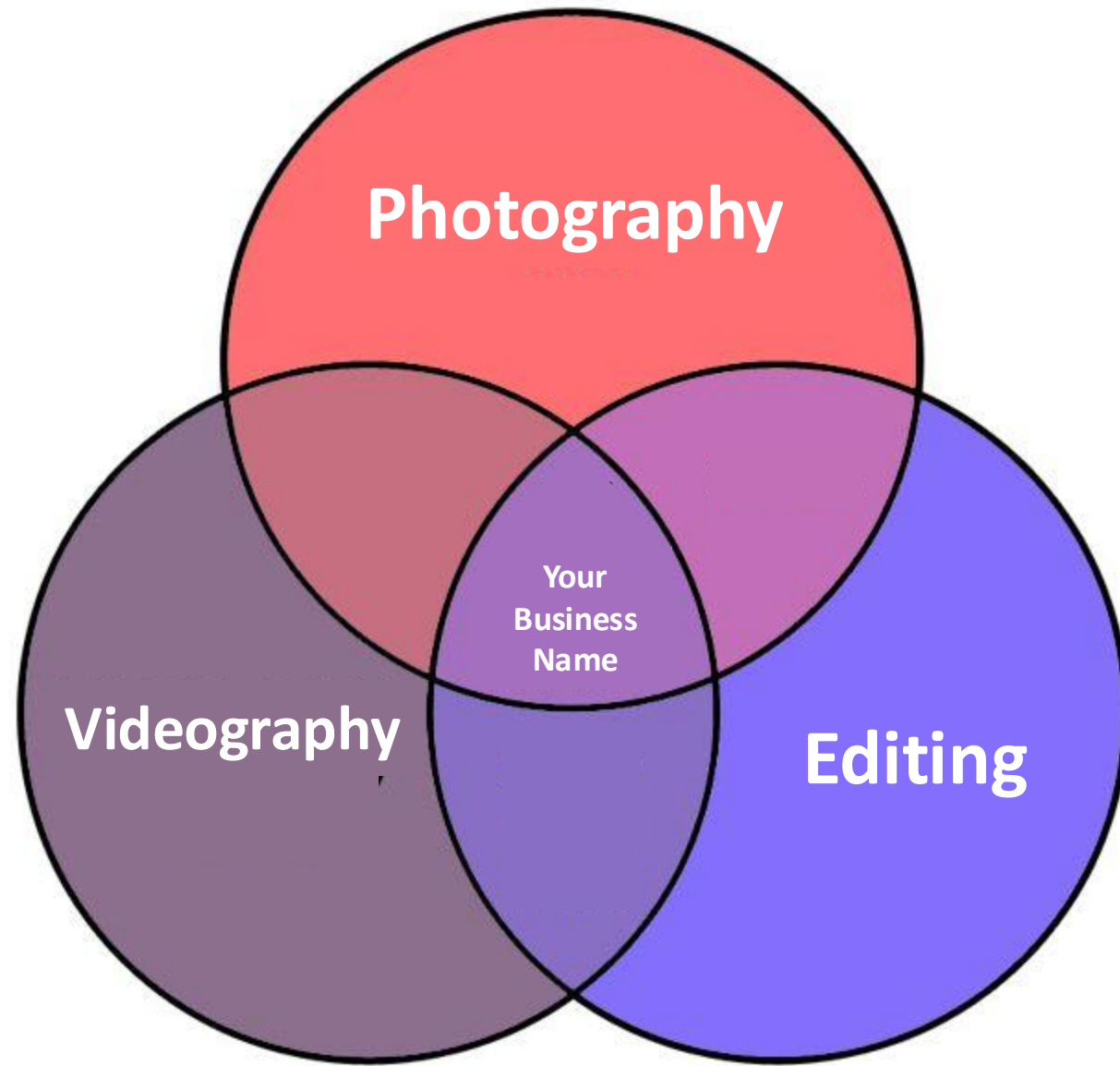
<sup>4</sup> [http://www.educationalpolicy.org/pdf/1302\\_PolicyPerspectives.pdf](http://www.educationalpolicy.org/pdf/1302_PolicyPerspectives.pdf)

<sup>5</sup> <https://www.eab.com/-/media/EAB/Technology/Student-Success-Collaborative/Members/Infographics/Murky-Middle/29636-SSC-Murky-Middle-Infographic.pdf>



