Pitch Your Company at a Congress

How to adapt your pitch to your audience

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

1 A 5-9 Sentence, 30-60 Seconds 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? 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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Best 3 Minutes