# Which topics should (could) be **IN YOUR WINNING PITCH?**

## VISION



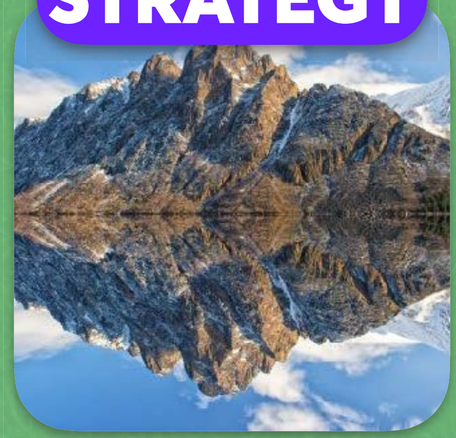
## THE PAIN



## THE PRODUCT



## TOYOTA STRATEGY



## WHY NOW?



## ROI



## INNOVATION



## VALIDATION



## WHY YOU?



## THE TEAM





# VISION

The **BIG IDEA** behind your proposition

What will **change?**

What will **improve?**

**Why** does it **matter?**



# PAIN

What is the **problem** you solve?

How **big** is that problem?

The **Why** of the product: the basis of the **Vision**



# PAIN

What's the
**Human Result**
of the problem
you're solving?



# PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to..."



# PAIN

"In **major cities**, like Nijmegen, Berlin & Tokyo, it takes over **300Million drivers** over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



Co2 emissions?

Materials waste?

Damage to environment?

**Quantify** it:
put a **number** on it

# Be specific
# PUT A NUMBER ON IT

"It wastes a lot of hours"

"They have to make a lot of calls"

"It takes up to **72 hours**"

"They have to make up to **12 calls**"

# Be specific

# PUT A NUMBER ON IT

"It creates a lot of $CO_2$"

"There is too much energy inefficiency "

"It creates **X Million** Tonnes $CO_2$"

"**Up to 20%** of energy is lost through inefficiency"



# PRODUCT

How do you **solve** the **problem?**

Technology, **User Experience** explanation



# TOYOTA STRATEGY

How does your proposition match the **company strategy?**

How does what you propose help the **company** reach…

…its **strategic goals** and **ambitions?**



# TOYOTA STRATEGY

Be **specific!**

Not:
'be more sustainable'

Instead:
**'Carbon Neutrality by 2040'**




# WHY NOW?

What **major trend** is happening that drives **change**?

Why is this the time for **action**?