# What Makes a Good Infographic?





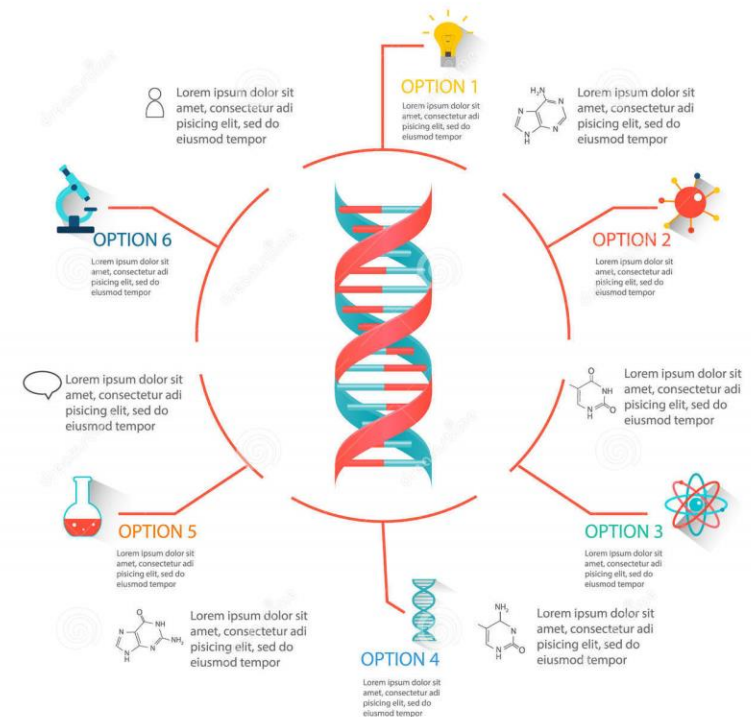
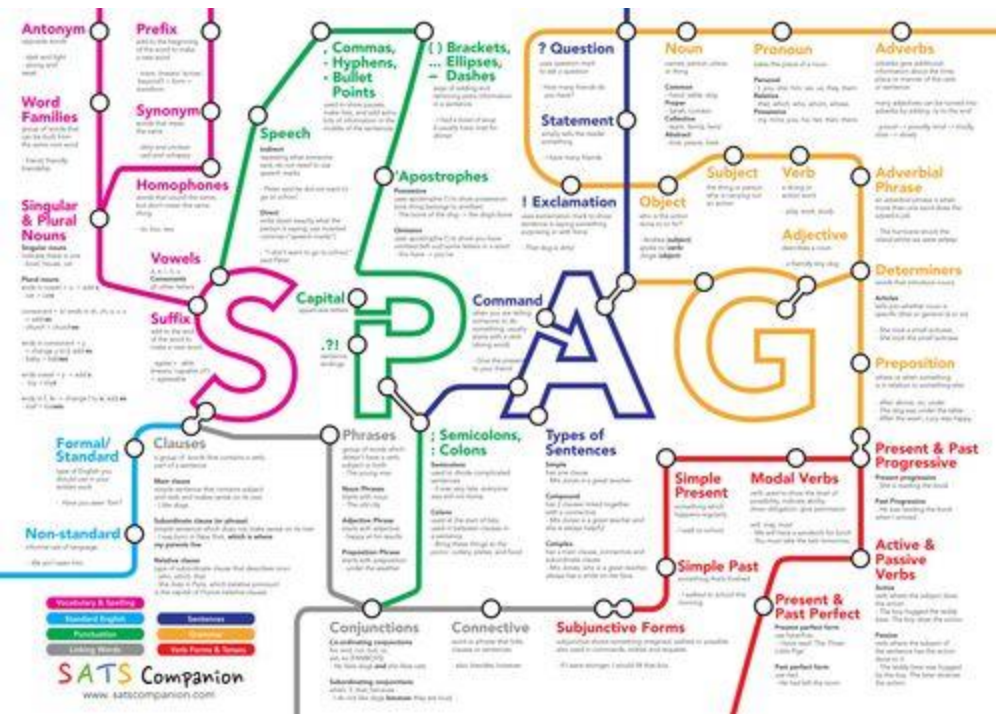


