

Hello!

I'm Josephine
(aka the pitching queen)

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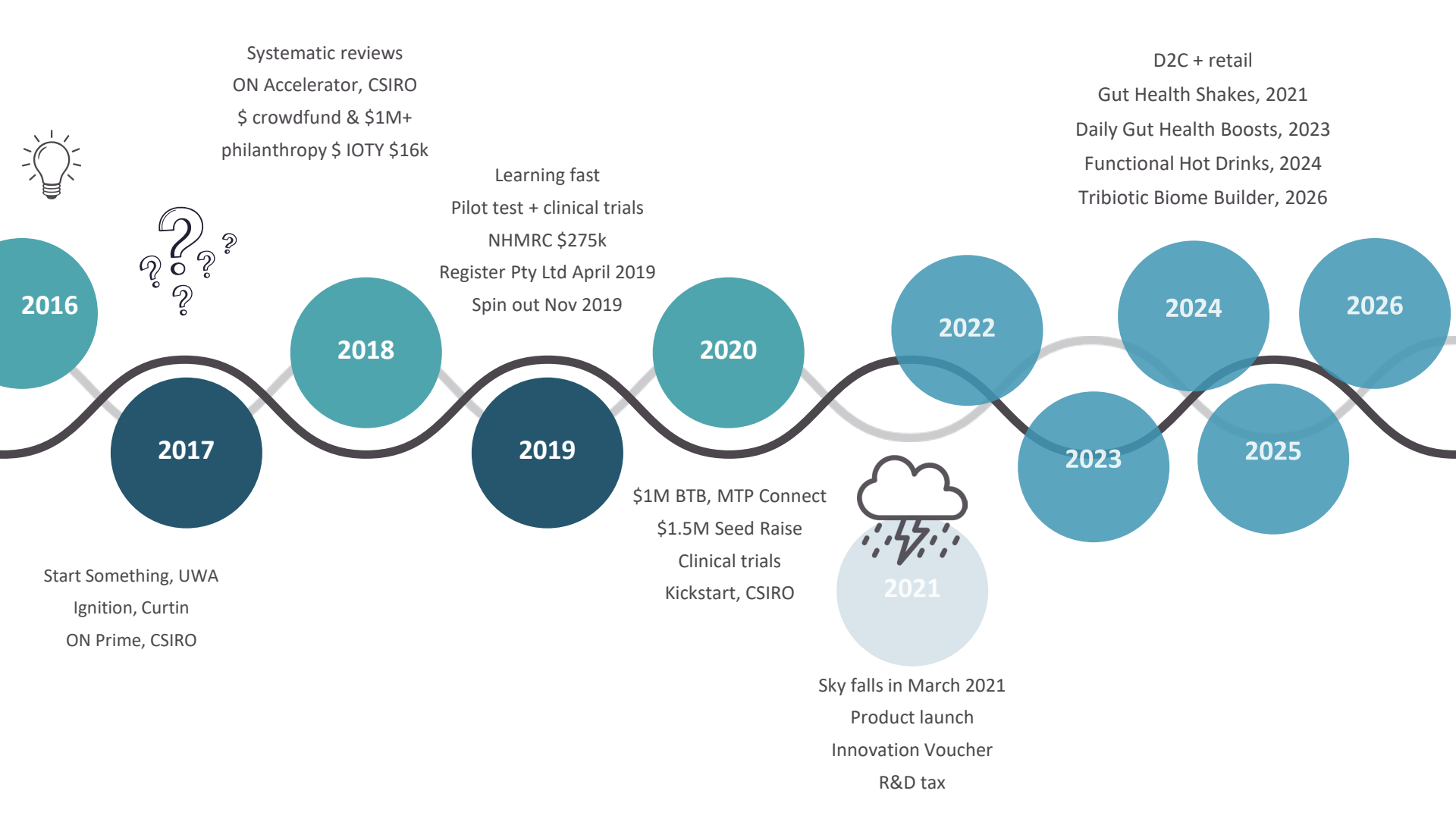