Why **this,** why **now?**



# ROI (1)

What are the big **costs?**

**Short** term *(test)*

**Longer** term
*(implement/scale)*

Time, money people



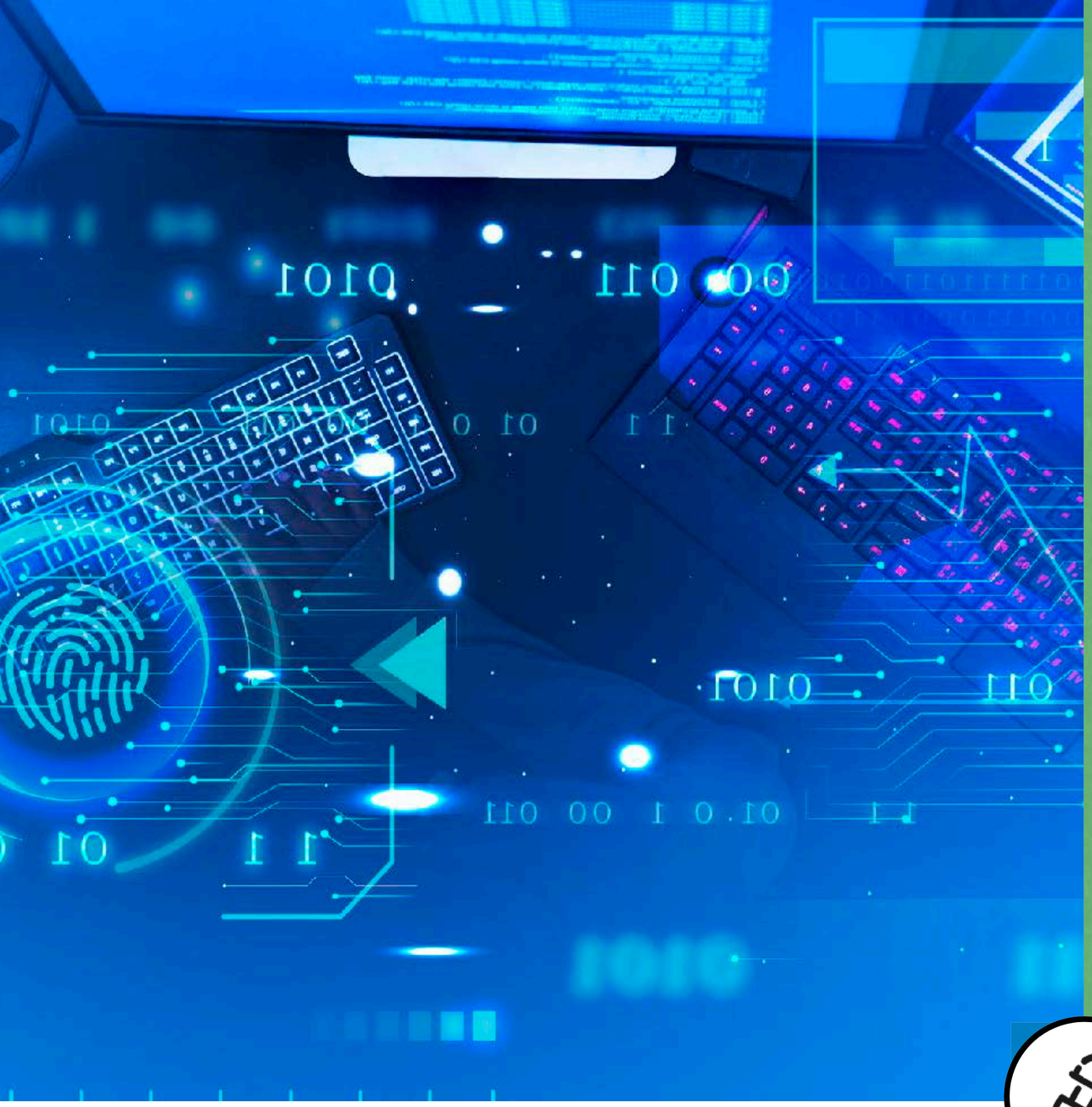
# ROI (2)

What will be the **result?**

Time saved?
Costs **reduced?**

Sales **growth?** Market **share?**
**Brand** enhancement?

