

Mastermind session

Group coaching session; Preparing to pitch;
psychological aspects of pitching

Monday 31st March 2025

With Clare McIvor, Trainee Coaching Psychologist

Focus of today's session

11am-12noon – Psychology of pitching

12noon to 12.30pm – Break

12.30pm to 2pm – 1-2-1 slots

Signing of the Client
Agreement is required to
attend this session

Preparing to Pitch & Psychological aspects of pitching

- Review of the pitch guidance
- Psychological elements to consider including in your pitch
- Biopsychosocial aspects of confidence

Check in

How are you feeling today?
How are you feeling about Demo Day?
What do you hope to get out of today?

Review of pitch guidance for Demo Day

Don't forget; Your pitch slides/document need to be sent to Monica by 2nd April!



Title Slide (About your business)

(10 seconds)

- Startup name
- Logo
- Founder or founders' name
- A powerful one-liner that summarizes the startup's mission



The Problem

(60 seconds)

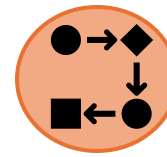
- What problem you are solving?
- Who is struggling with this problem?
- Target your market and quantify the market
- Provide statistics, data or real-world example to make it relatable and clear



The Solution

(60 seconds)

- How does your product/service solve the problem?
- What makes your solution unique or better than alternatives?
- Competitor landscape: Why your idea is better than your competitors



Business Model & Market Opportunity

(50 seconds)

- How do you make money? (Subscription, commission, B2B, etc.)
- Market size. How big is the opportunity?



Milestones & Your Progress

(30 seconds)

- Key milestones you have achieved so far (e.g., users, partnerships, product launches)
- Growth metrics (what they have achieved so far)



Next Steps to progress with your business

(30 seconds)

- What do you need to grow? (Funding, partnerships, talent, etc.)
- Key next steps for your startup (e.g., launching, raising funds, etc.)
- Contact info & call-to-action for judges and audience

How does today support my pitch

Content

Cognitive Biases

Logos, Pathos, Ethos

Rhetorical Crafting and Framing Techniques

7%



Before Pitch Preparation



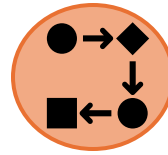
About your Business



Problem



Solution



Business Model & Market



Milestones & Progress



Next Steps & Key Asks



Questions & Challenges

Confidence

Practical prep

Concise and to the point

Mental prep

Authenticity

Clarity and Consistency

Body Language; Letting your body help you

Knowing the Why

93%

Imagery Exercise

Cognitive Bias & Effects

Primary and Recency Effect

People are much more likely to remember the first and last thing

Loss Aversion

People are more motivated by fear of losing and/or missing out much more than making a gain

Scarcity can create an urgency

Attention Bias

People feel more engaged by people with more active postures, direct body orientation, active but neutral and consistent facial expressions

Perceived as confident leaders

Halo Effect

People tend to make early judgements of character that impact how they view what people then say and behave.

Commitment Bias

Small agreements can pave way for larger asks

Charisma

Charisma can help to convince people to follow you

Not too much though - Curvilinear relationship

Logos, Ethos and Pathos

Logos (Logic driven)

Facts and rationale reasoning

Clear and logical pitch

Data-driven arguments

Ethos (Credibility)

Trustworthiness & expertise

Cite experience, data, testimonials

Demonstrate authority & confidence

Pathos (Emotion)

Connection & engagement

Use storytelling & relatable issues

Appeal to values & aspirations

Rhetorical crafting & framing

Presenting information in an exciting and convincing way

Can increase perceptions of intelligence and charisma
(if used correctly and sparingly)

Hyperbole

An expression that makes someone or something sound bigger, better, more, etc. than they are.

E.g., I'm so hungry I could eat a horse

Personification

Animals, plants or inanimate objects are given human qualities

E.g., The fire danced in the wind

Metaphor

An expression that describes a person or object as being similar to another otherwise unrelated object

E.g., He was a cheetah during that race!

Imagery

A literary device that evokes the five senses to create a mental image.

E.g., The baby's hair is a soft cloud of golden silk

Dramatic contrast

Different or oppositional 'things' are deliberately placed to accentuate their difference

E.g., From the opulence of a mansion to the destitution of a cardboard box

Storytelling within Your Pitch Exercise

The Problem (Emotional Hook): “Imagine you’re a [ideal customer] struggling with [pain point]...”

The Personal Connection (Why You?): “I saw this problem firsthand when...”

The Solution (Your Business Idea): “That’s why I created [business name], a solution that...”

The Impact (Transformation): “With our solution, [customers] can now...”

The Call to Action: “Today, I’m inviting you to be part of this journey as an investor by...”

Breathing Exercise

Before Delivering your Pitch; Practical and Mental Preparations

Slides

Familiarity versus precision
rehearsal

Appearance

What is appropriate for the
situation?

Pre-pitch Behaviours

Self-care needs
Small self-soothing & confidence
boosting behaviours

Breathing Techniques

Aimed at calming the
physiological response

Affirmations

Tackles brains negative bias

Visualisations

Positive visualisation boosts
confidence & improves
subsequent performance

Other Confidence Factors

Being Concise & to
the Point

Authenticity

Clarity &
Consistency

Knowing the Why

Body Language &
Letting your Body
Help

55%

Body Language & Letting your Body Help You

Can help you both feel and be seen as more confident and increase likelihood of gaining investment

Use your voice

A lot is said with how you say it

Take your time, speak clearly, calmly and at an even pace

38%

Have Good Posture

Good posture is perceived as confidence

Standing up tall, take up some space, relax your shoulders down, imagine a string pulling you up through your centre

Pre-pitch Ritual

Something to open-up or ground yourself helps

Relax and open-up your posture by standing with your palms facing forwards

Use 5,4,3,2,1

Breathing

A few deep breaths can be all the difference

Try to extend your out breath compared to your in breath to help settle your body's nervous response

Reframing Nervous Response

Your body will have response!!

Reframing your nerves from anxious driven 'I can't do this' to embracing them into a 'I have nervous energy that means I am ready'

Posture Exercise

Handling Questions and Objections

Remain calm and
confident

Reflect rather than
hesitate

Clarity &
Consistency

Knowing the Why

Body Language &
Letting your Body
Help

Turn objections into
strengths

Next steps

What are your main takeaways
from this session?

What could you do to elevate
your pitch?

Reminder of what we covered today

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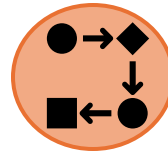
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Knowing the Why

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Feedback Request;

Please provide feedback on today's session using the QR code below;



<https://forms.office.com/e/CM7VvsAwfy>

Free 1:1 coaching offer;

If you would like to receive free individual coaching sessions, express your interest using the QR code below;

Coaching will be delivered by a Trainee Coaching Psychologist from University of Chichester



Spaces are limited and will be allocated on a first come first served basis