SESSION OUTLINE SHORT PITCH TRAINING

BiD Network offers three modules 3 modules related to Pitching:
- The short pitch (0.5-2 minutes)
- The long pitch (5 minutes)
- The interview

This document is the session outline of the Short Pitch training

Course	Short Pitch Training
Learning Objectives	Understand main elements of the pitch, how to structure the pitch, and anticipate typical questions from investors.
Time	2 – 3 ½ hours, depending on size of group (larger groups will require more practice time)
Target group	Entrepreneurs in BiD Network
Compulsory/not compulsory	Not compulsory, but highly recommended for all entrepreneurs
Size	4-25 participants. In a large group (e.g. 25 persons) more trainers will be necessary. Strive for one trainer per 4 participants, to have enough practice time and individual attention in practice sessions.
Trainer requirements	One lead trainer and several assistant trainers. In a large group (e.g. 25 persons) more trainers will be necessary. Strive for one trainer per 4 participants, to have enough practice time and individual attention in practice sessions.
Delivery schedule	On demand
Materials needed	Laptop, beamer. An internet connection, to watch pitches on youtube, is practical but not necessary, as the Pitch videos are included as MP4. Room dividers or separate break out rooms, to create privacy between groups during practice session.
Pre-training requirements	None

REQUIRED DOCUMENTS IN TRAINING:

- Session outline and Notes for trainer(s)
- Power point presentation
- Handout for entrepreneurs “Goal of the pitch is to get a 2nd interview”
- Handout for entrepreneurs “Typical questions from investors”
- Training Evaluation Form for Participants
- Training Evaluation Form for Trainer

OVERVIEW OF SESSION	
Power point presentation covering the main aspects of pitching	20 minutes
Time for questions	10 minutes
Practice	1-2 ½ hours, depending on the size of the group. Work in a short 5 minute break half way through the practice session.
Opportunity for 1 or 2 to pitch to larger group (in case of large group)	15 minutes
Wrap up and hand out training evaluation form for participants	10 minutes

NOTES FOR (ASSISTANT) TRAINER(S) AT PITCHING FOR SUCCESS

After the power point presentation, break the group into small groups of 3-4 persons. Ideally, you should have one assistant trainer per group.

The role of trainer and assistant trainer is to help your group while they practice their 2 minute pitch to each other by:

- Answering questions they might have on pitching in general
- Structuring the time so that everyone gets a chance
- Making sure that discussions/comments remain on a good level and not personal

OVERVIEW OF THE PRACTICE SESSION

- Individuals in group takes time to prepare pitch (also the time to ask and answer questions).They can write things down on paper to structure their ideas, but they should try not to use the paper when they give the pitch.
- Invite first one to practice in front of group
- Let group provide feedback and ask questions (give them handout of typical questions at this point)
- Repeat for everybody and do a second round. Time permitting, do a third round
- (Optional) After the group pitching sessions in small groups, come back to plenary and invite one or two persons to pitch to the whole group. After the 2 minute pitch, allow for 5 minutes of questions.
- After the pitches do a wrap up of the session. Questions for wrap up sessions: Ask the group:
    - Did your pitches improve during the practice session?
    - What aspect of the pitch is the most difficult for you? The time or the structure.
    - How will you apply this in the future? Do you think honing your pitch will have an impact on your business success?

DETAILED INSTRUCTIONS FOR THE GROUP SESSIONS:

1. Start out by having everyone take around 5 minutes to prepare what they want to say individually. During this time you can answer any questions they might have

2. Tell them that they will each get a few chances to practice pitching to their little group. Tell them that while they are pitching, the others in their small group will be observing them for their content and the style.

3. Before each pitch, assign a few people in each sub-group to concentrate on the style (tone of voice, speed (cadence), non-verbal behavior, posture, hand placement), and the others on the content of the pitch.

4. Then invite the first person to give a 2 minute pitch to the group (ask who wants to volunteer first). Time them, and stop them at 2 minutes. If it went really well, then you can open it up to comments by the rest of the group. If they take much shorter than 2 minutes, or they have reached 2 minutes and they haven't gotten all necessary info into the pitch, then let them go again. If they get nervous and want to start again this is fine, but keep track of time so that each person gets to practice at least 2 times.

5. After each pitch, open it up to 1 question. If no one can think of a question, you can ask them one. In the "Typical Pitch Questions" document are 20-30 sample questions.

6. After they answer the question, ask for some short comments from the rest of the group. Ask the rest of the group if:
   - The person's message was clear (did you understand their name, is it too fast)
   - Did they cover all the main parts (problem, solution, financial and non financial needs (if any) and what they offer)
   - Note any body language which was helpful or harmful

7. After everyone has gone once, do another 2 round per person.

8. Go back to plenary. Invite one or two persons to pitch to the whole group. After the 2 minute pitch, allow for 5 minutes of questions.

9. Wrap up.
   a. Show last slide repeating the main points of pitch
   b. Ask them: Did your pitches improve during the practice session?
      - What aspect of the pitch is the most difficult for you? The time or the structure.
      - How will you apply this in the future? Do you think improving your pitch will have an impact on your business success?
      - Any questions?