How will you **measure?**

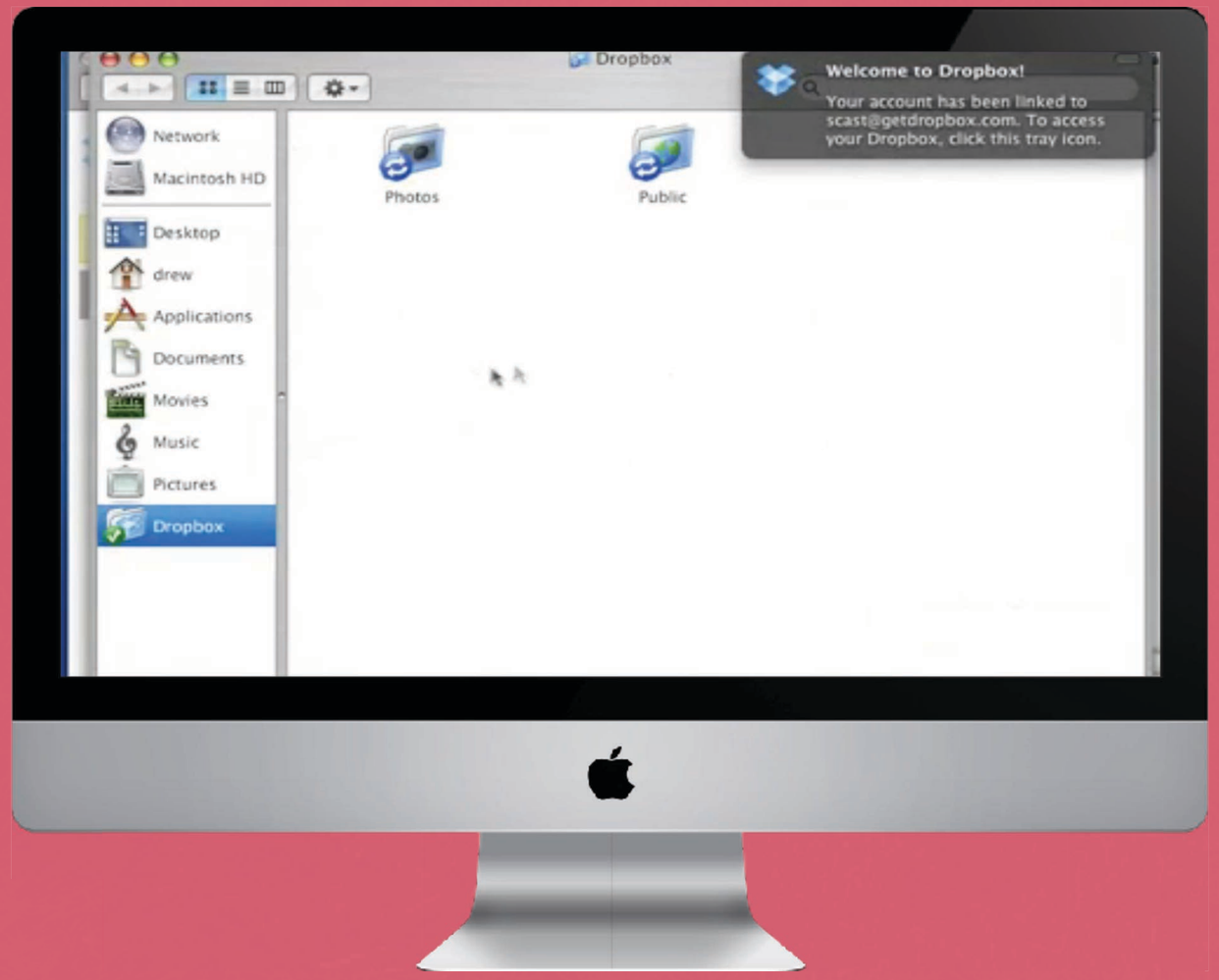


# INNOVATION

What's new and **groundbreaking?**

For the **industry?**