**Things  
You Can't  
Afford**

**Things You  
Will Buy  
Anyway**



# Context





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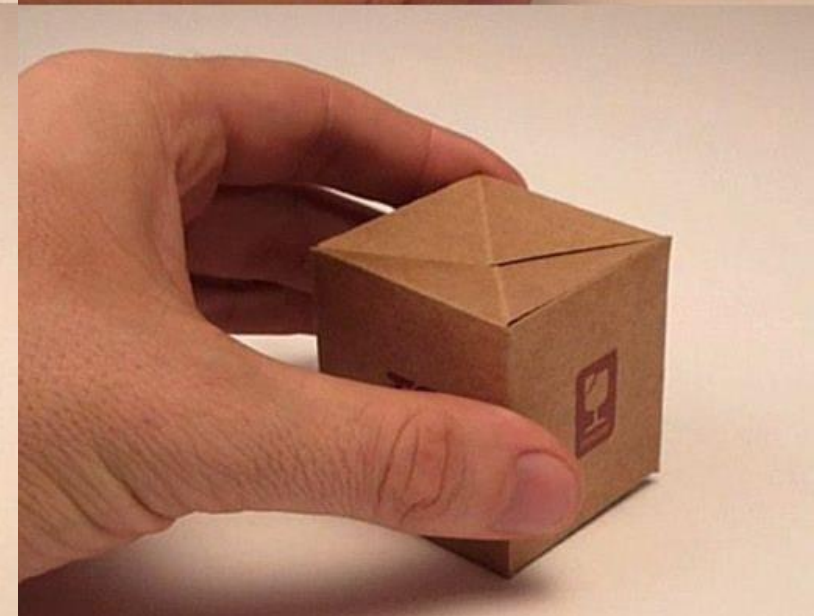
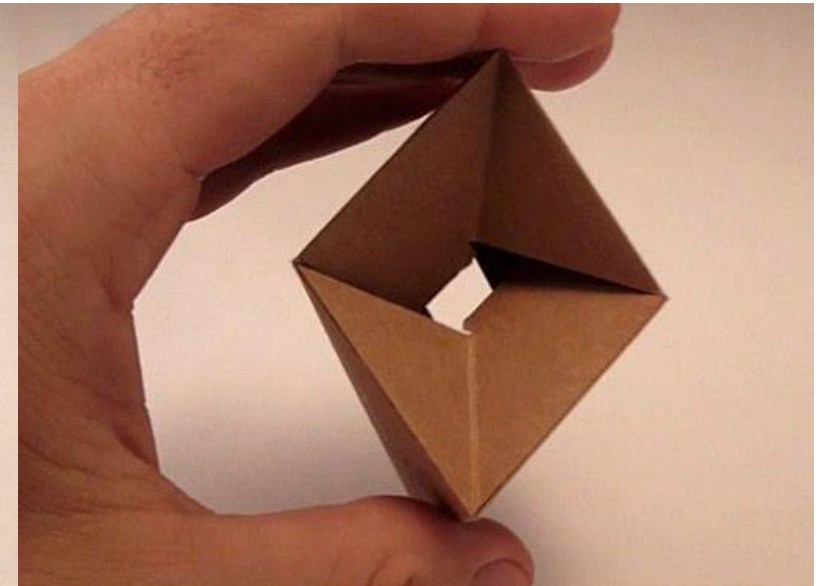
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# Readability

- We read left to right, top to bottom
- use of columns
- bounding boxes/shapes
- Colour / highlight
- Fonts and formatting [tone]
- Headings and body text

16pt

28pt

32pt

72pt

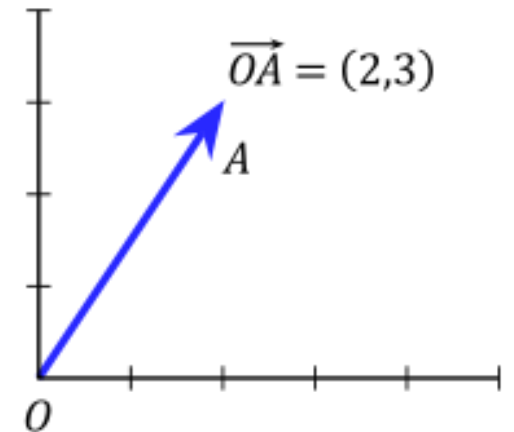
96pt



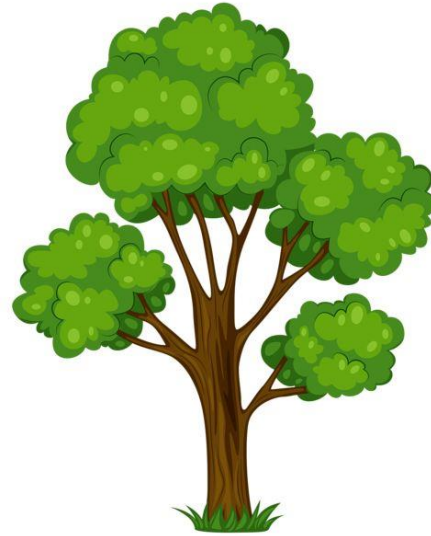
# Illustrating a point- sourcing images



www.shutterstock.com · 529492369



# Style







# Bringing it all together





# Key points to communicate



- List key information the audience must know?
- Data to support claims and how to present
- What images do you need to source / create to support this message?
- What is your CTA?

