

Business Pitch

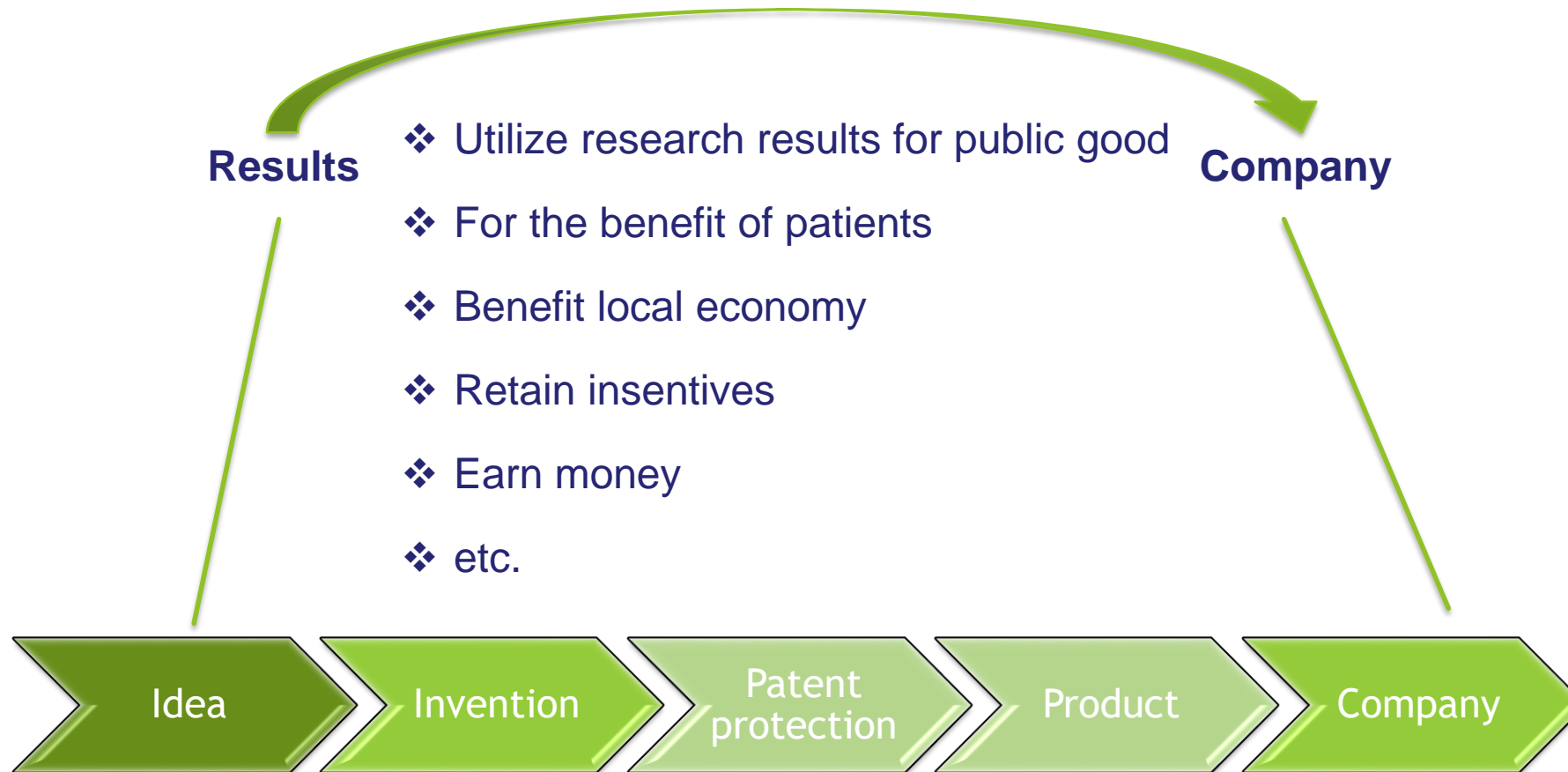
Funding your future: Grant writing for research and commercial success

International Society of Electrophysiology and Kinesiology (ISEK)



*The International Society of
Electrophysiology & Kinesiology*

Why found a startup?



