Evening Class
Session #5
Tonight's Training Team
- David Park
- François Seys
  YES Winner
- Tracey Hassall-Jones

Tonight's Content
- Tips for Pitching & Networking
- Guest Entrepreneur #5
  (Successful Pitching in a Team)
- Q&A

Myths about Entrepreneurs #5

"Entrepreneurs can see the future"
Why do we have pitches?

The Panel

Why do we really have Presentations?

- To assess how effective you are at verbal communication
- To measure your understanding in more depth (under questioning)
- To assess your performance under pressure
- Because it’s a great way of filtering teams & ideas!

Environment YES Winners - 2017

- Rhona Savin
- François Seys
- Sarah Farthing
- Bunmi Omorotionmwan

Guest Entrepreneur #5
François Seys

Ingenuity 18
Pitching & Networking

Master the basic information

- Who are you pitching to?
- Why?
- What context?

- What time? Location? Duration? Format?
- Keep checking back to these as you prepare!

Are you sitting comfortably . . .

- Humans like stories – become a great story teller
- The step-up and the first 15 seconds matter most; then it’s the end bit
- Practice and refine the start and end of your pitch until they are perfect
- Investors want to be convinced

Preparation is Critical

- Is there any information to read and assimilate in advance?
- How long have you got?
- Sitting down? Lecture style? PowerPoint?
- What are the audience looking for?

The Questions

- Often a key differentiator
- You can predict some of the obvious questions
- You should also plan for the unexpected ones
- You must have a strategy for who will answer (if in a group)

Simplify!!!

- Check the time it takes
- Please don’t rush / try to fit too much in
- Simplify your message(s)
- Remove any fancy words
- Halve the content …

   Practice, evolve, practice, …
Polishing & refining

• Once you have a first version prepared:
  • Check back against the assessment criteria
  • Are you covering everything off effectively?
• Try it on someone who has not heard it before
• Check what they took from it
• Is this what you wanted them to understand / hear / take away?
• Do the slides / props effectively support?

Your posture and voice

• Find your style – be natural
• However, do think about
  • Body posture
  • Eye contact, smiling
  • Choosing the speaking voice you use
• Identify things that will cause you problems under stress and mitigate

Clothes

• You need to be comfortable but appropriately smart
• Don’t go overboard, but don’t ignore how you look
• Think about sitting down, standing up & moving
• Sharp lines look more defined
• Avoid jarring colours or strong scents

Additional issues for Groups

• How many speaking?
• What order?
• Agree how you are going to manage this
• Acting professionally throughout
  (We can still see you, even if you’re not speaking!)

Effective communication is a key skill

• Securing investment
• Attracting employees
• Obtaining a pay rise or bonus
• Nailing a follow-up meeting
• Ensuring ‘political’ engagement / support
• Managing teams (people, external suppliers, partners, etc)
• Persuading your “better half” / children to [relocate / let you take a chance / . . . ]
• Networking …

Have some key info prepared

• Who are you and what are you trying to do? (2 sentences)
• What are you looking for / interested in? (1 or 2 sentences)
• Ideally you’ve also prepped a “work” email address, “work” phone number, etc.
• Practice speaking slowly and listening
• Remember to ask open questions back
Myths about Entrepreneurs

“Entrepreneurs are born that way”
“Entrepreneurs do it all by themselves”
“Entrepreneurs are simply lucky”
“Entrepreneurs are risk takers”
“Entrepreneurs can see the future”

The Reality about Entrepreneurs

Entrepreneurs actually . . .

- Enthusiastically build teams & relationships
- Actively seek new skills & experiences
- Work hard to remove chance & reduce risk (on an ongoing basis)
- Communicate effectively and draw others with them into their vision of the future

Whatever you end up doing . . .

- People are key
- Become a great story teller
- Be yourself. Find your own style.
- Remember what your priorities are
- Have fun 😊