

HOW TO PITCH



“

Ayudo a personas a
comunicar de forma eficiente
sus empresas e ideas de
negocio

Ángela Castelló

STARTUP
VALENCIA





Hablando en público

Dos tipos de oradores

Los que se ponen nerviosos y los que mienten

Mark Twain



La acción consciente de intercambiar información entre dos o más participantes con el fin de transmitir o recibir diferentes informaciones u opiniones

COMUNICACIÓN

“

Presentar de manera concisa y persuasiva la idea de tu negocio a posibles inversionistas, socios, clientes o audiencias interesadas.

Captar la atención y comunicar de manera efectiva la propuesta de valor de tu startup en un tiempo limitado, generalmente en unos pocos minutos.

PITCH DEFINITION

**Comunicar de forma
inteligente**

**Comunicar de forma
eficiente**

1

Lo que digo:
Comunicación
Verbal

2

Lo que
transmito:
Comunicación
no verbal



**Verbal
communication**

1

Dynamic voice

2

Fluidity

3

Carism

4

Passion / energy

5

Truth

6

Sense of humor

7

Short sentences

8

**Language
according to the
audience**

Confianza
Seguridad

Pasión



**Non- verbal
communication**

1

**Look to your
audience**

2

**Control the
movement**

3

Breath

4

**Hands are part of
your body**

5

**Take control of
the space**

6

**Do not read the
presentation**

7

**Count with your
fingers**

8

SMILE

1

**STORY-
TELLING**

2

EHHHH

3

**NO
MEMORIZAR**

PITCH STRUCTURE

Estructura



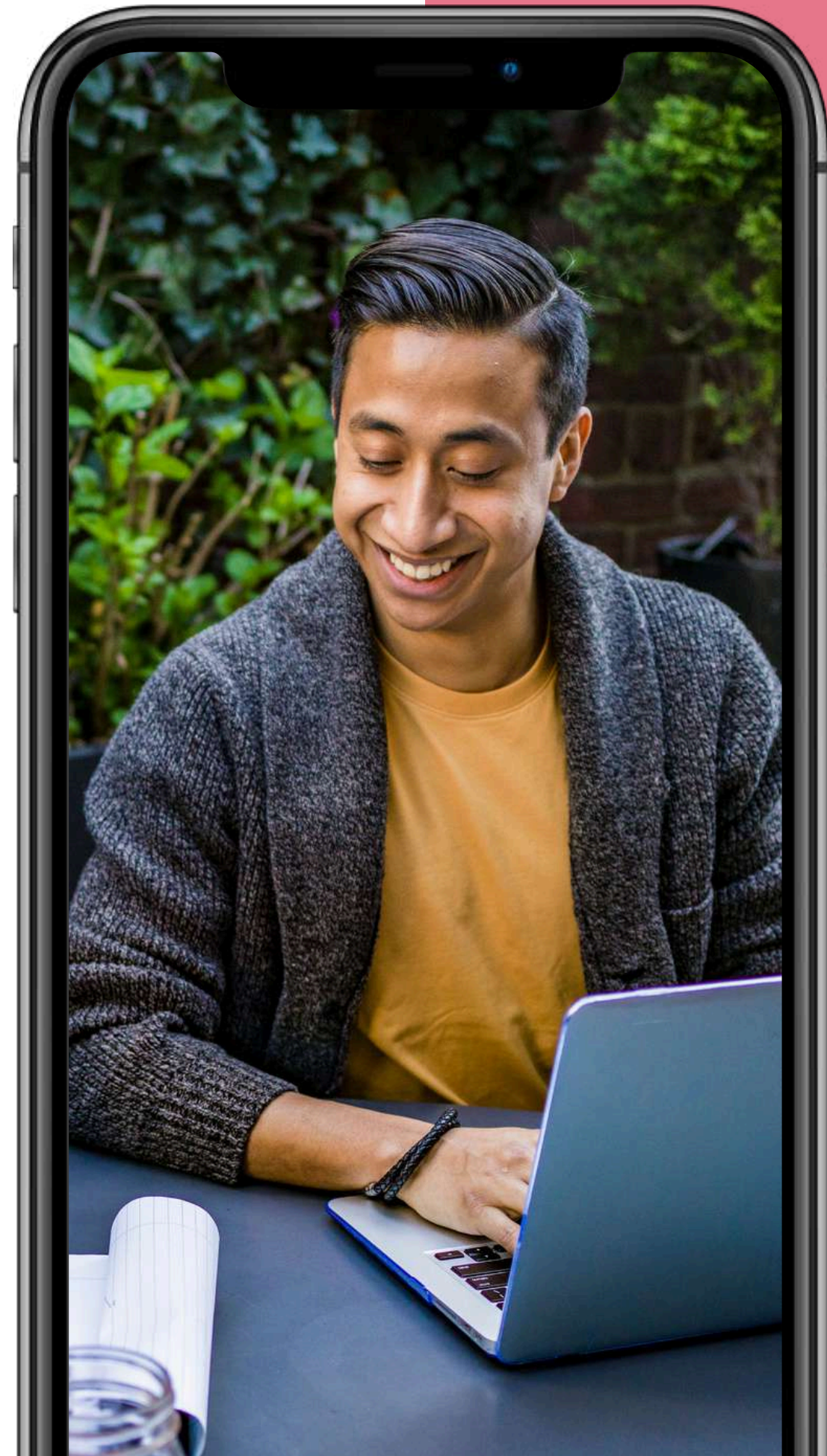
El orden de los factores sí altera el producto

