

HOW TO PITCH!

Tobias Vahlne

A woman with short, reddish-brown hair is looking upwards and to the right. A person with blonde hair is using clippers on her hair. A wooden hairbrush is also visible. The scene is dimly lit, suggesting an indoor setting like a salon or bar.

~~PUNISHMENT~~

OPPORTUNITY

A photograph of a performer on stage at night, illuminated by bright spotlights. The performer is seen from behind, holding a microphone. The stage is filled with smoke or fog. In the foreground, a large crowd of people is visible, many with their hands raised in the air, some holding up phones to record. The background shows a building with windows and balconies.

SHORT INSPIRING CTA

A vibrant scene of a festival or concert where a large crowd of people is gathered. The air is filled with a thick, colorful mist of powder in shades of yellow, blue, pink, and green. Many people in the foreground have their arms raised, holding up smartphones to capture photos or videos. The background shows a bright blue sky with scattered white clouds. The overall atmosphere is festive and energetic.

KNOW YOUR AUDIENCE

THE JOURNEY

- The Pain
- Solution / Tech
- What's Unique
- Market
- Customer
- Competitors
- Business Model
- \$ / Figures
- The Team
- Action Plan



BONUS MATERIAL

- Success Story
- Surprise
- Interaction
- Demo



A photograph of a roller coaster track with a train. A thick red line is overlaid on the image, starting from the bottom left, curving up to a peak, then down to a trough, and finally curving sharply upwards. The text labels are placed at key points along this red line.

JUMPSTART

TAKE OFF

BUILD TRUST



BE A BOSS!

