

How to make a successful pitch

This document is designed to help any entrepreneur from the CHARM-EU Alliance universities, whether a student, PhD candidate, or researcher, master the key elements of delivering a clear, complete, and impactful pitch.

PITCH IS STORYTELLING

We tell a **STORY** to engage people

OPENING LINE / HOOK

Imagine... (imperative verb)
Today, I'm going to take you...

PROBLEM

If problem escalates ► **Emergency**
(even more impactful)



Introduce yourself and say that you have THE...

Illustrate with an example of a person/a specific situation

SOLUTION

Be precise, focus on what is important (time restriction)

If test phase launched ► **Mention it**
(prior achievements, improvements, proof of principle/concept...)

Present your concrete solution

HOW?

Benefits of you solution, competitive advantage, business model, team, target audience, market, competition, benchmark, roadmap/milestones, forecasts, Intellectual Property status...

- Summarise
- Be clear and concise
- Follow a central theme
- Use simple scientific vocabulary: Avoid being too technical/specific (this is not a scientific conference!)
- Only provide relevant and important

CONCLUSION

Specific request:
'This is why we need you...'

The first and last sentences should be impactful, grabbing the audience's attention and holding it.

Essential Tips for a Successful Pitch

1

GESTURE / BODY LANGUAGE

- ▶ Controlled position (feet planted firmly on the ground)
- ▶ Hands relaxed (moving or not)
- ▶ Stay flexible and don't freeze up
- ▶ Most important, be yourself!

2

ELOQUENCE

- ▶ Calm voice, lively rhythm, clear speech
- ▶ Careful breathing
- ▶ Sweeping gaze
- ▶ Avoid hesitations and verbal tics

3

POPULARISATION OF SCIENCE

- ▶ Simple vocabulary, short and clear sentences
- ▶ Speech that everyone can understand

4

STORYTELLING

- ▶ Tell a story
- ▶ Pay attention to structure
- ▶ Captivate your audience with intrigue and suspense
- ▶ Don't forget the credibility/realism of your project
- ▶ Personalise the problem through examples

TIPS

Practise with others, film yourself, do it with a pen in your mouth to work on your diction...

Depending on your personality (stress management, diction, etc.), you can:

- Learn the pitch by heart
- Focus on key points and learn its structure

Do a "teaser": Don't try to tell everything in the presentation, leave some topics for the Q&A

You will have to know your audience/jury to adapt your pitch (technic terms, attitude...)



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