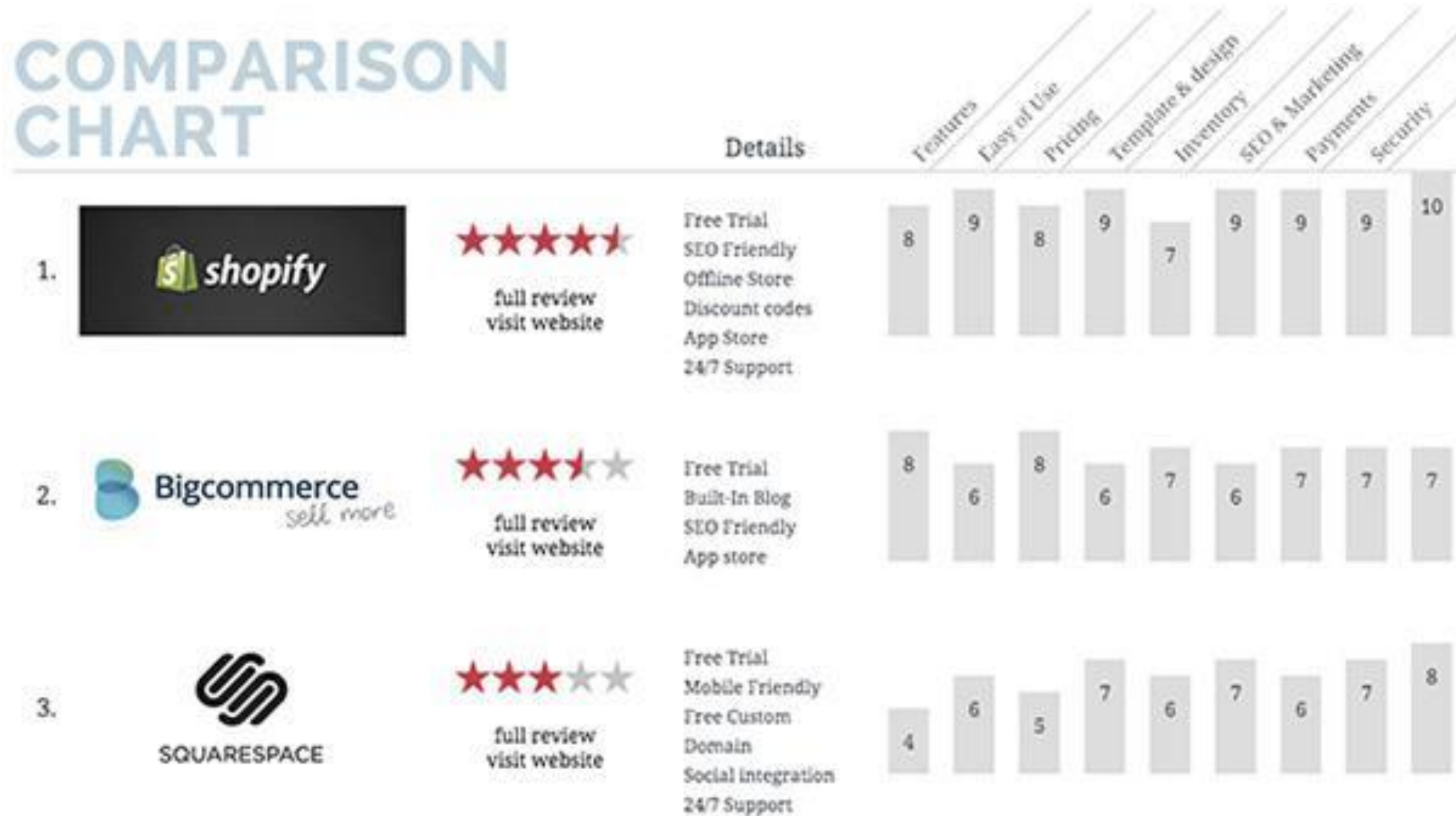
**Bonus- visually how do you want your brand to be presented [style]**

