

Let's Pitch'



Pitch-processen

Hvornår skal du bruge Pitcherific?



Skab et
overbevisende
budskab

Underbyg
det med
visuals (slides)

"Vi hjælper studerende og iværksættere med at forberede overbevisende pitches."

Vi er Pitcherific!



Pitcherific

Agenda

1. Lidt viden om pitching
2. Indhold og struktur i et overbevisende pitch
3. Prøv pitchværktøjet Pitcherific.com

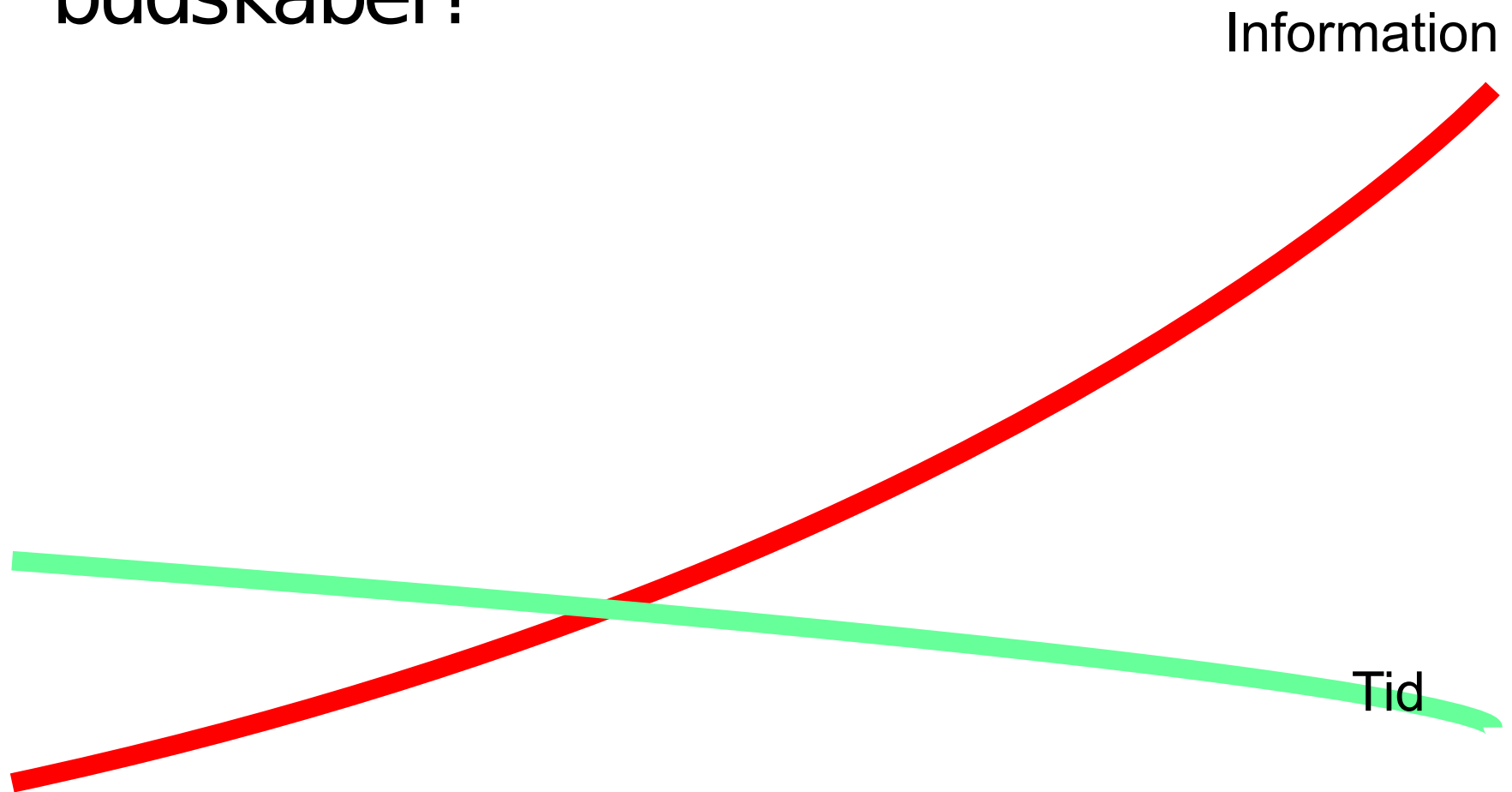
Pitch?





