

Pitch Development Guide

Have you developed marketing materials to help raise revenue and secure other resources for your technology solution?

What is this tool?

This tool provides a framework for developing a clear and concise message for you to introduce your technology solution to different audiences and situations, including:

1. A 2-3 minute **introduction pitch**, or
2. A 10-15 minute **investor/customer presentation** on the value of your technology solution.



Note

The aim of both of these pitches is to start a conversation, therefore you should not feel pressured to include *every* detail during the first presentation.



Tip

Successful pitches create curiosity! Pitches also generate opportunities for customers to request further discussions about potentially working with you regarding possible paths to market for your technology solution.

What is a 'Commercialisation Pitch'?

A "pitch" is a short presentation. In this context, your pitch succinctly explains the value of your technology solution to a potential customer/client, or to an investor or group of investors. It is usually delivered verbally and face-to-face but it can also be done in writing via email, or during an online meeting, etc.

Why use this tool?

To execute your Commercialisation PLUS strategy, you will need to find the right balance between,

- a) explaining technical features of your technology solution, and
- b) highlighting the value to a potential customer and market.

This tool helps you to clarify your thoughts and to express them in a clear and straightforward way to achieve this balance.

Tool

This tool includes a number of different aids to help you navigate the pitch development process:

- a) A “**Pitch development aid**” to help you decide which type of pitch you need to develop.
- b) “**Useful tips**” for developing any type of pitch.
- c) A “**Pitch canvas**” template to help you develop and identify your key messages.
- d) A “**Short Pitch**” presentation template (also known as a Pitch deck) to help you capture the interest of potential investors or customer/clients and generate further discussions.
- e) A “**Full Pitch**” presentation template (also known as a Pitch deck) to help you develop a detailed sales presentation about the potential value of your technology solution for potential investors or clients.
- f) A list of other **useful references**.



Tip

There is no right or wrong delivery method for a pitch, however consider the most appropriate way to share this information or how your target audience would like to receive it.

For example, an investor will probably appreciate a formal PowerPoint presentation. Yet, a farmer may not, they may prefer just a verbal presentation and a video that demonstrates your product in action.

Start here



Step 1:

Decide which pitch option best suits your needs, or the length of the meeting.

If you need help go to the Pitch development aid.



Step 2:

Take a moment to read through the Useful tips for developing any kind of pitch.



Step 3.

Work with your team to brainstorm the key messages for your pitch.



Step 4.

Decide on the person, or people, who will deliver the pitch and which visual aids will be most useful in communicating your key messages. These could include a PowerPoint presentation, a poster or a brochure, or even a physical object.



Step 5.

Practice, practice, practice... and more practice!

Keep practicing “out loud” to refine how you will deliver the pitch and the key messages. This may or may not include using the PowerPoint Presentation that you developed (Step 4).

Useful tips

Refer to these tips to help guide your pitch development.



Keep it short and concise

Remember, you are asking for someone's time to listen to you. So, your aim is to get their attention. Keep it short and concise. Stay focused on key messages and avoid detailed or technical explanations during the presentation. Give the audience enough information to generate interest, yet leave them wanting to learn more. You can go into more details once they are "sold" on the idea and ask for more information.



Focus on the problem that they are facing

Explain why you are the best choice to help your audience solve their challenge. Their interest will increase if you focus on:

- How you understand their problem/s,
- How you can help them with it, and
- Why your product/service is unique.



Paint a picture about what success looks like

Focus on the benefits or positive changes that could result if they chose to invest with you or to purchase your technology solution.

Explain how your technology solution will help solve their problem in a new and novel way – this is important because you want your audience to realise they might not know all of the solutions to their problem.

Also, think about how it improves the lives of the end users.



Protect your Intellectual Property

A good pitch talks about the project and communicates the novelty of your technology solution without disclosing any confidential information. Try to use general descriptions and not specifics when talking about key features of your technology solution. For example, "*The project uses the natural sugars within the plant to generate this new product*". You have not mentioned the novel treatments, nor the methods used to process the sugars.