Here's what we're going to talk about today

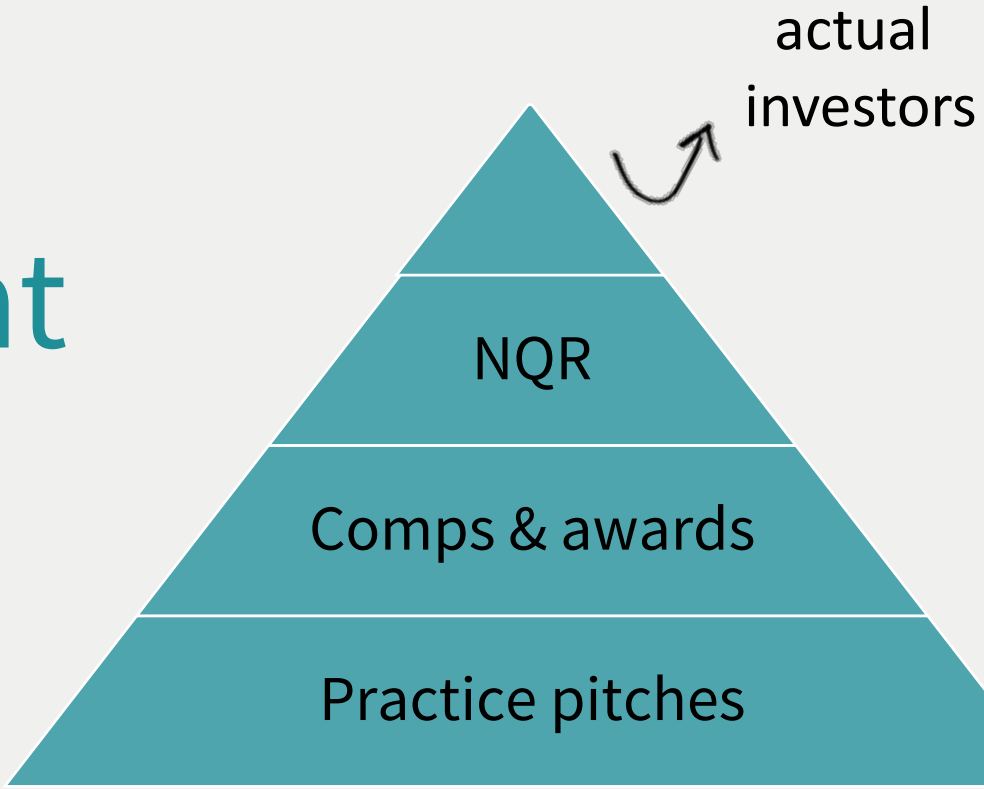
- **WHY** you should master pitching
- **WHAT** goes into a pitch
- changing your **MINDSET**
- practical **STRATEGIES**