For **Toyota?**

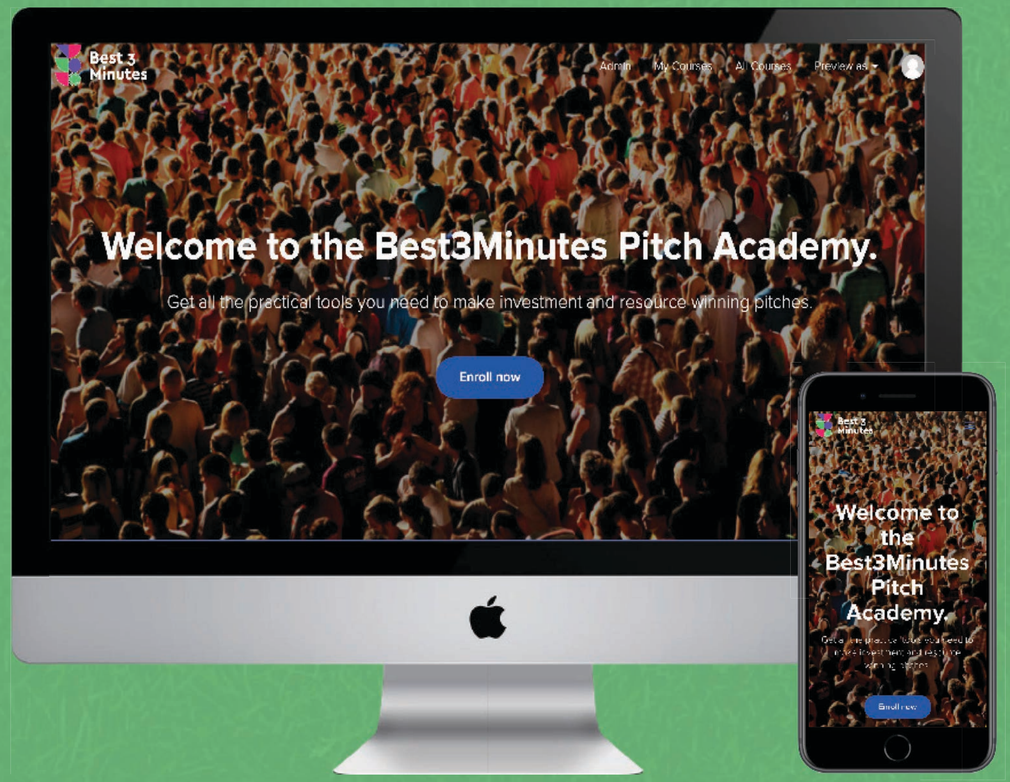


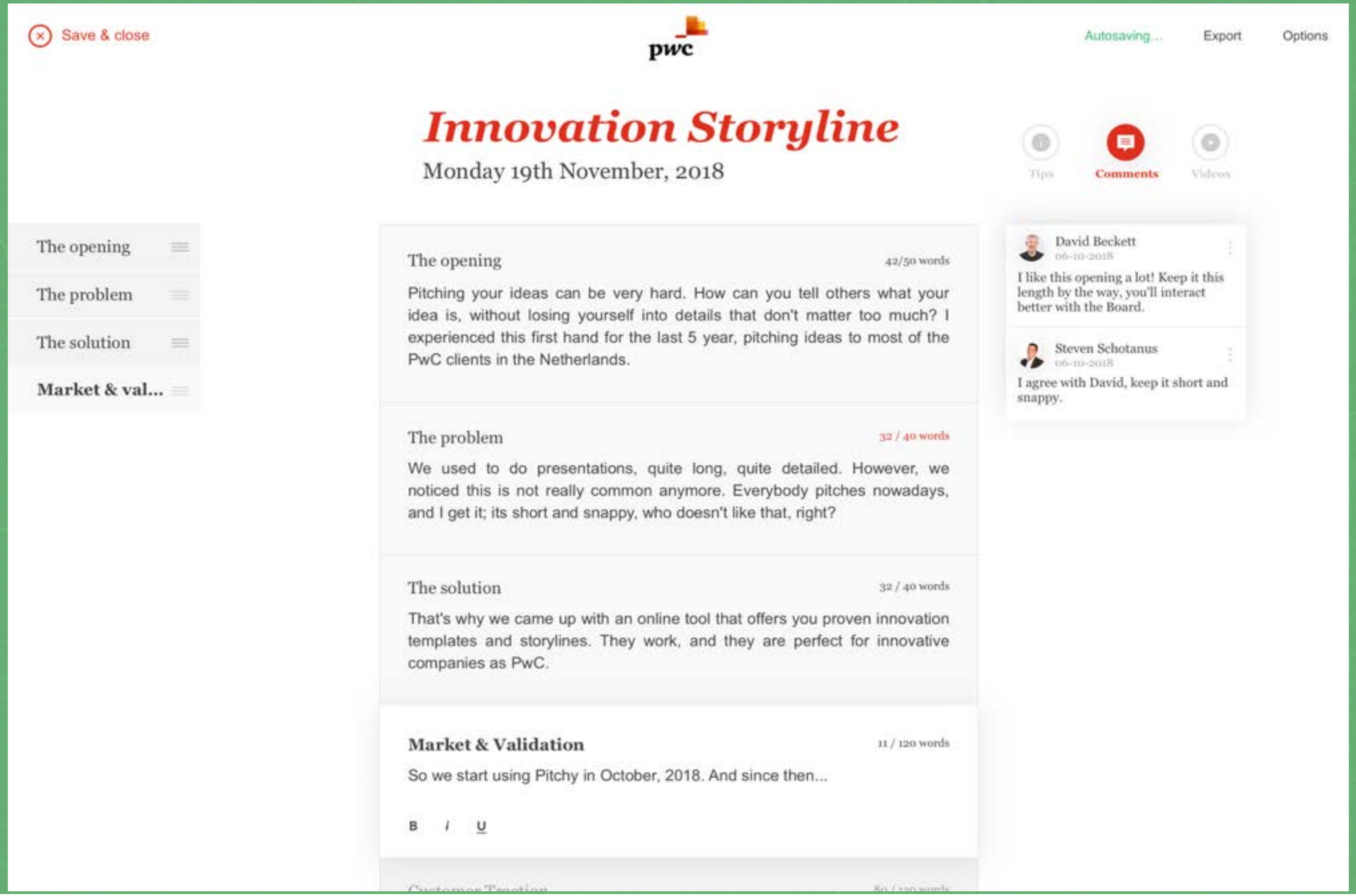

# UX/UI

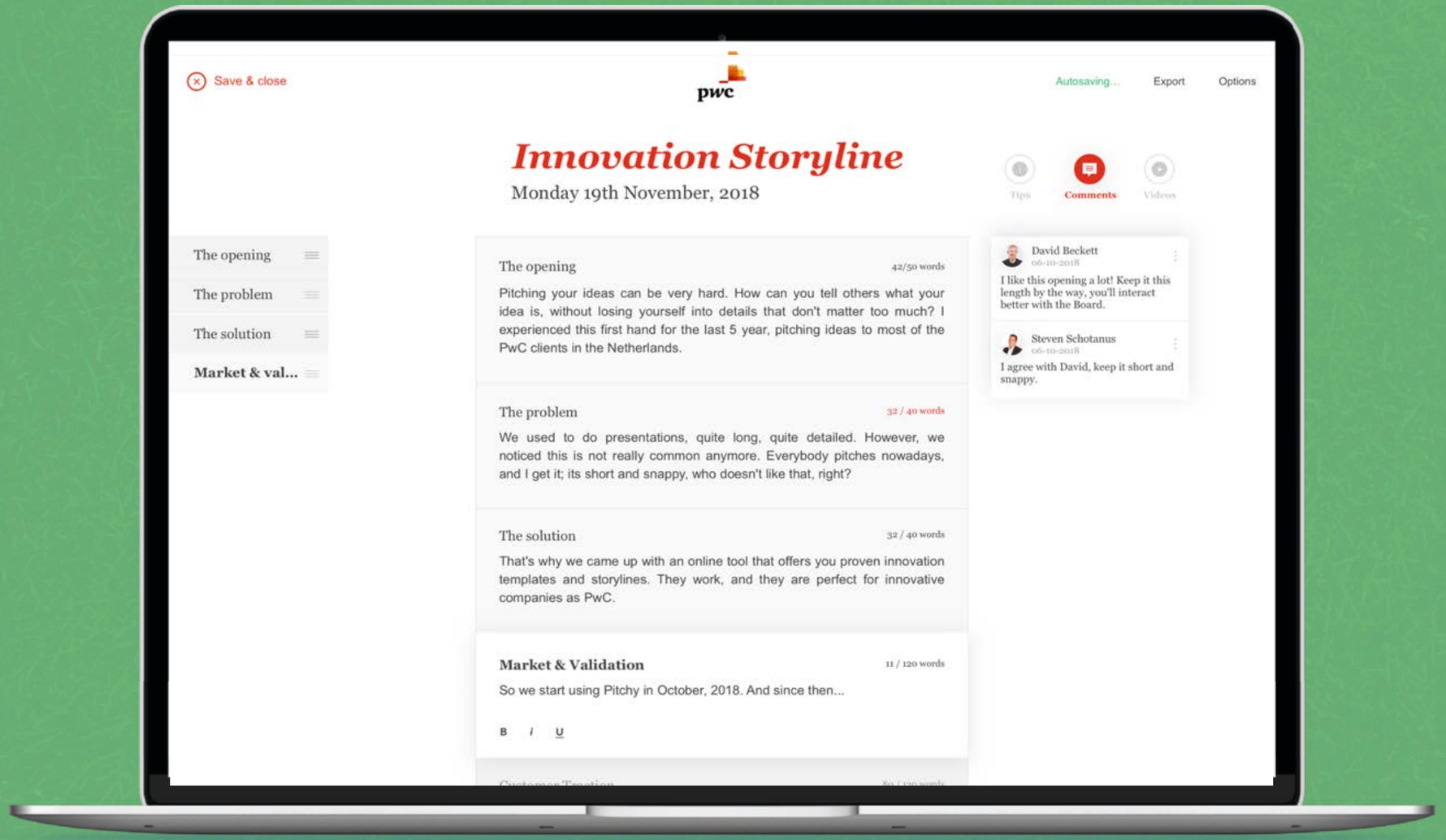
UX **appealing** to the eye,
**easy** to access
and navigate.

An **elderly person** would have no trouble figuring their way around.