Use complementary visuals

Most of people are visual learners, so consider using infographics, charts, videos, images and other visual content to attract and keep their attention.

PowerPoint (or similar presentation software) is not essential for pitches. However, if you choose to use it as a visual aid for your pitch, consider the following:

- **Create a consistent visual style or branding** - this should be linked to your organisation's standard style.
- **Use relevant images** – they will help you to tell your story with impact.
[Click here](#) to access 31 great sources for free images.
- **Limit the number of slides** – aim to only have one slide for every 2 minutes that you will speak (e.g. 2-3 slides for a five-minute presentation), preferably use font size of 30 or larger.



Balance facts with emotions

People make decisions based on a combination of emotion and evidence. During your pitch, you want your audience to believe in and trust your technology solution. Therefore, you will need a balance of facts and figures to help explain the value and benefits of your technology solution, as well as quotes from end users, customers, etc., about how it has improved their lives.



Remember to end with a “call to action”

Try and end on a simple statement that clearly communicates what you want them to do next. Is it money, time, a partner/collaborator, etc.? This final statement should help create a conversation with your audience directly following the end of your pitch. The clearer you are with this statement, the easier it is to have a constructive conversation with your audience.

Other useful resources

Want to learn more? Refer to the list below of useful resources for developing pitches.

Corporate Finance Institute (2021). Investment Pitch Deck Template.

<https://corporatefinanceinstitute.com/resources/templates/presentations/how-to-build-a-pitch-deck-free-template/>

Cremades, A. 2018. How to Create Pitch Deck. March, 2, 2018.

<https://www.forbes.com/sites/alejandrocremades/2018/03/02/how-to-create-a-pitch-deck/?sh=3106e8f456c0>

Patel, N. 2021. The Step by Step Process to Create a Killer Pitch Deck For Investors.

<https://neilpatel.com/blog/create-pitch-deck-investors/>

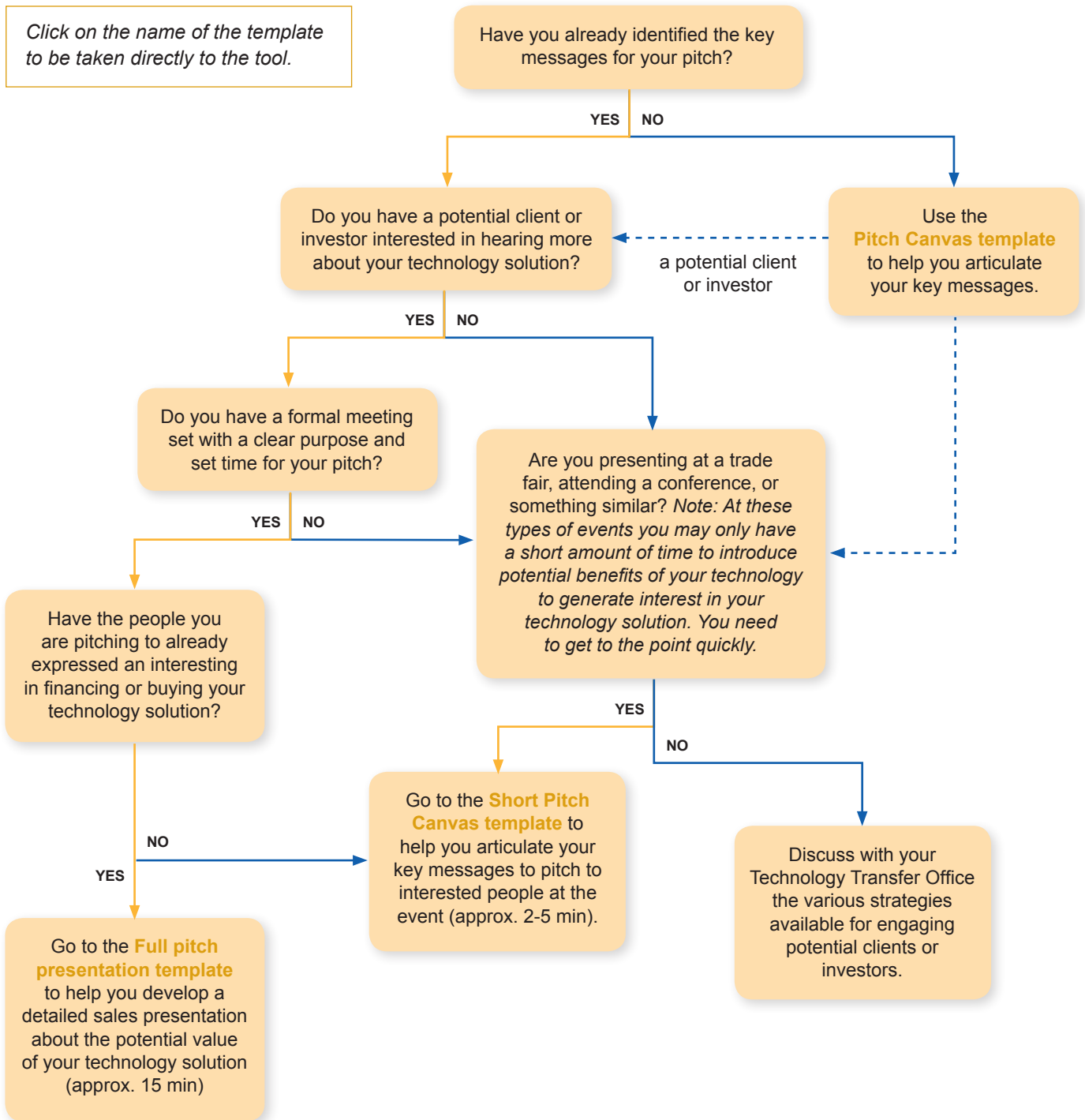
Sheikh, M. 2021. What is a Pitch Deck? Examples, Tips and Templates. Visme.

