

Pitch Building Notes

Coach Tahinduka

What is a Pitch?

A **pitch** is a concise, persuasive presentation of an idea, product, service, or business to a specific audience, with the goal of gaining support, funding, or buy-in. It is commonly used in **business, sales, startups, and fundraising** to attract investors, customers, or partners.

Key Characteristics of a Pitch:

1. **Concise:** It should be short and impactful (can range from 30 seconds to a few minutes).
 2. **Persuasive:** It highlights the problem, solution, and why the audience should care.
 3. **Clear Value Proposition:** It explains how the product/service is unique and beneficial.
 4. **Audience-Specific:** Tailored depending on whether it's for investors, customers, or partners.
 5. **Call to Action:** Encourages the listener to take action (invest, buy, partner, etc.).
-

Types of Pitches:

1. **Elevator Pitch** – A 30-60 second summary of an idea, used in casual or networking situations.
2. **Product Pitch** – Focuses on the features and benefits of a product, targeting customers.
3. **Investor Pitch** – A structured pitch to attract funding from investors.
4. **Sales Pitch** – A persuasive talk aimed at convincing customers to buy a product/service.
5. **Startup Pitch (Pitch Deck Presentation)** – A detailed business presentation, often including slides, for investors or stakeholders.
6. **Vision Pitch** – Used to communicate a company's long-term mission and inspire stakeholders.

Types of pitches

1. Elevator Pitch

Purpose: A short and engaging summary of your idea, typically 30–60 seconds (like an elevator ride).

Key Elements:

- **Problem:** What issue does your product/service solve?
- **Solution:** How do you solve it?

- **Value Proposition:** Why is your solution better than alternatives?
- **Call to Action:** What do you need (funding, partnership, etc.)?

Example:

"There's a lack of structured debate training for students. This affects young learners who struggle with critical thinking and public speaking. Our solution is an interactive debate platform that provides expert-led training. It helps students develop skills more efficiently and affordably than traditional coaching. We're looking for funding to scale our platform to more schools."

2. Product Pitch

Purpose: Focuses on demonstrating the features, benefits, and value of a product to potential users or customers.

Key Elements:

- **Customer Pain Point:** What specific problem does the customer face?
- **Solution (Product Demo):** How does your product address the issue?
- **Key Features:** Highlight the most impactful functionalities.
- **Value Proposition:** Why is your product better than competitors?
- **Call to Action:** Encourages the customer to buy, sign up, or invest.

Example:

"Our AI-powered writing assistant helps professionals draft error-free emails and reports in seconds. Unlike basic spellcheckers, it understands context and style, ensuring professional communication. With an easy-to-use interface and integration with major platforms, it's a must-have tool for busy professionals. Try it for free today!"

3. Investor Pitch

Purpose: Designed to attract investors by explaining the business model, growth potential, and financials.

Key Elements:

1. **Problem:** What market need are you addressing?
2. **Solution:** How does your product/service solve the problem?
3. **Market Opportunity:** How big is the market, and who are your customers?
4. **Business Model:** How do you make money (revenue streams)?
5. **Traction:** Metrics, sales, growth, or customer adoption.
6. **Competitive Advantage:** What makes you stand out?

7. **Financials & Projections:** Current revenue, costs, and future forecasts.
8. **Funding Ask:** How much are you raising, and how will you use it?

Example:

"Our ed-tech startup is revolutionizing online learning with AI-powered tutoring. We target a \$10 billion market, and our platform has already attracted 50,000 users in its first year. With a subscription-based model, we project \$5M in revenue within two years. We seek \$1.5M to expand our development team and scale marketing efforts."

4. Sales Pitch

Purpose: Persuades a customer or client to purchase a product or service.

