



European Open Design School for
Regional Sustainable Development
(DeuS)

DeuSComp Training Pitching

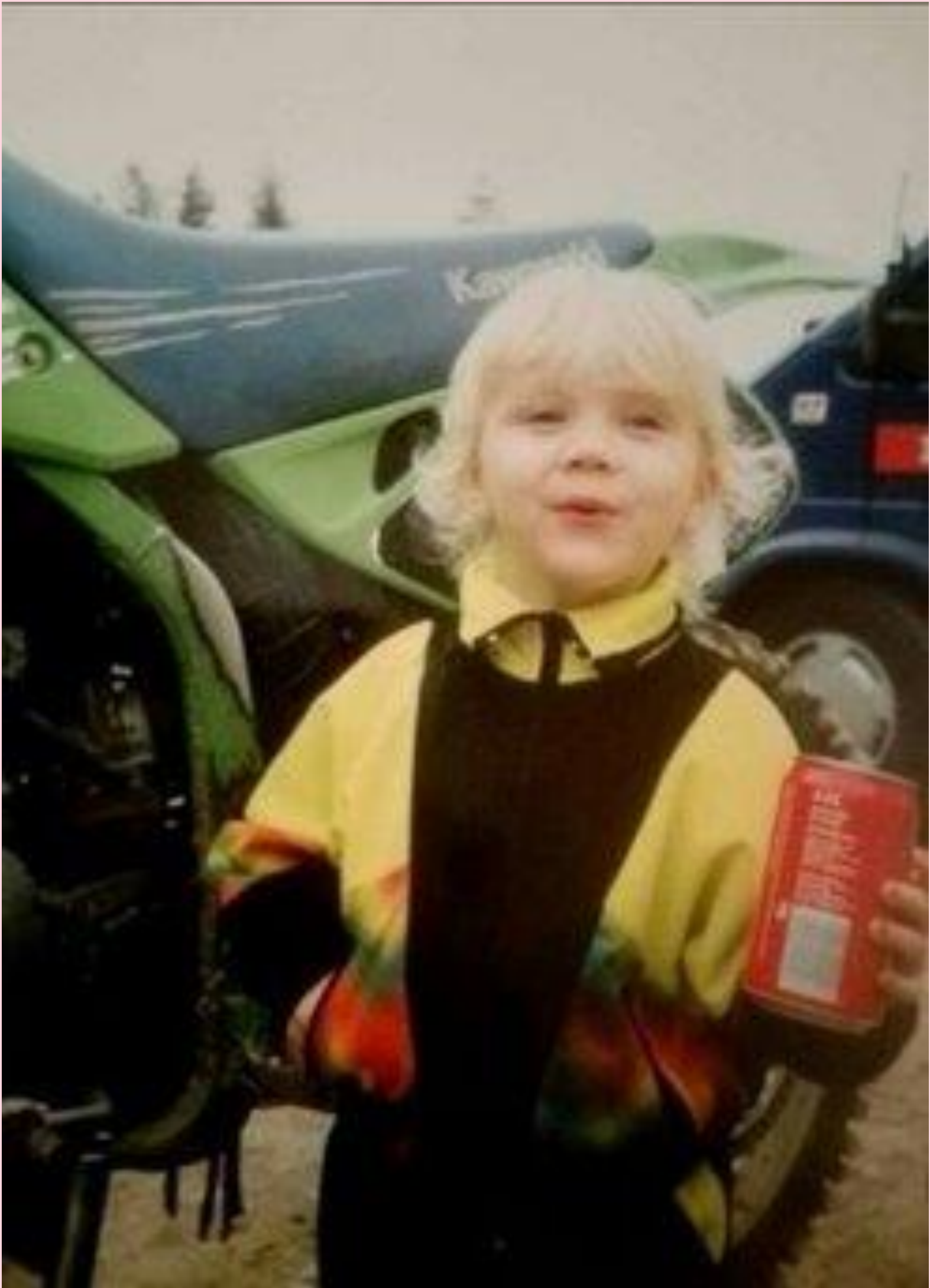
Our aims for this workshop

- To give you some concrete ideas on how to pitch your skills / ideas easier next time
- To help you brand your skillset more
- To help you network
- To work together cooperatively

Online Game rules

- Be ready to report on your progress
- If you hear an echo and you're not speaking, put the mic off
- 100 % presence during workshops, we will have breaks for other work
- We would prefer if everyone would have webcam's on

Your mentors



How was the introduction pitch



What pitching really is?

- A way of describing your idea in a short and exciting way
- It's suppose to create a feeling for the audience / target group, that they want to hear more and get into action!

Getting to know each other

The slide features several decorative, light pink curved shapes of varying sizes and orientations scattered across the right side and bottom. These shapes resemble stylized brackets or segments of a larger graphic.