# Frame your product
# IN A DEVICE




Save & close
pwc
Autosaving...
Export
Options
Innovation Storyline
Monday 19th November, 2018
Tips
Comments
Videos
The opening
The problem
The solution
Market & val...
The opening
42/50 words
Pitching your ideas can be very hard. How can you tell others what your idea is, without losing yourself into details that don't matter too much? I experienced this first hand for the last 5 year, pitching ideas to most of the PwC clients in the Netherlands.
The problem
32 / 40 words
We used to do presentations, quite long, quite detailed. However, we noticed this is not really common anymore. Everybody pitches nowadays, and I get it; its short and snappy, who doesn't like that, right?
The solution
32 / 40 words
That's why we came up with an online tool that offers you proven innovation templates and storylines. They work, and they are perfect for innovative companies as PwC.
Market & Validation
11 / 120 words
So we start using Pitchy in October, 2018. And since then...
B
i
U
David Beckett
06-10-2018
I like this opening a lot! Keep it this length by the way, you'll interact better with the Board.
Steven Schotanus
06-10-2018
I agree with David, keep it short and snappy.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09:41
95%
IMDb
Goodreads
Avis Car Hire
UPS
iTunes U
iMovie
Photos
TV
Maps
Notes
Clock
Wallet
Reminders
Health
GoodBarber
PitchTrainer
Connect
Ziggo GO
DENVERACT...
Uber Eats
Amazon Alexa
Gimbal Engine
bol.com
Harmony

Best 3 Minutes



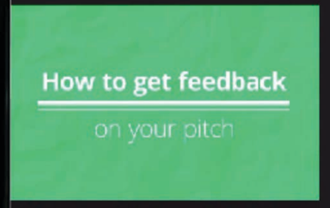

8 Pitch Tips in Five Minutes

David Beckett on 02/06/2020



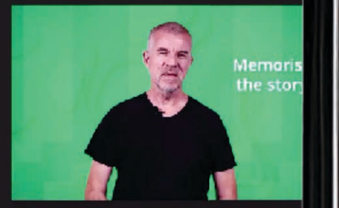
How do you build your storyline?

David Beckett on 02/05/2020




How do you get Feedback on your pitch?

David Beckett on 02/05/...



Should you memorise your pitch?

David Beckett on 02/05/...