Key Elements:

- **Engaging Hook:** A strong opening to grab attention.
 - **Problem Identification:** Relate to the customer's pain points.
 - **Solution & Benefits:** Explain how your product solves the problem.
 - **Proof & Testimonials:** Show credibility through data or customer success stories.
 - **Call to Action:** Close with a compelling reason to act now.
-

5. Startup Pitch (Pitch Deck Presentation)

Purpose: A structured presentation (typically 10–12 slides) for investors.

Key Elements:

1. **Introduction:** What does your company do?
 2. **Problem:** What issue are you solving?
 3. **Solution:** How does your product/service address the problem?
 4. **Market Opportunity:** Who is your target audience?
 5. **Business Model:** Revenue streams and pricing.
 6. **Traction:** Metrics, milestones, and validation.
 7. **Go-to-Market Strategy:** How will you acquire customers?
 8. **Competitive Advantage:** Why are you unique?
 9. **Financials:** Current performance and projections.
 10. **Team:** Founders and key members.
 11. **Funding Ask:** How much are you raising and why?
-

6. Vision Pitch

Purpose: Used to inspire and align stakeholders with the long-term vision of a company or project.

Key Elements:

- **Big Idea:** What is your company's ultimate goal?
- **Future Impact:** How will the world change because of your idea?
- **Commitment:** How are you working toward this future?

Example:

"At Tesla, we envision a future where sustainable energy powers the world. By accelerating the adoption of electric vehicles and clean energy solutions, we are building a planet free from fossil fuel dependency."

1. Your Venture's Model in One Sentence:

A simple structure:

We help [user group] with [product/service] to [achieve a goal].

Example: We help social entrepreneurs with prototyping and strategic plans to get seed funding.



Pitch Building

Your Venture's Model in One Sentence:

We help **Your User Group**
with **Your Product/Service**
to **Job of User**.

e.g. We help **social entrepreneurs** with **prototyping and strategic plans** to **get seed funding**.

2. Your Model in One Complex Sentence:

Expands the one-sentence pitch by adding a unique advantage:

We help [user group] to [achieve goal] more [effectively/efficiently] with a [product/service] that's more [differentiator: affordable, scalable, innovative, etc.].

Example: We help social entrepreneurs to get seed funding more quickly and reliably with prototyping and strategic plans that are more bespoke and affordable.



Pitch Building

Your Model in One Complex Sentence:

We help **Your User Group**
to **Job of User** more
Value Proposition with a
Your Product/Service that's
more
Unique Selling Proposition.

e.g. We help **social entrepreneurs** to **get seed funding** more **quickly and reliably**
with **prototyping and strategic plans** that's more **bespoke and affordable**.

3. Your Model's Elevator Pitch:

A concise summary of the problem, solution, and impact.

Structure:

1. **Problem Statement:** There's [a problem].
 2. **User Group Impact:** This especially affects [who] as they [how they suffer].
 3. **Solution:** Our solution is [product/service].
 4. **Value Proposition:** It helps [user group] [achieve goal] more [efficiently/cost-effectively] and is more [differentiator] than alternatives.
 5. **Key Features:** This is achieved by [core innovations].
 6. **Impact:** Wider benefits include [broader positive effects].
 7. **Cost & Revenue Model:** Each [unit of service] costs us [cost], covered by [revenue model].
 8. **Team:** Our team includes [founders, key experts].
 9. **Traction:** So far, we have [achievements].
 10. **Next Steps:** To [grow/scale], we need [funding/resources].
-



Pitch Building

Your Model's Elevator Pitch:

There's .

This especially affects as they .

Our solution is .

It helps more and is more than alternative options.

This is achieved by .

Wider benefits of our solution's use will be .

Each costs us , which will be covered by .

Our team is , assisted by .

So far, we have .

To get started, we need .

4. Your Pitch Deck Components:

A structured presentation for investors or stakeholders.

