

# Mastering the Art of Product Pitching

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## Topics

- How to understand your target audience
- How to Highlight the product's unique value proposition and benefits
- How to demonstrate market potential and competitive advantage
- How to do an elevator pitch: A brief 30- second summary
- Sales pitch: A more detailed presentation to potential customers
- Investor pitch; Focusing on market potential, scalability and ROI

## Why do we Pitch

- **"Pitching"** is an opportunity for ideas to:
  - be tested for their innovation, against real competitors
  - gain visibility, momentum, realisation
  - attract investment - investors need quality "deal flow"!
  - Get sound feedback from successful/ ecosystem knowledge holders
- **"Perfecting the Art of pitching"** is the creation of a challenging but enabling environment to:
  - share and get feedback on an idea
  - refine the presentation, and the business case
  - improve presentation skills and confidence

## How to understand your target audience

- Know your audience, the **"catchers"** of your pitch. Research what kind of investments the funder is willing to back. Give them a message they want to hear, let them participate.
- Distill your business plan into a catchphrase, a brief investment case, and a concise presentation on **What/Why/How** you create **return on investment**
- **Some examples:**
  - Panel Pitch - judges or wider audience, with slides/props
  - Elevator Pitch - unexpected opportunity, short, no media
  - Movie Pitch - catchy video clip, online on social media



Sell your idea.  
Sell yourself.  
Sell your investment return.

## Highlight the product's unique value proposition (UVP) and benefits

- Clearly articulate your product's **Unique Value Proposition (UVP)**. What sets it apart from competitors?
- Emphasise the **features** and benefits that make your product the best choice for potential customers
- Ensure they understand its value



## HANDLE OBJECTIONS GRACEFULLY

Be prepared to address objections during your pitch. Listen actively to concerns, acknowledge them and provide clear, thoughtful responses. This demonstrates your expertise and commitment to meeting the audience's needs.

### REJECTED SHARK TANK PITCHES THAT MADE MILLIONS



## Demonstrate market potential and competitive advantage

Video - Doorbot

## How to do an elevator pitch - 30 second summary

### The power of Story Telling

Incorporating storytelling into your pitch can captivate your audience. Focus on the **key points** that highlight your strengths and unique value. Use structure that includes a hook, a brief introduction and a strong closing statement.

Effective Visual aids enhances your pitch and helps convey the message.



## Doing a Sales pitch

Your sales pitch can make or break the deal!!

- The art of persuasion is essential for success....
- Building trust and credibility - establishing trust is crucial in persuasion.
- Use testimonial, case studies and statistics to support your claims.
- Showcasing your expertise and reliability will make potential customers more comfortable in choosing your offering over your competition
- Effective closing strategy - a strong closing is vital for sealing the deal



## Doing an Investor pitch

What are investors looking for?

- What?
- Where?
- How?



## What?

### Intro slide

- Your business/project/ idea description
- **Attention** grabbing catch-line and picture

### 1. Concept

- Show the product/service/project/cause you are **selling**.
- What does your business do, how does it work, in very simple terms?

### 2. Problem

- Why are you doing this? Why is there a **need**, a market gap?
- Why is the problem worth solving, and why now?

### 3. Market Sizing and Traction

- Current and target customers, and how you **reach** them?
- Evidence: market excitement, price, volume, quality, delivery

## Where?

### 4. Experience and Capacity

- What have you done before, any hands on experience ?
- Who is your jockey, who is your **team**, why are you suited for success?

### 5. Competition

- Who are your competitors, and **alternative** products?
- How strong are they compared to you?

### 6. Business Model

- How will you make **money**?
- What are your revenue streams, distribution channels, top 3 costs?
- Give real numbers on "cheaper/better/faster", not vague claims
- What kind of investor are you looking for, debt/equity?

## How?

7. Special Sauce
  - **Innovation**, differentiation, competitive advantage, IP
  - Tell a unique story of underlying magic that captures imagination
8. Numbers, Investment Return
  - Quantify expected **revenues and expenses**, internal rate of return, cost flexibility and scalability
  - Amount and type of funding required, how will you use the funds, timeframe - what time frame are you looking into for loan re-payment in a case of Sefa loan?
9. So What?
  - Call to **Action - In conclusion**
  - Next steps for your audience to take, what's in it for them?
  - Have a strategy for different audience (e.g. customers/investors)

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## Pitching - tips

- ✓ **Less is always more**
  - Grabbing attention is key, detail comes once interest is awoken
  - 5 sec "catch-phrase", and 60 sec "elevator pitch" is vital.
- ✓ **Professional enthusiasm**
  - Excite investors with your story and your belief in the big picture.
  - Cement your passion by being reasonable and responsible.
- ✓ **Don't imagine. Execute**
  - Facts, not fiction. Evidence that you can crawl before you walk.
  - Do real market tests, borrow equipment, sell other's products.
  - Failures are valuable. What have you learnt from them?
  - Stay humble. Stay paranoid. Keep executing.
- ✓ **Choose not to be the smartest person in the room**
  - Know what you *know*, and what you *don't know*. Don't pretend.
  - Find the people who know what you need.

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*Raise and hold attention past the end, entice real questions. The last slide is free advertising again, stays on the screen while you field questions, don't write "?" or "thank you".*

*In conclusion, mastering the art of product pitching requires understanding your audience, crafting a compelling story and delivering with confidence*

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## THANKS

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