- NOMBRE Y UNA FRASE.
- PROBLEMA/ OPORTUNIDAD
- SOLUCIÓN
- PROPUESTA DE VALOR/ Real Metrics
- BUSINESS MODEL
- TAMAÑO DE MERCADO
- COMPETIDORES/ Why Now
- ROAD MAP
- RONDA DE INVERSIÓN
- EQUIPO
- BACK UP SLIDES



PROBLEM/ OPPORTUNITY

- PAIN (Careful with the nice to have)
- SHORT & STRAIGHT
- STORYTELLING
- OBJECTIVE: EMPATHIZE





Solution

If you want to have a nice public speech, first you need to think kindly of yourself. **Mónica Galán**

- HOW ARE YOU SOLVING THE PROBLEM
- SHOW YOUR PRODUCT!
- SPEAK ABOUT TECHNOLOGY



Value Proposition

- WHAT MAKES YOU UNIQUE
- THE REASON WHY YOU EXIST
- WHY YOU AND NO OTHER MARKET SOLUTION
- REAL METRICS. SHOW WHAT YOU GOT!





Business Model

01

Business model

E-commerce, Market place, SaaS, PaaS..

02

Your target

B2B, B2C, B2B2C, Pear to pear...

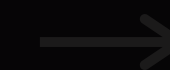
03

How you make money

- Subscription
- Comission
- Pay as you go
- Data

04

Pricing





MARKET SIZE

- TAM
- SAM
- SOM

Competitors

- WHAT IS YOUR DIFFERENCE
- COUNTRY OF ORIGIN, HOW LONG THE COMPANY HAS BEEN IN THE MARKET AND INVESTMENT ROUNDS.
- SPEAK ABOUT YOUR MAIN POINTS YOUR COMPETITORS DON'T HAVE
- CAREFUL ON DOING A FROG WATCH

Rolex



Frog watch



Tells time



Affordable



Frog



PATRONUS - COMPETITORS

SPONSORSHIP	FINTECH	FAN TOKENS	NFT'S
FAIND  sponsoo \$2.7M 	21SHARES \$27.4M  TEMPLUM \$8M 	socios.com  PREDICTIONSTRIKE \$1.7M 	TOPSHOT  OPULOUS \$1.7M 

PATRONUS

ASSET TOKENIZATION	✗	✓	✓	✓	✓
B2B	✓	✓	✗	✗	✓
FOCUSED ON YOUNG TALENT	✗	✗	✓	✗	✓
PERFORMANCE TRACKED BY DATA ANALYTICS	✗	✗	✗	✗	✓

ROAD MAP

- BUSINESS. Num customers or MRR
- TECHNOLOGY.
- INVESTMENT ROUND
- TEAM /MARKET





Investment Round

- TOTAL AMOUNT
- IF THERE IS ANYTHING ALREADY COMPROMISED
- USED OF THE FUNDS
- IN SOME CASES, VALUATION
- IF FOREIGN INVESTMENT, SHOW THE COUNTRY



Team



Anika Sherwood

Fashion influencer

“ Presentations are tools that can be used as lectures and more.