Sections:

1. **Introduction** – Briefly introduce your venture.
 2. **Problem** – What issue are you addressing?
 3. **User Problem** – How does the problem impact your target users?
 4. **Solution**
 - **Value Proposition(s)** – What makes your solution effective?
 - **Innovation(s)** – What unique aspects differentiate your product/service?
 5. **Impact Model** – Broader positive outcomes of your solution.
 6. **Business Model**
 - **Revenue Model** – How will you make money?
 - **Cost Structure** – Key expenses in delivering your solution.
 7. **Our Team**
 - **Founders** – Who leads the venture?
 - **Allies** – Key partners and advisors.
 8. **Traction** – Proof of concept, milestones, and growth.
 9. **Funding Need** – How much funding do you need and what will it be used for?
-



Pitch Building

Your Pitch Deck:

- 1) **Introduction**
 - 2) **Problem:** a Problem
 - 3) **User Problem:** Your User Group are affected as they Job of User
 - 4) **Solution:** Your Product/Service
 - a) Value Proposition(s): Value Proposition & Unique Selling Proposition
 - b) Innovation(s): Key Features/Innovations.
 - 5) **Impact Model:** Impacts
 - 6) **Business Model** (including Revenue: Revenue Model and Cost Structure: Unit Cost)
 - 7) **Our Team** - (including Founders: Founders; and Allies: Partners/Advisors)
 - 8) **Traction** - Tests.
 - 9) **Funding Need:** Budget.
-

Examples

1. Google

One Sentence:

We help internet users with fast and relevant search results to find information instantly.

Complex Sentence:

We help internet users to access information more quickly and accurately with a search engine that's more efficient and comprehensive.

Elevator Pitch:

There's an overwhelming amount of information online. This especially affects individuals and businesses as they struggle to find relevant content quickly.

Our solution is Google Search. It helps users find information more efficiently and is more comprehensive than alternative options.

This is achieved by advanced algorithms, machine learning, and web indexing.
Wider benefits include increased knowledge accessibility, improved research, and enhanced online experiences.

Each search costs us fractions of a cent, which is covered by advertising revenue.

Our team consists of leading engineers and AI researchers.

So far, we have indexed trillions of web pages and process billions of queries daily.

To continue growing, we invest in AI advancements and infrastructure.

2. Amazon

One Sentence:

We help consumers with an extensive online marketplace to purchase products conveniently.

Complex Sentence:

We help consumers to shop more efficiently with an e-commerce platform that's more convenient and cost-effective.

Elevator Pitch:

There's inefficiency in traditional shopping. This especially affects busy consumers as they struggle with limited choices and long wait times.

Our solution is Amazon. It helps shoppers find and receive products faster and is more convenient than traditional retail.

This is achieved by vast product selection, fast delivery, and AI-driven recommendations.

Wider benefits include job creation, increased small business sales, and streamlined supply chains.

Each order costs us a fraction of the retail price, covered by Prime subscriptions, third-party seller fees, and AWS.

Our team consists of logistics experts, engineers, and retail specialists.

So far, we have served hundreds of millions of customers globally.

To expand, we are investing in drone delivery, AI, and warehouse automation.

3. Tesla

One Sentence:

We help consumers with sustainable electric vehicles to reduce reliance on fossil fuels.

Complex Sentence:

We help consumers to drive more sustainably with electric vehicles that are more efficient and innovative.

Elevator Pitch:

There's a global dependence on gasoline-powered cars. This especially affects eco-conscious

consumers as they look for sustainable alternatives.

Our solution is Tesla's electric vehicle lineup. It helps drivers reduce emissions and is more energy-efficient than traditional cars.

This is achieved by high-performance batteries, autonomous driving features, and a growing charging network.

Wider benefits include a cleaner environment, reduced fuel costs, and energy independence.

Each car costs us thousands to produce, covered by direct sales and energy solutions.

Our team consists of engineers, designers, and renewable energy experts.

So far, we have sold millions of EVs and expanded charging infrastructure globally.

To scale, we are investing in battery innovation and production capacity.

4. Apple

One Sentence:

We help consumers with premium technology products to enhance their digital experiences.