*but why???
I don't
wanna!!!!*



4 types of
pitches that
got me to
\$2.5M+



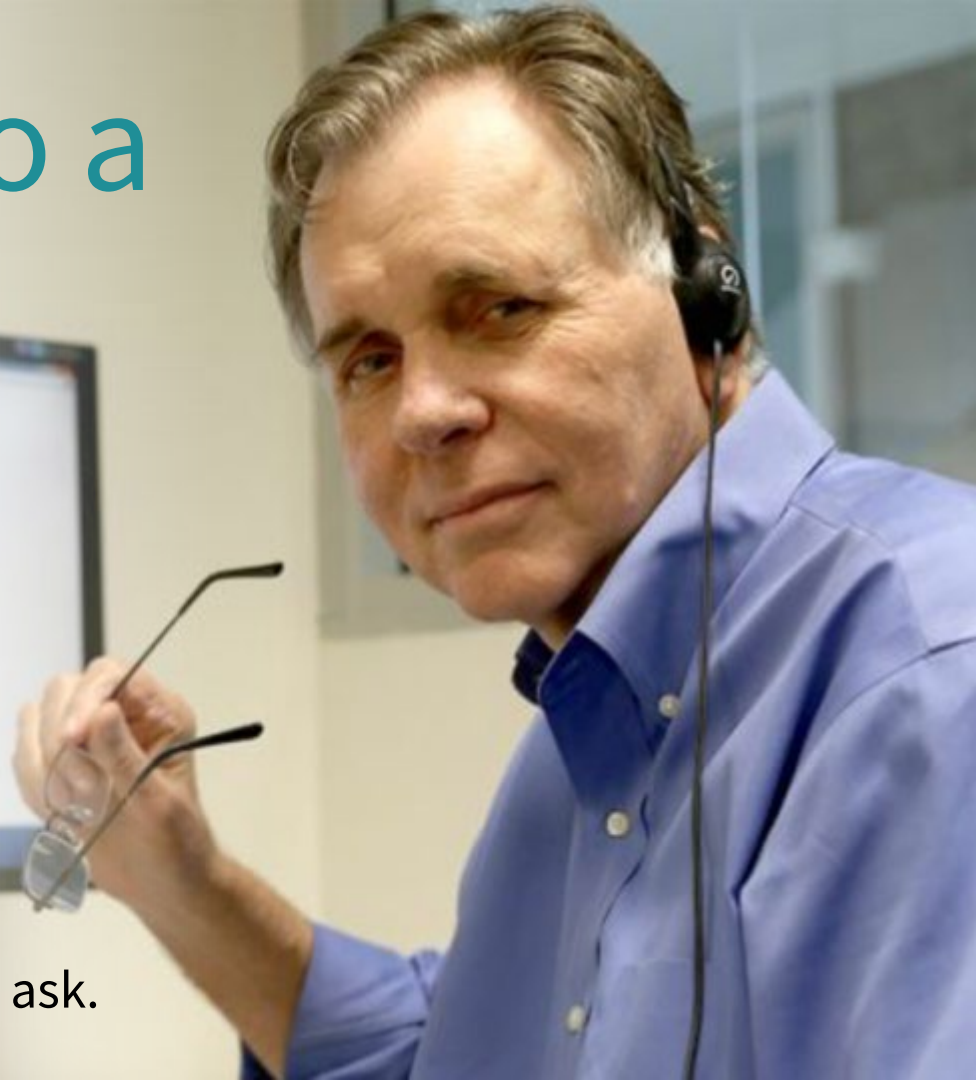
WHAT goes into a pitch

Universal pitch deck =
<https://startupscience.com>

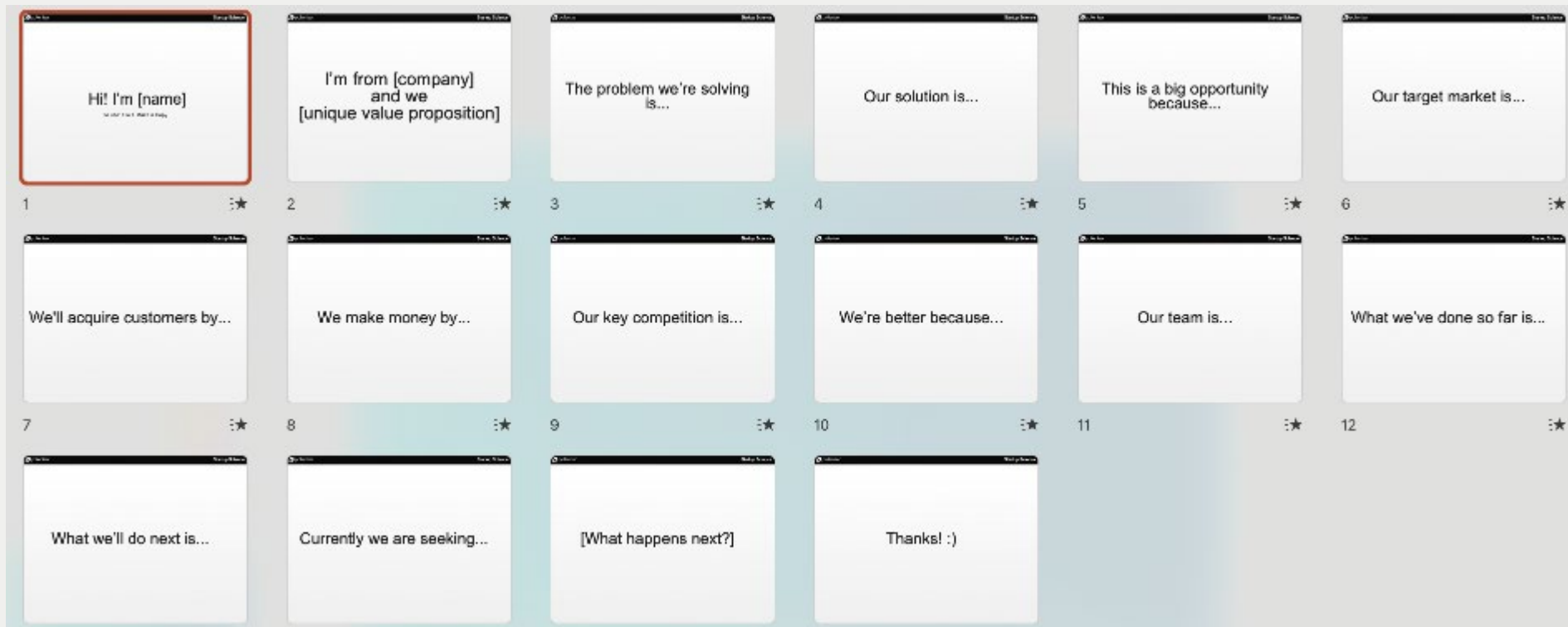
What is the problem? How big is this problem? What is the solution?

Who/what is the competition? Why are we the team to deliver the solution?

What does your trajectory look like? The ask.



Look at the Pollenizer deck...



The Gaddie pitch

3 sentences | 30 seconds

1. You know how..... **(problem)**
2. Well, what we do is..... **(solution)**
3. In fact..... **(so what? what's your big why? What's your unique selling proposition? why should people care?)**







Pitching like a queen

Tips

1. get really clear on your **ASK**
2. capture **WHAT** happens in the room (note-taker)
3. capture **WHO** is in the room (seating plan)
4. use **PROPS** that help you communicate
5. paint a picture of your customer/user. **BE SPECIFIC.**
6. seeing is believing so **SHOW** the product
7. **TALK LESS, LISTEN MORE!**

Let's connect!

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