# What is your idea and what makes it different?



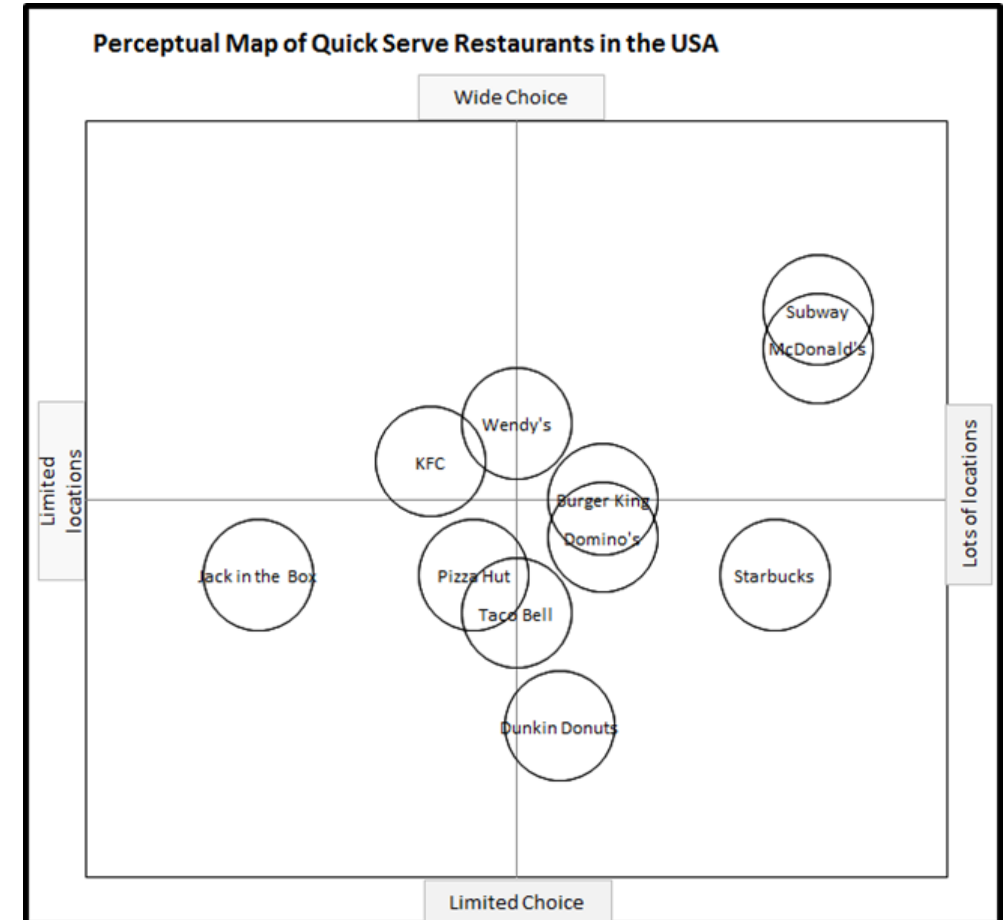
= **YOUR ONE THING**  
or your unique selling proposition

# Market research /traction






# Understanding your market, competitors and positioning + how to communicate this

|                      |                     |
|----------------------|---------------------|
| <b>Low price</b>     | <b>High price</b>   |
| <b>Basic quality</b> | <b>High quality</b> |
| <b>Low volume</b>    | <b>High volume</b>  |
| <b>Necessity</b>     | <b>Luxury</b>       |
| <b>Light</b>         | <b>Heavy</b>        |
| <b>Simple</b>        | <b>Complex</b>      |
| <b>Unhealthy</b>     | <b>Healthy</b>      |
| <b>Low-tech</b>      | <b>Hi-tech</b>      |





# Who would benefit from your idea and how?

| THE CASUAL USER   | THE BUSINESS USER  | THE POWER USER  |
|---|--|---|
|    |   |    |
| <i>Pete</i>   | <i>Jennifer</i>  | <i>Brad</i>   |
| <p>Uses most phone features</p> <p>Uses phone to make, use contacts send texts and take pictures</p> <p>Always has mobile device with him</p> | <p>Wants a simple phone, but functions as an integrated device</p> <p>Wants to easily read email and call back the sender</p> <p>Needs "Popular" mail server integration</p> | <p>Will use almost all built-in mobile functionality</p> <p>Will extend phone functionality with additional software</p> <p>Will look through and change change every menu option</p> |