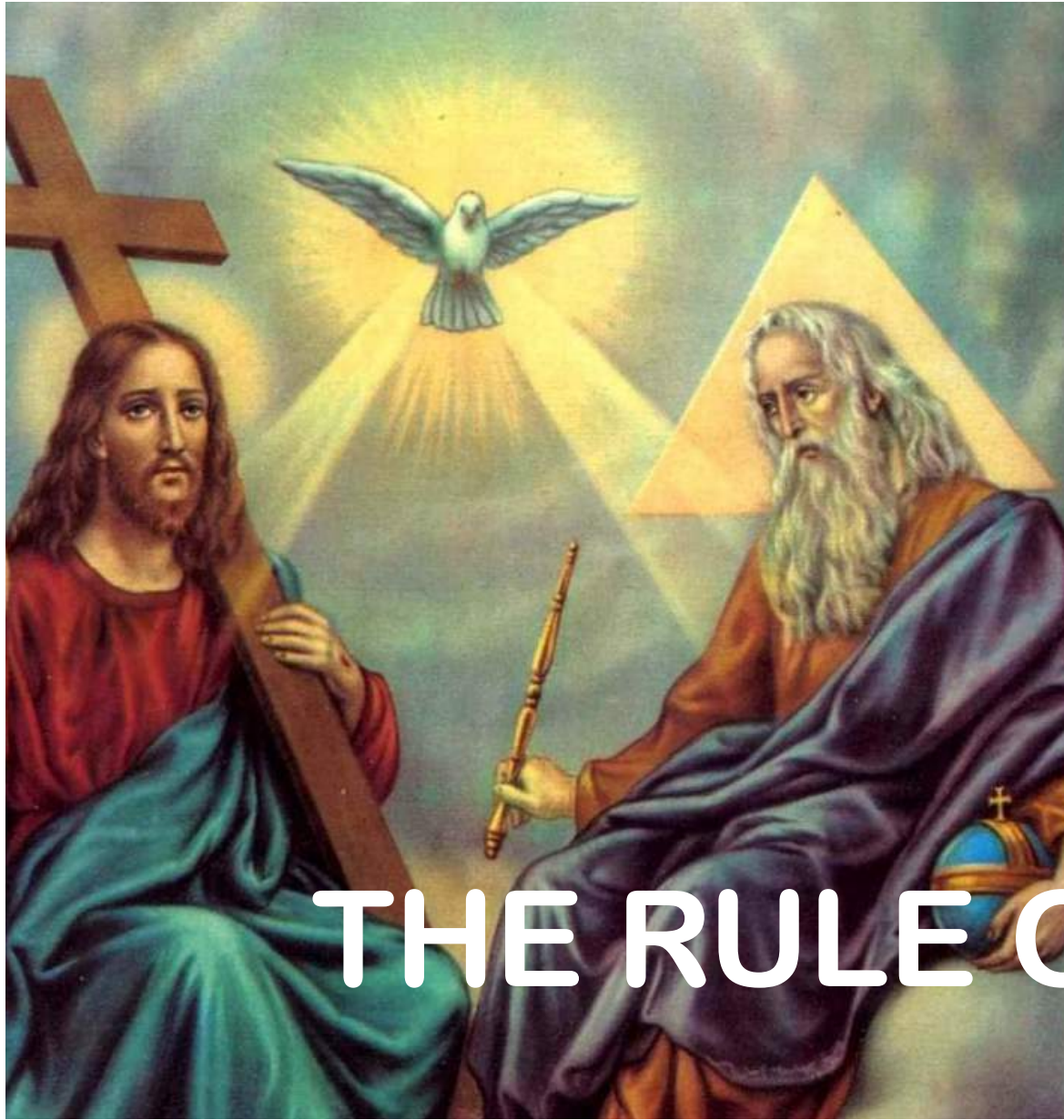


PREPARE AND PRACTICE



**CARE
ABOUT
YOUR
SLIDE
DECK**

**ONE
DESIGN
SUPPORT
VISUAL**





THE RULE OF THREE



**1-2 SLIDES & 125 WORDS
/
MINUTE**

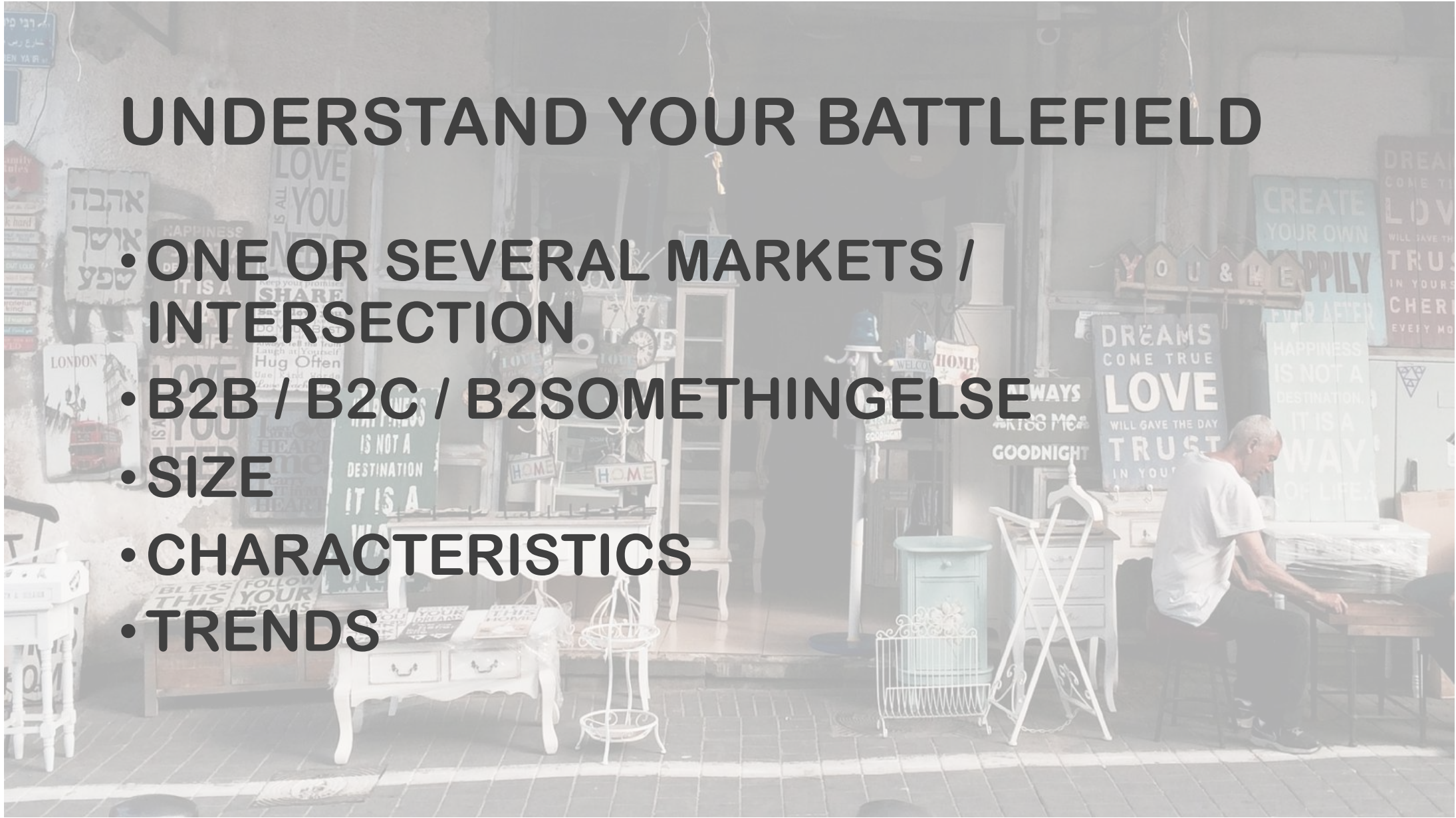
PAY ATTENTION

- SMILE
- PAUSE
- HANDS
- ANNOYING BEHAVIOURS



UNDERSTAND YOUR BATTLEFIELD