Business Pitch

A business pitch is your opportunity to present your business idea **concisely** and **persuasively**. Whether you're pitching to investors, potential partners, or customers, it's essential to make a strong impression.

This template is designed to help you craft a compelling Pitch presentation. It outlines the key topics that should be covered while allowing flexibility for customization. A successful Pitch must be tailored to both the **specific project** and, most importantly, **the audience**. The more personalized your presentation, the more memorable it will be. Always highlight the unique strengths and advantages of your project in every aspect.

Business Pitch

1. Understand Your Audience

- Research who you are pitching to (investors, clients, or stakeholders).
- Tailor your presentation to their interests and concerns.
- Anticipate questions and objections they might raise.

2. Keep It Concise and Engaging

- Limit your pitch to 5-10 minutes (if verbal) or a few slides (if using a deck).
- Use storytelling techniques to make it more relatable.
- Avoid jargon and overly technical language.

3. Use Visuals to Enhance Your Message

- Include simple, clean slides with relevant images and data.
- Avoid text-heavy presentations—use bullet points and charts instead.
- Keep design professional and consistent with your brand.

Business Pitch

4. Practice and Refine Your Delivery

- Rehearse your pitch multiple times to ensure a confident delivery.
- Get feedback from peers or mentors and refine accordingly.
- Be prepared for Q&A and practice handling objections effectively.

5. End with a Strong Call to Action

- Clearly state what you want from your audience.
- Provide a way for them to follow up (contact details, next steps, etc.).
- Show enthusiasm and confidence in your business.

By carefully preparing your business pitch, you can effectively capture attention, communicate your vision, and increase your chances of securing investment or support.

Introduce your Team

Entrepreneurial Management Team Analysis

If you go to a pitch presentation as a team, use this slide to introduce yourself to the people you are giving the pitch to.

- Highlight key team members and their roles.
- Emphasize their experience and how their expertise supports the business.
- Showcase their achievements and how they contribute to company success.
- Demonstrate team cohesion and a shared vision.

Advisory board

People/picture		
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Executive team

People/picture			
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Brief description of
expertise in the
company

Stakeholders

Business Pitch – Need!

Opportunity description

Need!

Explain and provide evidence for the need and / or problem that the customer is facing (the “pain” of the customer).

Define Your Value Proposition

- Clearly explain what problem your business solves.
- Highlight what makes your product or service unique.
- Use simple, impactful language to articulate your value.

Business Pitch - Solution

Product / Service description, Value Proposition

Solution

Describe your product (good or service) and state concisely how it adds value to the customer.

In the "Solution" section of a business pitch, you present your product or service as the answer to the problem you've identified. This part is crucial because it shows how your offering addresses the needs and pain points of your target audience. Here's how to effectively communicate your solution

- Description of the Solution: **Clearly outline what your product or service** is. Be concise and avoid technical jargon unless your audience is familiar with it.
- **How It Works:** Explain how your solution operates, focusing on the key features that solve the problem.
- **Unique Selling Points (USPs):** Highlight what sets your solution apart from existing alternatives. This could be a unique technology, an innovative approach, or exceptional customer service.
- **Benefits for Customer:** Emphasize how your solution benefits the customer. Instead of listing features, focus on the outcomes or results they can expect.

Business Pitch - Solution

Example:

"Our solution is a cloud-based software that automates inventory management for small businesses. It uses AI to predict stock levels, ensuring that you never run out of essential items. What sets us apart is our seamless integration with popular e-commerce platforms and our user-friendly interface, which requires minimal training. By using our software, businesses can reduce inventory costs by up to 30% and free up more time to focus on growth strategies."