## FREE

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

**\$0** / month



## BASIC

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

**\$9** / month



## PREMIUM

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

**\$99** / month



## VIP

Lorem ipsum dolor sit amet

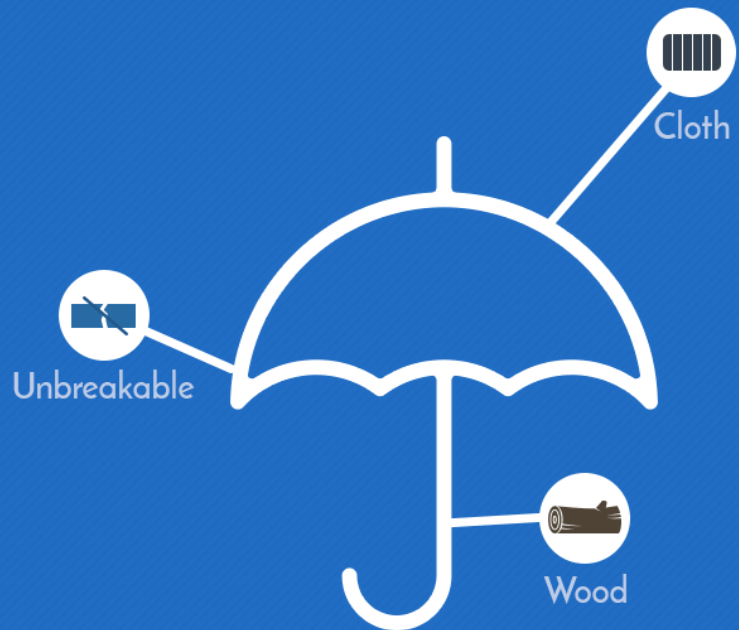
Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

**\$199** / month

## FEATURES



## BENEFITS

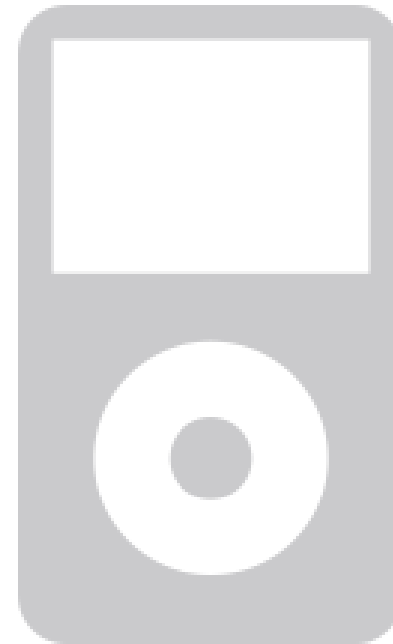


**STORAGE FOR  
1GB OF MP3S**



**VS**

**1,000 SONGS  
IN YOUR POCKET**







TODAY ON A VEGAN DIET

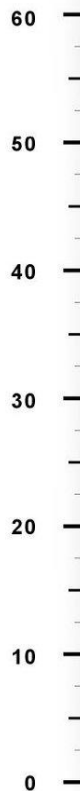


I SAVED  
1,100 GALLONS OF WATER

1 in 4  
women



suffer from lost  
and thinning hair



how  
long  
can  
you  
live?

