# Pitch Your Company at a Congress

## How to adapt your pitch to your audience

1. **Short opening to grab attention**
2. **Qualify: who are they?**
3. **Target pitch to their interests**

## 1 Have a 9-Sentence, 60-second Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

## 2 Ask a Qualifying Question - Who Are They?

- What's your interest here at the event?
- What brought you to our stand?
- How does what I've shown match your interest?

## 3 Have a Following 2-3 Minute Pitch Ready for Each Group

| CUSTOMER | PARTNER | JOURNALIST | INVESTOR |
|---|---|---|---|
| Demo the unique and high value aspects of the product. | Demo the unique and high value aspects of the product. | Why the journalist should write about it? New, first, unique etc. | Demo the product, then more traction - why customers love it. |
| Tell what customers love about the product. | Share what partners love about the product. | Availability? Where, when? | Why is your team able to make this happen? |
| Explore their needs; how do they see this fitting their goals? | Explore how they see partnership opportunities. | Demo the product if they have time. | Raised investment already? How much?<br>Raising now? How much, what will you spend it on and what milestone will that help you reach? |
| Team, what skills will help them succeed? | Team, what skills will help them succeed? | Pricing: 'Starts from', 'Free, with paid additional features.' | |

**FINISH ALL PITCHES WITH A CLEAR NEXT STEP/CALL TO ACTION**

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