Business Pitch – Who will need your product?

Market & Industry Analysis

In this section, describe the context of your opportunity (market and industry).
Regarding the market, describe the segments that you will serve, market structure, and its current trends.

- **Industry Overview:** Define the industry using classification systems (e.g., NAICS or SIC) and provide an overview of its structure, including major players, products/services offered, and geographic scope.
- **Competitive Landscape:** Analyze competitors by identifying their strengths, weaknesses, market share, and strategies. Emphasize how your business differentiates itself to fill gaps in the market.
- **Industry Trends:** Discuss recent developments, innovations, or disruptions within the industry. For instance, if you're in renewable energy, highlight advancements in solar panel efficiency or government incentives driving adoption.
- **Regulatory Environment:** Address any laws or regulations impacting your industry. This could include licensing requirements or compliance standards that affect operations.

Business Pitch – How will you translate your idea into action.

Operational Plan / Financial projections

Your business plan must explain how you will organize and utilize people and resources to exploit your opportunity. In other words, **you must explain how you will implement your plan** – how you will put it into action. Each business is different, but it is crucial you understand the key activities that are necessary for your business to succeed.

Depending on the business, can include ...

1.Goals and Objectives

- Define the specific operational targets that align with your strategic goals. These could include production milestones, delivery timelines, or service quality benchmarks.

2.Daily Tasks and Processes

- Summarize the day-to-day activities necessary to run your business. Include workflows, standard operating procedures (SOPs), and quality assurance measures.

3.Location and Facilities

- Specify where operations will take place (e.g., office, factory, warehouse) and provide details about the facilities required for production or service delivery.

4.Resources and Budget

- Detail the human, financial, and material resources needed to execute your plan. Include a budget forecast that outlines costs associated with each task or resource.

5.Technology and Tools

- Highlight any technology or equipment essential to your operations. Explain how these tools improve efficiency or differentiate your business.

6.Timeline

- Provide a schedule with deadlines for key tasks or milestones, ensuring operations stay on track.

Business Pitch – What can go wrong and how are the risks managed?

Risk factors / Uncertainties and Mitigation strategies

All opportunities are subject to considerable risk. In this section, you are asked to **identify, quantify and classify the various risk factors** and uncertainties that affect your idea, and **provide specific actions that should help in mitigating that risk**.

Identify Key Risk Factors

Outline the primary risks your business might face, categorized into relevant areas:

- Market Risks: Changes in market demand, economic downturns, or emerging competitors.
- Product Risks: Challenges in achieving product-market fit, technical failures, or delays in development.
- Financial Risks: Insufficient funding, unexpected costs, or cash flow issues.
- Operational Risks: Supply chain disruptions, staffing shortages, or inefficiencies.
- Regulatory Risks: New laws or compliance requirements that could impact operations.
- Cybersecurity Risks: Potential data breaches or system vulnerabilities.

Business Pitch – What can go wrong and how are the risks managed?

Develop Mitigation Strategies

For each risk factor, present a clear mitigation plan to reduce its likelihood or impact. Use proven strategies such as:

- Risk Avoidance: Eliminate high-risk activities altogether if the potential downside outweighs the benefits.
- Risk Reduction: Implement measures to minimize the likelihood or severity of risks (e.g., diversifying suppliers).
- Risk Transfer: Use insurance or partnerships to shift risk to third parties.
- Risk Acceptance: Acknowledge low-probability risks and allocate resources for contingency plans.

Show your audience, that you have thought about and analyzed the risks and that you know how to deal with them.

Business Pitch

- Last slide key take home messages.
- Additional slides explaining the research behind your service or product.

Final Summary

When describing your product in a pitch:

1. Clearly define what it is.
2. Explain how it solves a problem.
3. Emphasize its value from the customer's perspective.
4. Highlight unique features that differentiate it.
5. Support claims with evidence/data/sources/quotations.
6. Be prepared for questions.