Complex Sentence:

We help consumers to use technology more seamlessly with devices that are more innovative and user-friendly.

Elevator Pitch:

There's a lack of seamless integration between devices and software. This especially affects professionals and creatives as they need reliable tools.

Our solution is Apple's ecosystem of devices and services. It helps users work and create more efficiently and is more secure than competitors.

This is achieved by premium hardware, proprietary software, and seamless device integration.

Wider benefits include better productivity, enhanced security, and a strong developer ecosystem.

Each product costs us a premium to make, covered by direct sales and service subscriptions.

Our team consists of world-class engineers, designers, and software developers.

So far, we have built a global brand with a loyal customer base.

To innovate further, we invest in AI, AR, and custom silicon.

5. Netflix

One Sentence:

We help entertainment consumers with on-demand streaming to access content anytime, anywhere.

Complex Sentence:

We help viewers to watch content more conveniently with a streaming platform that's more diverse and accessible.

Elevator Pitch:

There's a decline in traditional TV consumption. This especially affects younger audiences as they prefer flexible viewing options.

Our solution is Netflix. It helps users access movies and shows on demand and is more convenient than cable TV.

This is achieved by a vast content library, personalized recommendations, and global accessibility.

Wider benefits include access to diverse storytelling and entertainment without ads.

Each subscription costs us in content creation and licensing, covered by monthly fees.

Our team consists of entertainment executives, data scientists, and content creators.

So far, we have over 200 million subscribers worldwide.

To expand, we are investing in original content and AI-driven personalization.

6. Uber

One Sentence:

We help commuters with ride-sharing services to get around more affordably and conveniently.

Complex Sentence:

We help riders to travel more easily with an app-based transport service that's more affordable and efficient.

Elevator Pitch:

There's inefficiency in urban transportation. This especially affects city residents as they face long wait times and high costs.

Our solution is Uber. It helps riders get around more affordably and is more accessible than taxis.

This is achieved by real-time ride-matching, dynamic pricing, and GPS navigation.

Wider benefits include reduced congestion, employment for drivers, and improved urban mobility.

Each ride costs us in driver payouts, covered by fare commissions.

Our team consists of engineers, urban planners, and operations specialists.

So far, we have completed billions of rides worldwide.

To grow, we are investing in autonomous vehicles and sustainable transport.

7. Airbnb

One Sentence:

We help travelers with unique lodging options to experience local hospitality.

Complex Sentence:

We help travelers to find accommodation more uniquely with a marketplace that's more affordable and community-driven.

Elevator Pitch:

There's a lack of affordable and diverse lodging options. This especially affects travelers as they seek more immersive experiences.

Our solution is Airbnb. It helps people find unique stays and is more flexible than hotels.

This is achieved by a peer-to-peer platform, user reviews, and host guarantees.

Wider benefits include local economic growth and cultural exchange.

Each booking costs us in platform maintenance, covered by host service fees.

Our team consists of hospitality experts, developers, and community managers.

So far, we have facilitated millions of stays worldwide.

To expand, we invest in safety measures and host incentives.

8. SpaceX

One Sentence:

We help governments and companies with cost-effective space travel to explore and commercialize space.

Complex Sentence:

We help organizations to launch into space more affordably with reusable rockets that are more cost-efficient and scalable.

Elevator Pitch:

There's a high cost of space exploration. This especially affects space agencies and businesses as they struggle with launch expenses.

Our solution is SpaceX's reusable rockets. It helps reduce costs and is more sustainable than traditional launch systems.

This is achieved by advanced rocket recovery, private funding, and AI-driven navigation.

Wider benefits include increased space access and technological innovation.

Each launch costs millions, covered by government contracts and private clients.

Our team consists of aerospace engineers and physicists.

So far, we have launched hundreds of missions successfully.

To continue, we are developing Starship for interplanetary travel.

These pitch structures can be adapted for any company. Let me know if you need adjustments! 🚀