**THE INDEPENDENT** NEWSPAPER OF THE YEAR

Wednesday 8 March 2006  
www.independent.co.uk  
24-page supplement made

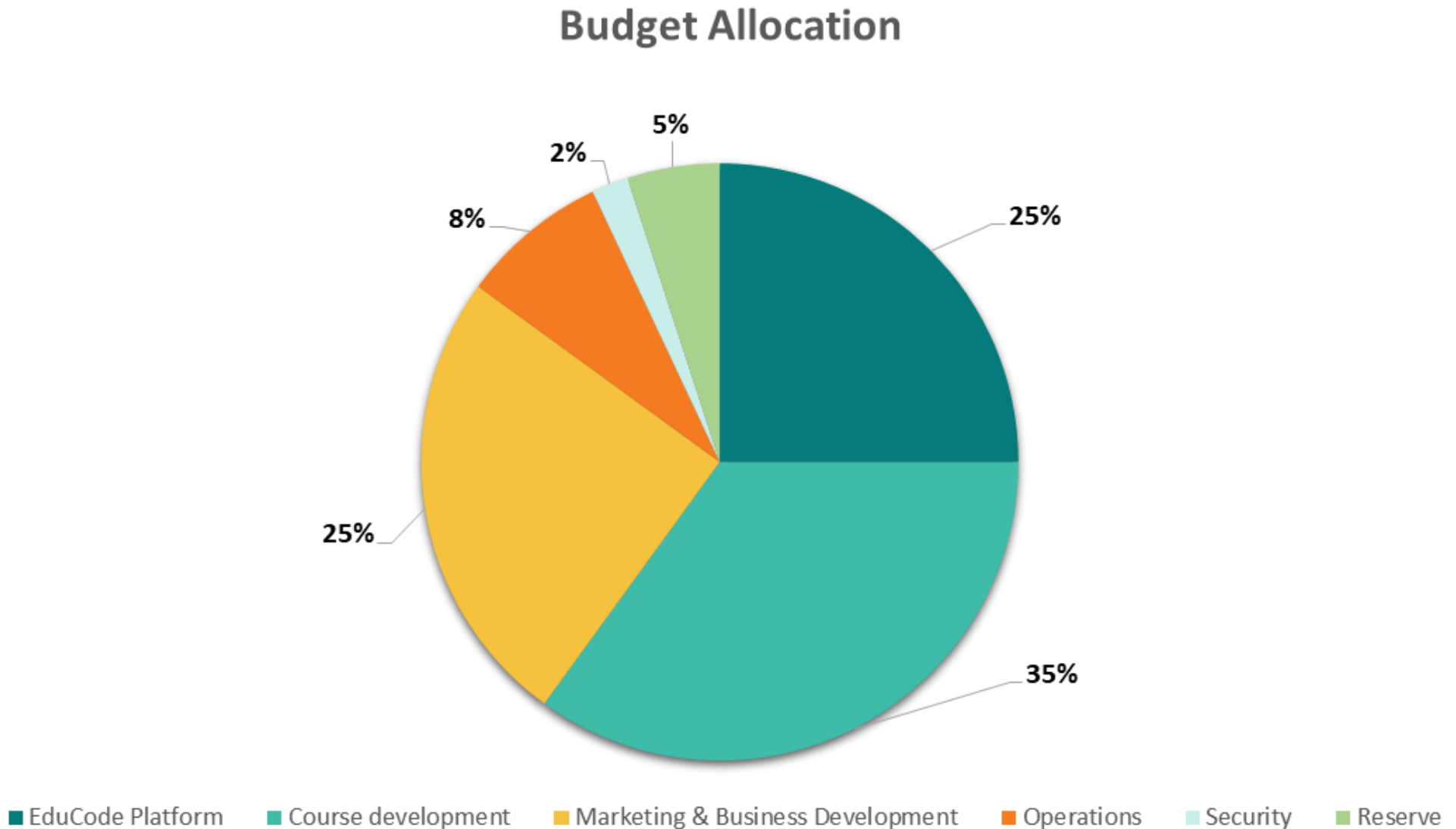
**THIS IS YOUR LIFE**  
(if you are a woman)

|  |  |   |
|--|--|---|
| <b>70%</b><br>of the 1.2 bn people living in poverty are women and children  | <b>21%</b><br>of the world's managers are female   | <b>62%</b><br>of unpaid family workers are female   |
| <b>9%</b> of judges, <b>30%</b> of company directors and <b>10%</b> of top police officers in the UK are women                     | <b>£970,000</b><br>is the difference between lifetime earnings of men and women in the UK finance sector |   |
| <b>700,000,000</b><br>women are without adequate food, water, sanitation, health care or education (compared with 300,000,000 men) | Women in full-time jobs earn an average <b>17%</b> less than British men                                 | Women in part-time jobs earn an average <b>42%</b> less than British men                                    |
| <b>1,440</b> women die each day during childbirth (a rate of one death every minute)   | <b>1 in 7</b> women in Ethiopia die in pregnancy or childbirth (it is one in 19,000 in Britain)          | <b>12</b> is the number of world leaders who are women (out of 121 members of companies the United Nations) |
| <b>35%</b> of lawyers are women but just <b>3%</b> are partners in law firms   | <b>30%</b> of chief executives of major companies (the United Nations)                                   |   |
| <b>INTERNATIONAL WOMEN'S DAY - SPECIAL EDITION</b>   |  |   |

