

welcome

	00
	01
0 hours	02 mins
1	03
2	04

- 160 meters **walked at average speed**
- 204 million **cigarettes smoked**
- 516 million **mails sent**
- 4.3 billion **Google searches**
- 16.5 billion **liters of water consumed**

what happens ?

what **if** ...



2 MIN



MEET



WARREN
BUFFETT



LIFT

PITCH YOUR SUCCESS



Sustainable Solutions for a sustainable relationship



International **Create Challenge**

Martigny • Switzerland

Frédéric Boson – Charles Roussin

Agenda

- I. what is a pitch ?
- II. how to do it ?
- III. get it done !

I. what is a pitch?

YOUR FIRST MARKETING TOOL

YOU ALWAYS HAVE **ONE CHANCE**
TO MAKE A **GOOD FIRST IMPRESSION!**



| Pitch |

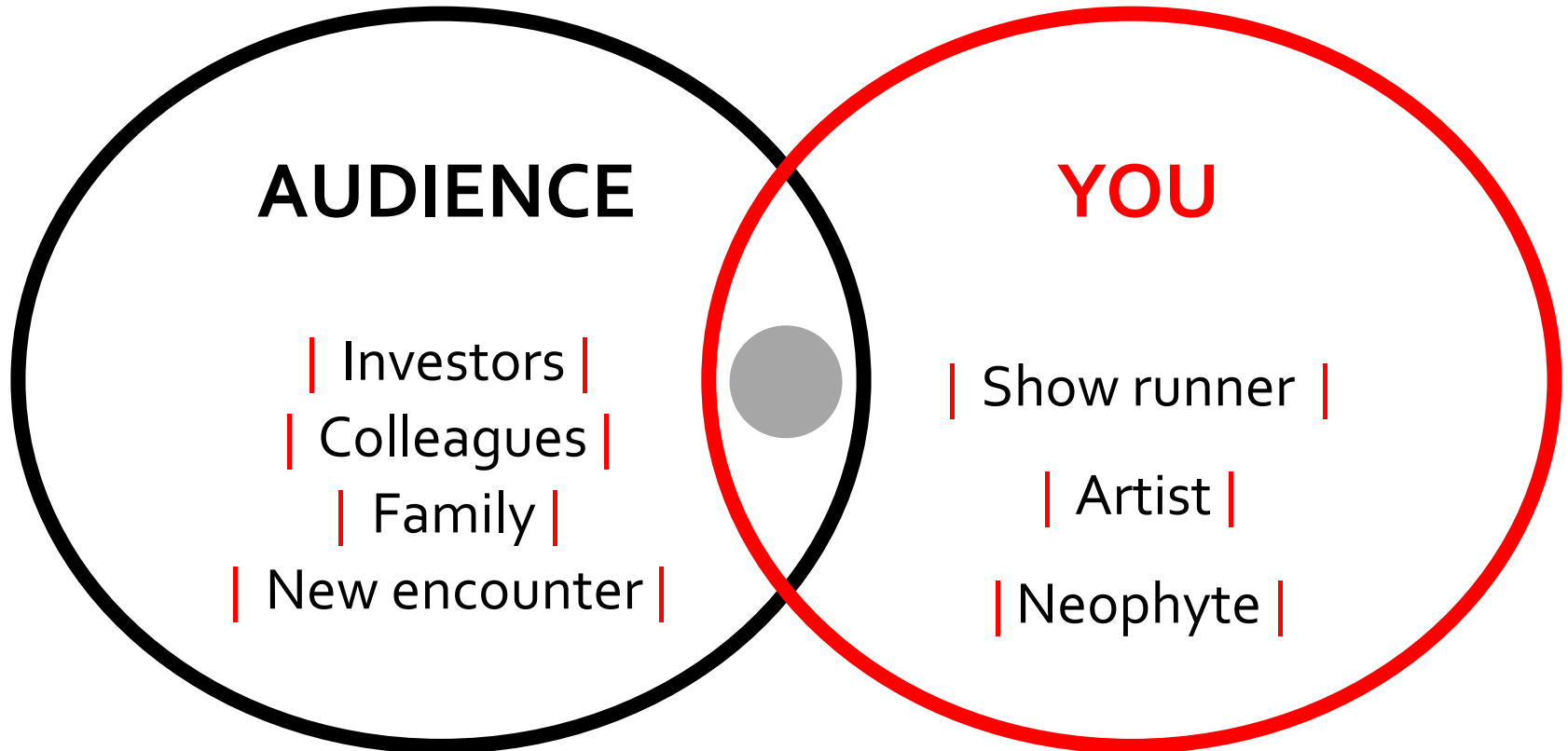
- $x < 5'$
- Describe **clearly** your project
- **Provoke** interest of stakeholders





context matters

CONSTANTLY PERSONALISED

ONE **TARGET** = ONE **PITCH**



PITCH =  + 

II. how to do it ?

IDENTIFY WHAT MATTERS

ONE **PITCH** = ONE **MESSAGE**



| Answer these questions |

- CLIENT** What is the market and the interest of your targets ?
- CONCEPT** What do you exactly do or your product/service do ?
- MODEL** What is the business model ?
- VALUE** How your product/ service creates sustainable competitive and/or comparative advantages ?
- PIXIE DUST** What makes you different ?

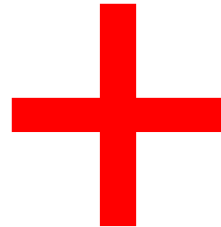
GIVE IT SOME STRUCTURE

CONTENT + CONTAINER



| Words |

Title
Need
Solution
Business model
Added Value



| Body language |

Posture
Gesture
Smile
Ton

-> 3P

IN THE MOST EFFICIENT WAY

FINE-TUNE YOUR PERFORMANCE



Be

sharp

easy to understand

easy to remember

greed inducing

in the moment

tell your story



believe in it

III. just **do** it VS get it **done**!

PITCH CHALLENGE

DEFEND YOUR PROJECT



1 day | 2 teams | 1 camera | 90 seconds

- What's your project ?
- How is it innovative?
- How will it improve people's everyday life ?

Monday, 10	PCFLL, Electrobook
Tuesday, 11	VocaBoca, 9-99,
Wednesday, 12	PassAround, BodyPose
Thursday, 13	HYMAS, EmoGen
Friday, 14	Croppola, Connect 4 Business
Saturday, 15	BioMod, WxM

BONUS

FREE PERFORMANCE



AWARD

BEST ACCOMPLISHMENT



One week Communication Coaching
at our office

IMAGINE ONCE AGAIN



2 MIN



MEET



WARREN
BUFFETT



LIFT

from here on ...

UNLOCK YOUR POTENTIAL



Sustainable Solutions for a sustainable relationship