<https://visme.co/blog/what-is-a-pitch-deck/>

Pitch Development Aid

Use this flowchart to help you decide which type of pitch you need to develop first.

Click on the name of the template to be taken directly to the tool.



Pitch Canvas template

This “Pitch Canvas” is designed to help you summarise relevant information about your technology solution. By using this template you can highlight the most interesting aspects and translate it into clear language that is easy to understand without a technical background. The aim is also to generate interest in a potential client, investor, or collaborator.

Use this summary as the basis for a short 2-3 minute pitch that can then be adapted to both informal and more formal situations.



PITCH CANVAS

Simple Statement

What change are you trying to achieve with your technology solution?

Benefits & Challenges

What problem is your technology solution solving for potential end users and potential clients?

Products

What does your technology solution do?
Have you tested it? If so, what are the key results?

PITCH CANVAS continued

Demonstrate Features/ Minimum Viable Product Features

How can I demonstrate my technology solution?

- Live demonstration (can be risky)?
- Animation?
- Video showing customer using it?
- Other ideas?

What is unique?

Which features are unique? Do you have any partnerships that give your technology solution a competitive edge over other products/services already on the market? What does your market research show?

Customer buy-in

What success have you had so far?
e.g. sales, feedback from customers, etc.
What has already been accepted by customers?

Revenue & Scaling

How do you get paid? How do you plan to grow/scale the use of your technology solution? What do partners need to do to support this plan/strategy?

PITCH CANVAS continued

What have you invested

What financial, human and other resources have you contributed and/or raised to support the development of your technology solution up to this point?

Team Expertise / Specialist

What skills and experience does your team have to support the commercialisation of your technology solution? How do the skills and experience of your team add value to your solution?

Call to action: What are your next steps

Final statement. Write a clear and strong request for help ... this help can include financial, partnership, human resources, etc. depending on who your audience is and what you need from them.

Notes

Why you – why now?

Why do you care?
This can be mentioned at any point that makes sense in your story/pitch.

Jargon (technical language)

Identify the words or expressions commonly used by those in your industry/ research discipline and find a different way to explain these concepts.

Source: Adapted from Best3Minutes (<https://best3minutes.com/>) Pitch Canvas and Emma Donnelly adapted design. Developed from an original idea by David Beckett.