Molly Bradshaw

Marketing Expert

“ Presentations are tools that can be used as lectures and more.

- SIMILAR PICTURE
 - DO NOT ADD MUCH TEXT
 - ACCESS TO LINKEDIN
 - SPEAK ABOUT YOU MAGIC
-





PITCH DESIGN

Less is More





CLEAN IMAGES
&
GOOD QUALITY

**KEEP THE SAME
STYLE THE
WHOLE
PRESENTATION**

DESAGRADABLE

**NADA
ATRATIVO**

PRIMERO LEES ESTO

Y LUEGO ESTO

TYPOGRAPHY & FONT SIZE ARE VERT IMPORTANT

Muli Black AaBbCc

Muli Bold AaBbCc ✓

Muli Regular AaBbCc

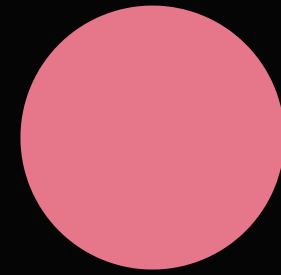
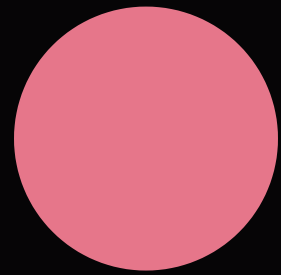
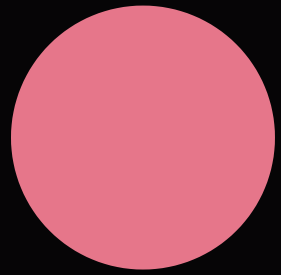
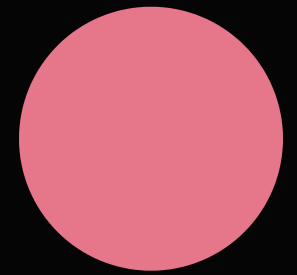
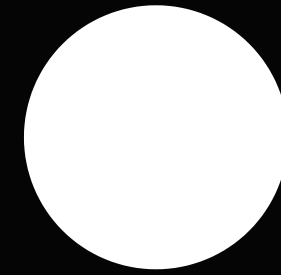
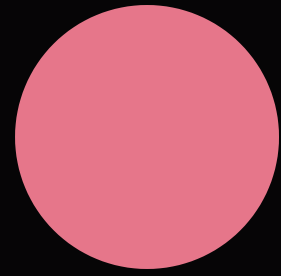
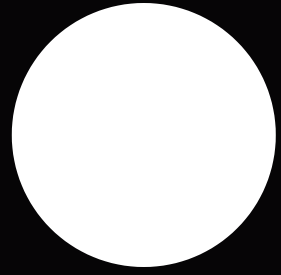
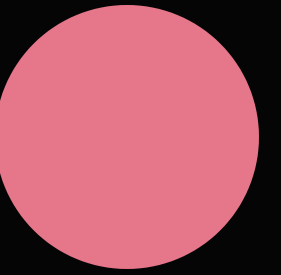
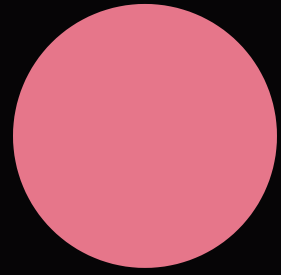
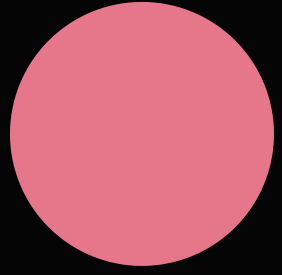
✦ Fuentes recomendadas ...