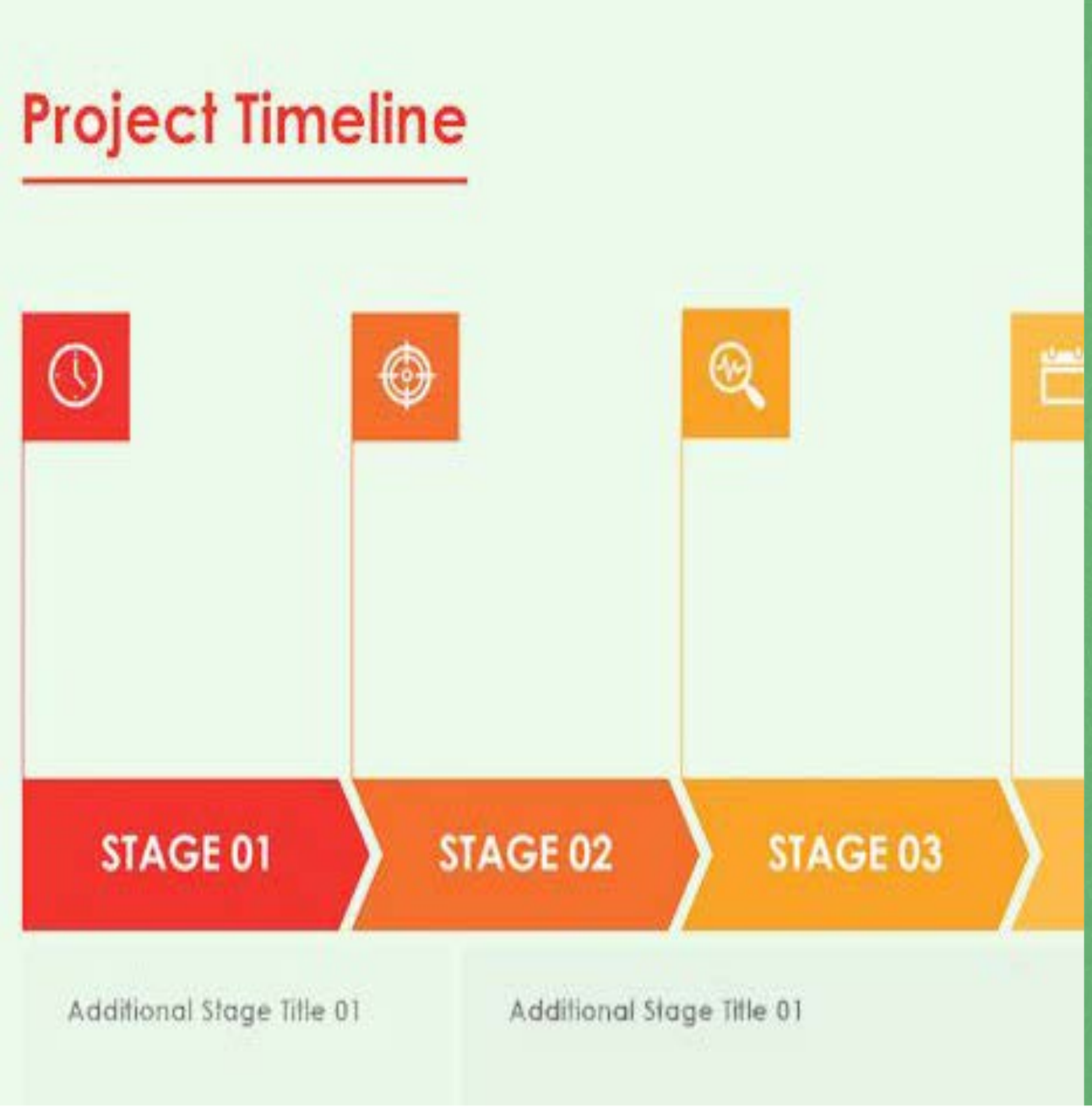




# VALIDATION

**Internal:** who in the organisation is supporting?

**External:** what have we done to validate with customers?




# IMPLEMENTATION

What happens **next**?

**3-4 concrete immediate** next steps

2-3 **longer term** steps

Teams, departments involved?

# ONE KEY INGREDIENT





# WHY YOU?

What's your **personal motivation** to offer this proposition?



# WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!

# Example of how to split the 40-45 Sentences

## VISION



2 Sentences

## THE PAIN



9 Sentences

## THE PRODUCT



9 Sentences

## TOYOTA STRATEGY



3 Sentences

## WHY NOW?



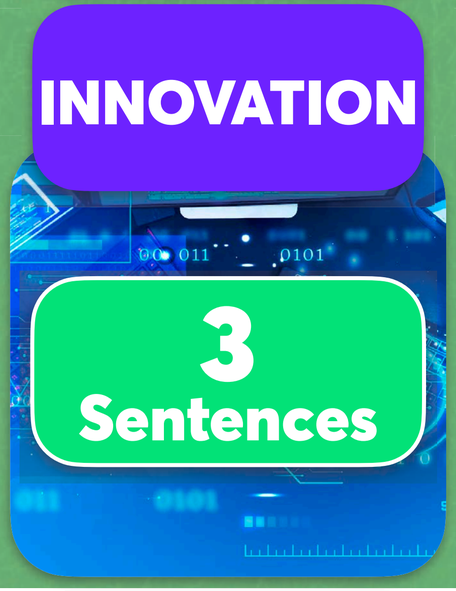
2 Sentences

## ROI



3 Sentences

## INNOVATION



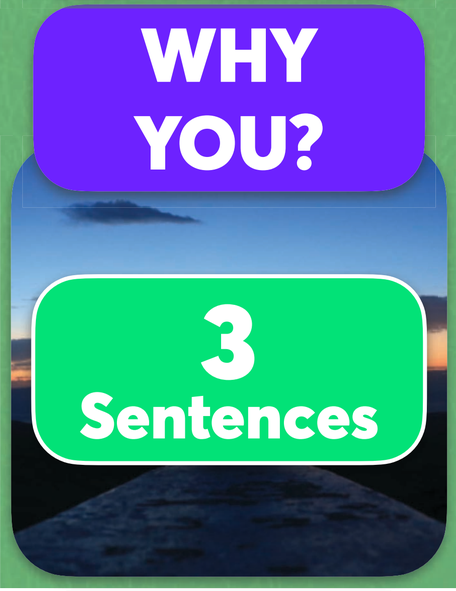
3 Sentences

## VALIDATION



3 Sentences

## WHY YOU?



3 Sentences

## THE TEAM



3 Sentences