- ONE OR SEVERAL MARKETS / INTERSECTION
- B2B / B2C / B2SOMETHINGELSE
- SIZE
- CHARACTERISTICS
- TRENDS

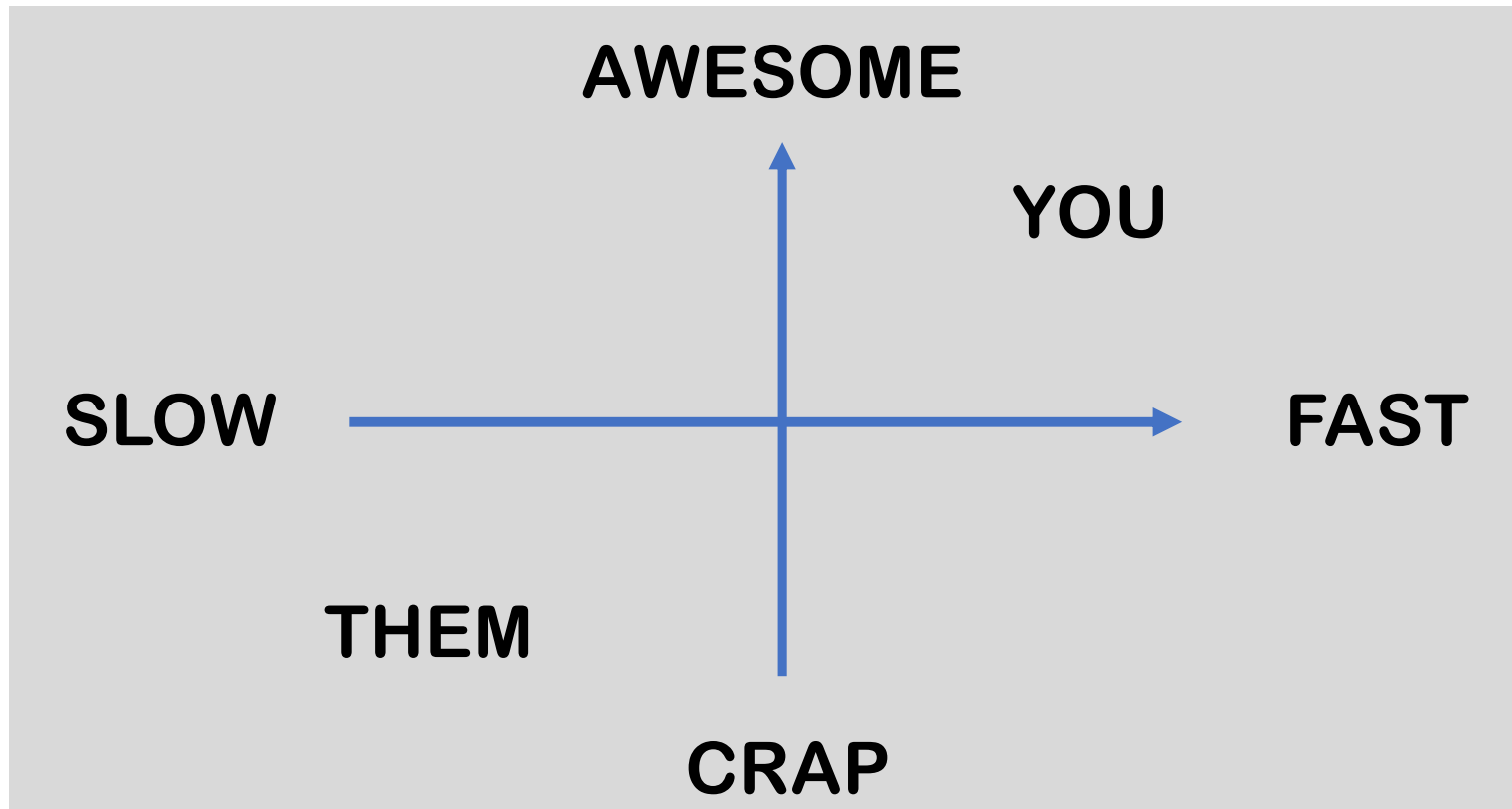




KNOW YOUR CUSTOMER

- WHAT DO THEY LOOK LIKE
- HOW DO YOU FIND THEM
- CHARACTERISTICS
 - BEHAVIOR
- ACQUISITION COST
- **PROOF**

KNOW YOUR COMPETITORS



**Questions
is the shit**

PITCH WITH PRIDE