Pitch = en overbevisende, tidsbegrænset præsentation

Hvorfor korte budskaber?



Million \$ question:

Hvordan præsenterer vi kort OG overbevisende?

Tre vigtige overvejelser, som skal guide vores pitch

1) Hvilket **udbytte** ønsker du at opnå ved at pitche?

2) Hvad er **konteksten** du skal pitche i?

3) Hvem er **modtageren** af pitchet?



Hvem er din modtager?



Vær modtagerrettet!





Hvilket indhold skal med i dit pitch?

Pitcherific



"need to know"



"nice to know"



Hook

	
Hook	Need



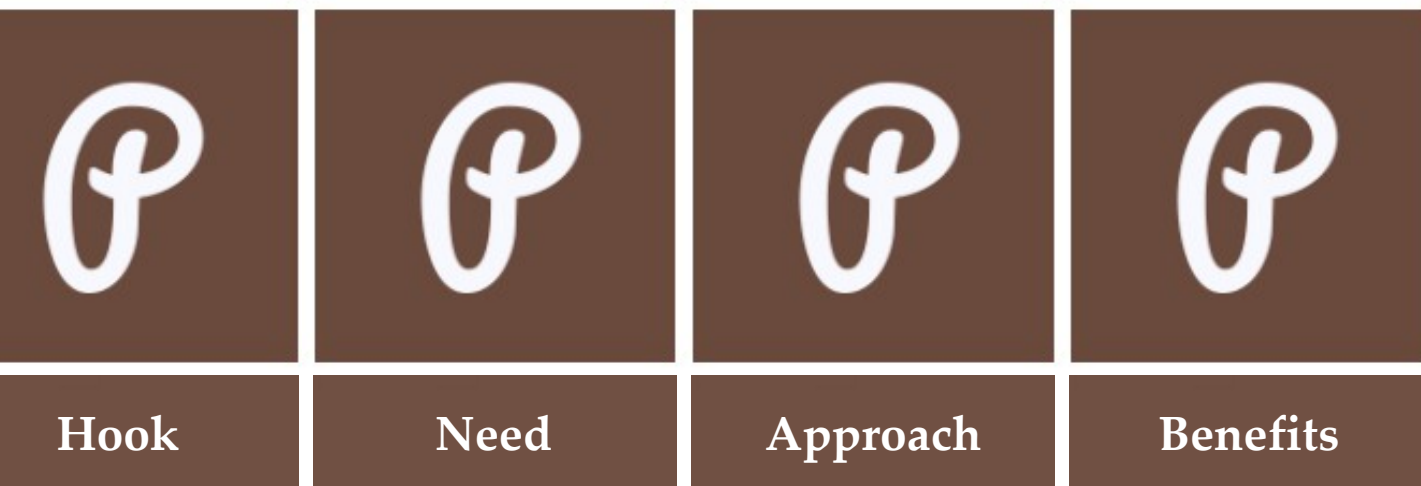
Hook

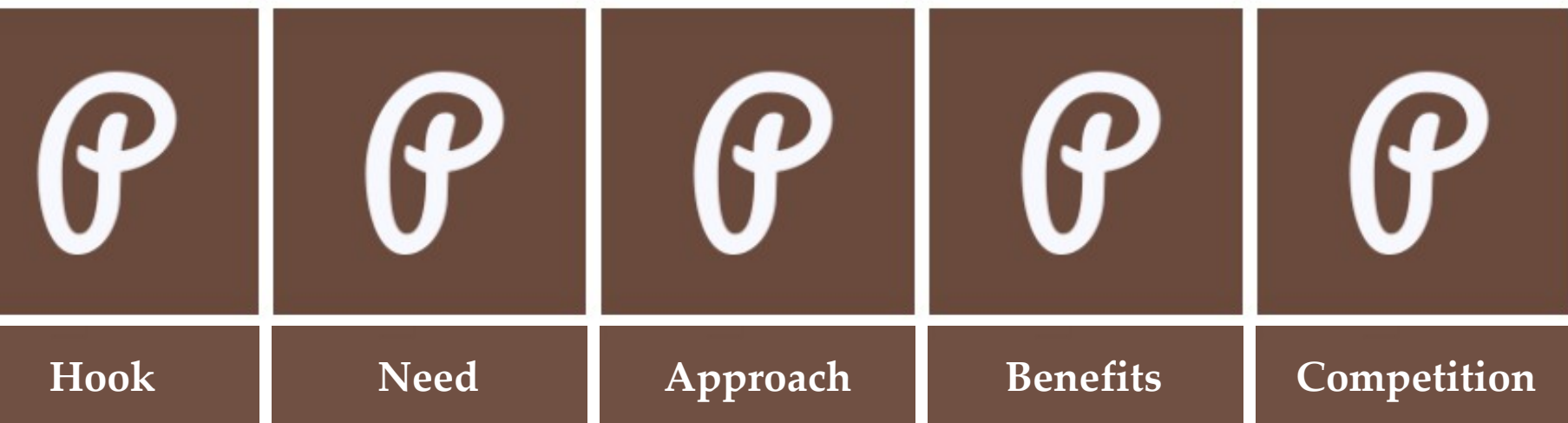


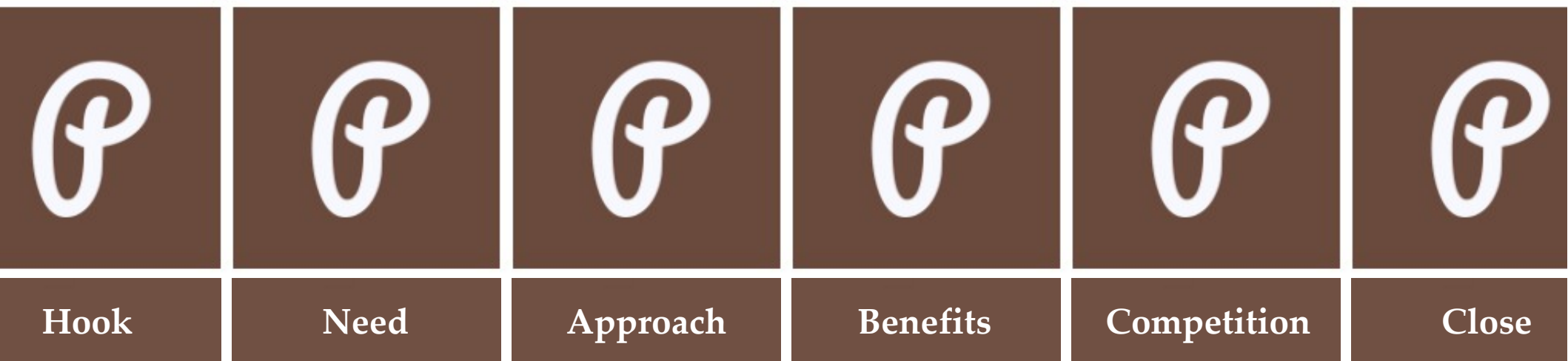
Need



Approach







$NAB_c \rightarrow$

NAB_c

Try Pitcherific below, like this...



1

Pick Your Template

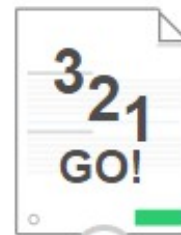
Get A Solid Structure



2

Write Your Pitch

Stay Within Time Limits



3

Practice Your Pitch

Be Well-Prepared

Pick Template

Elevator Pitch

Set Time Limit

0:30 sec.