# Cost structure / revenue streams?



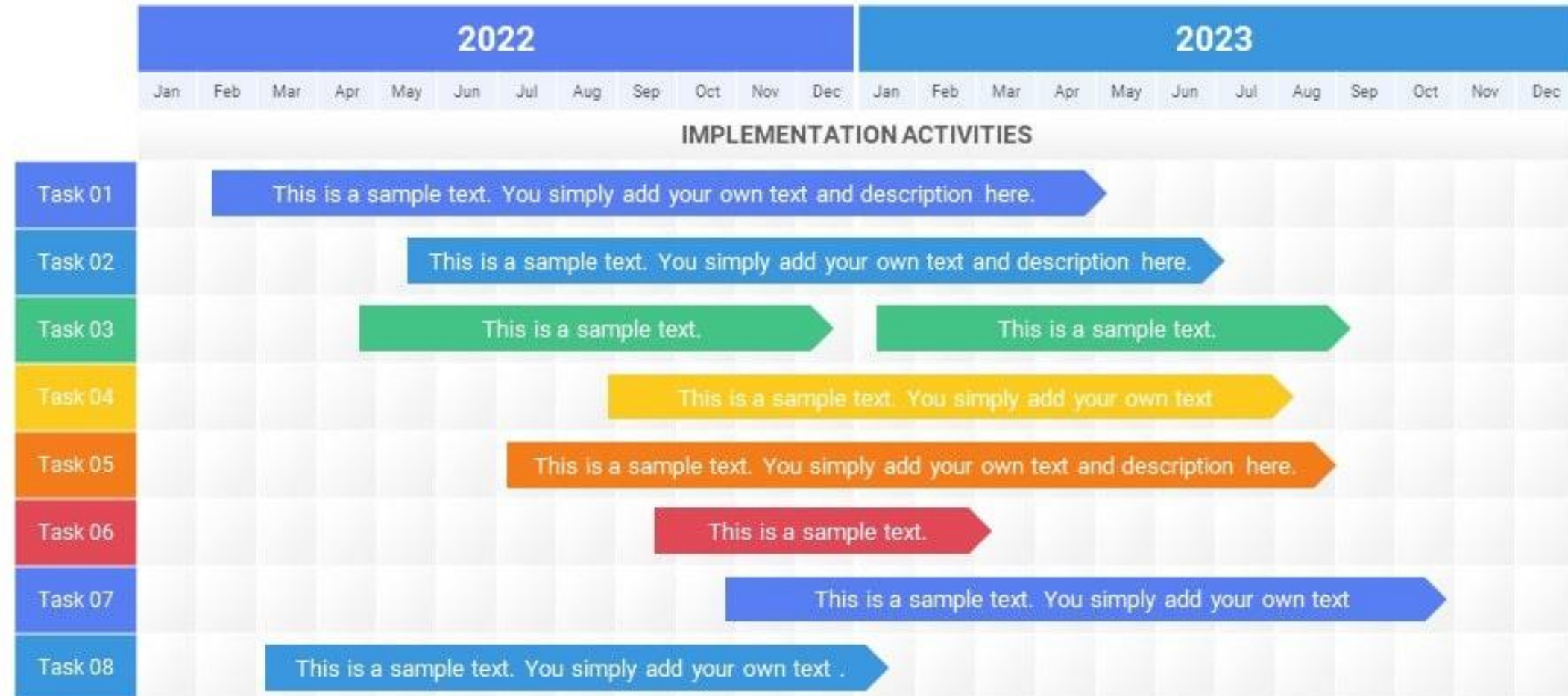
# Investment need and spend?





# Project Implementation Timeline

Enter your subhead line here





# HELP US SAVE WATER



**#EveryDropCounts**

# Planning your pitch deck



- Learning to work to constraints be it #slides or time
- Understanding what information is essential and what can be supplied in other ways
- Planting visual and language prompts to keep you on track
- Taking yourself out of the pitch

**Bonus- How would you refine this pitch if you had more/less time**

# What makes a good speaker?



- Voice projection
- No fillers
- Tone
- Hand gestures
- Posture and stance
- Walking with purpose
- Eye contact
- Speak slowly and breathing
- Humour
- Pause for effect



# Keeping your audience engaged

- Can you tell a story?
- Can you ask a question?
- Can you get some interaction with a visual indicator?
- Can you shock them?
- Can you give them something to visually demonstrate your product or service?
- Leave them with a call to action





# Final tips and homework

- Create a clear structure for pitch
- Try to include some persuasion tactics
- Make sure to cover all of the BMC
- Keep it relevant!
- Practice Practice Practice!

