

Pitch

Objective

With this lesson we aim to teach startups how to pitch their idea to investors.

1. Startups will find out how to put together a powerpoint presentation.
2. They will learn how to focus on problem/ solution fit at this stage.

Materials

The basic materials are:

- A video with specific instructions on how to pitch.
- A video transcript
- Tools for the presentation
- Exercise

Procedures

1. Present the video to the startups. Encourage them to take ample notes.
2. Allow for time to answer the questions that will arise from the video. Usually, startups need clarifications. Therefore, it would be advisable for the mentor to watch the video in advance AND read the transcript. The mentor should understand fully how to fill a canvas and create a business model.
3. The startups should put together their presentation, based on the instructions given in the video. There is not much for the mentor to do but wait until the time for the actual pitching. The teams should pitch in front of the audience, as if they are in front of investors. They should be brief and to the point. Do not allow more than 4-5 questions for the sake of keeping to the time. Pretend that you are about to invest. So, explore all aspects of their business model. The startups need to understand that competition is high and that they need to polish their materials.
4. After the presentations vote for a winner. There may be an actual or virtual award waiting them! When the 48 hour course finishes, it is time for everyone to go home or continue partying.