Save Your Hard Work

[Grab A Free Account](#)

Hook

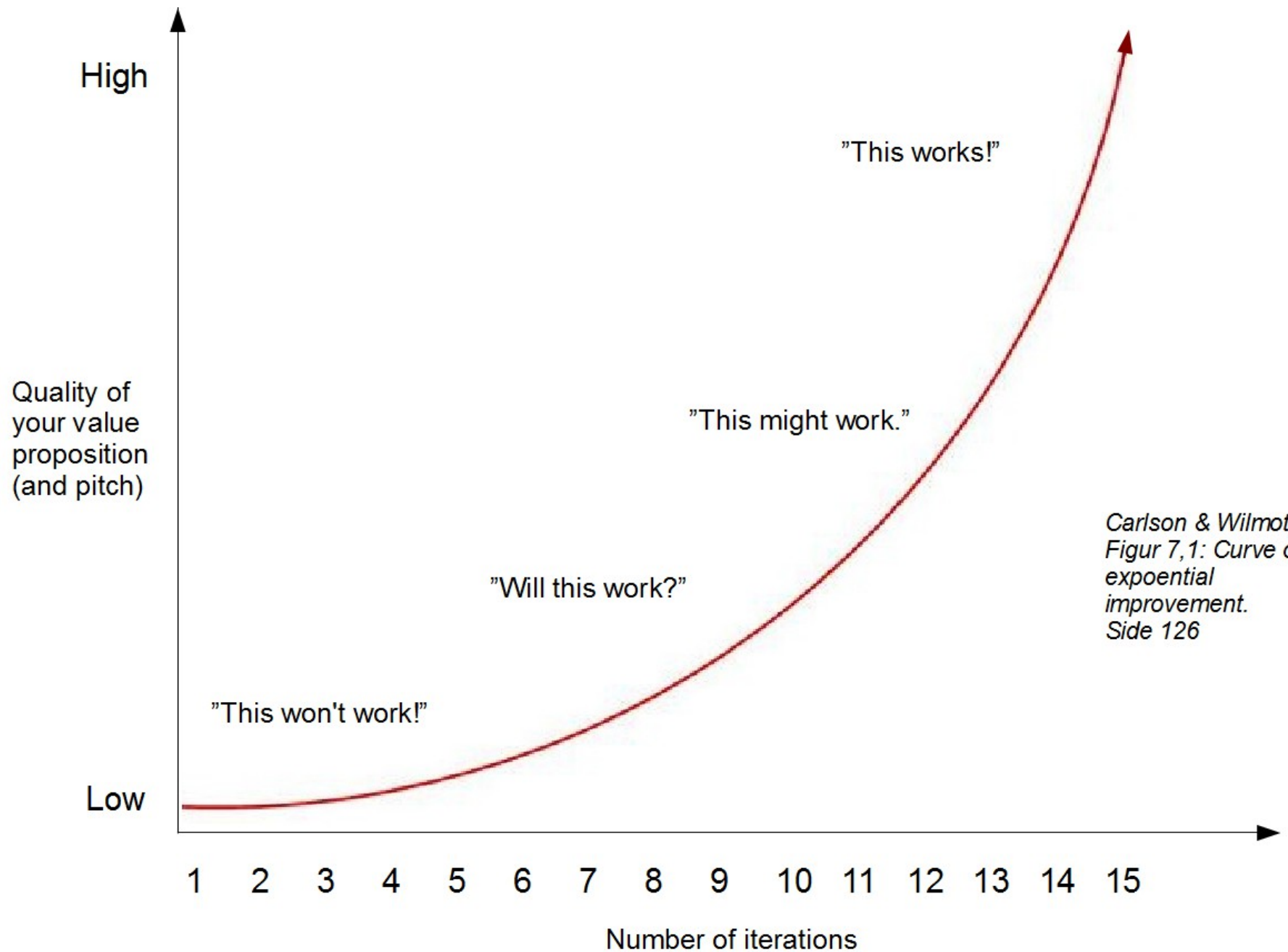
0 of recommended 67 chars, 0 seconds ●

Click to write. Make a catchy start to get your audience's interest and prepare for the important pitch about your cause.

⌚ 00:00 / 00:30

[Save Pitch](#)

[Practice Pitch](#)



*Carlson & Wilmot:
Figur 7,1: Curve of
expoential
improvement.
Side 126*

Questions?





Tak for i dag!

Byg og træen dit pitch på
Pitcherific.com

Lauge Vagner Rasmussen,
Co-founder Pitcherific
lauge@pitcherific.com
6171 4333

Connect with me on linkedin:
<https://dk.linkedin.com/in/laugevagnerrasmussen>