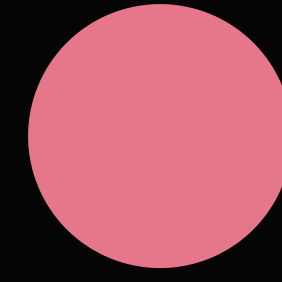
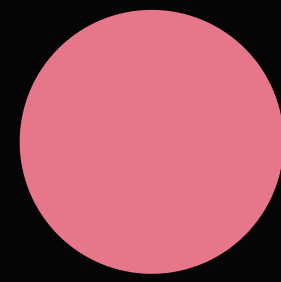
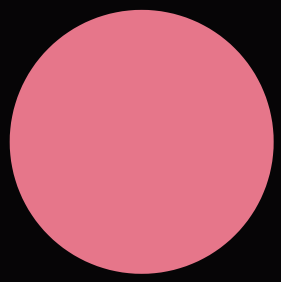
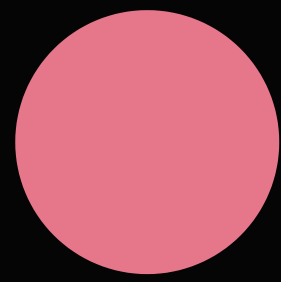
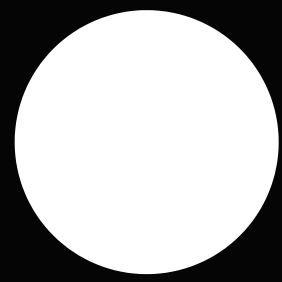
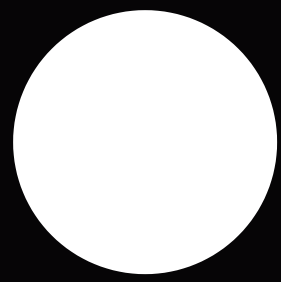
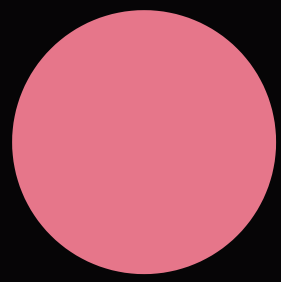
Title

Subtitle

Body I







**IF YOU ARE READING THIS IS
BECAUSE YOU ARE NOT
LISTENING TO ME**



A woman with glasses is shown in profile, talking on a black mobile phone. She is wearing a light-colored top. In the background, there is a computer monitor displaying architectural drawings, a glass of orange juice, and a whiteboard.

LAST TIPS

PRACTICE, PRACTICE & PRATICE

- SHARE YOUR BUSINESS IDEA WITH EVERYONE. YOU DONT KNOW WHO GOES TO SAME HAIRDRESSER AS YOU DO.
- KEEP LEARNING, READ, AND STUDY.
- SELF-KNOWLEDGE IS THE KEY TO ANY SUCESS IN LIVE.




**ENJOY THE WALK AND
REMEMBER YOU ARE
CREATING SOMETHING FROM
SCRATCH.**

BE PROUD OF YOU.

Thank you!

 Angela Castelló

 angelacastellori@gmail.com

 +34 670 681 406

Método B.R.A.V.O



HAZ UNA PRESENTACIÓN
SOBRE TI, TU IDEA O PRODUCTO,
IMPOSIBLE DE OLVIDAR

APRÉNDELO EN 5 DÍAS
¡REGÍSTRATE YA!

Mónica Galán
PUBLIC SPEAKING TRAINER



¡ÚNETE AL **RETO**
MÉTODO BRAVO!



Monica Galán
Bravo 

¡Bravo! Esto oyes cuando
conectas con tu audiencia y
lideras con tu comunicación
verbal y no verbal

1

Apartar el miedo escénico y generar placer escénico.

2

Si lo sabes pero no lo estás haciendo, no lo sabes.

3

**Saber contar una idea es tan importante como la propia idea.
Aristóteles**

4

No hay transformación sin formación.

MÉTODO BRAVO

B de Bienvenida.

R de Reconocimiento

A de Autoridad

V de Valor


O de Obvación



Thank you!

 Angela Castelló

 angelacastellori@gmail.com

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