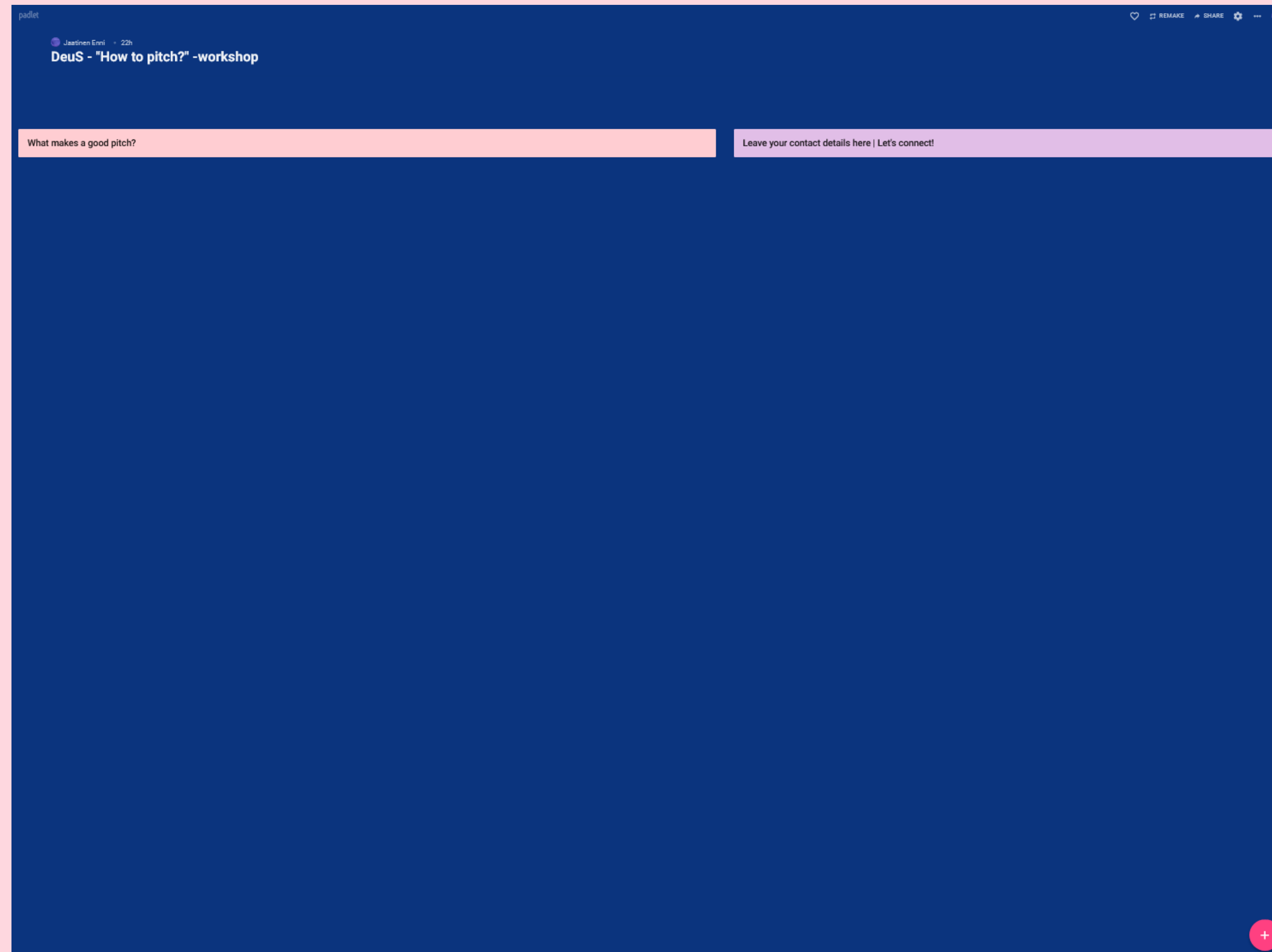
- Everyone makes an introduction pitch telling:
 - Where do you work / study?
 - What do you wish to learn from this pitching workshop?

What makes a good pitch?



<https://bit.ly/3g93fnh>

Padlet -platform



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Link: To be created by facilitator

Building the script for the pitch (A classic example)

1. Whose it for? (Target customers)
2. Who are dissatisfied with it currently (The current offerings in the market)
3. My idea/product/service is a (New idea or product category)
4. That provides (Key problem / solution features)
5. Unlike (The competing product)
6. My idea/product is (Describe key features)

Geoff Moore from a book "Crossing the chasm" (1991)

What to remember

If the idea is not new and exciting, people will ignore it

If the idea is new, summarize it as quickly as possible – and forget deeper details

Even if you will get people excited, they will only remember limited parts about the pitch

"How can I ignore this or spend the least amount of time possible on it."

Oren Klaff from a book "Pitch anything" (2011)

An example: Use a one page proposal

It helps **you**

- identify a clear objective
- focus
- sharpen your thinking and
- pitch the idea even more perfectly

It encourages **the reader**

- to see the project through the eyes of the writer who originated the idea.

Patrick G. Riley from a book "The one page proposal" (2002)

You can use these examples, but the most important part is to pitch
as your authentic self.

That is what's interesting for people.

References

Klaff, O. 2011. Pitch Anything. An Innovative Method for Presenting, Persuading, and Winning the Deal. New York: McGraw-Hill.

Moore, G. 1991. Crossing the Chasm, HarperCollins Publishers, New York.

Riley, P. 2002. The One Page Proposal. How To Get Your Business Pitch Onto One Persuasive Page. HarperCollins Publishers, New York.



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DeuS
Learn, Design, Create

 With the support of the
Erasmus+ Programme
of the European Union



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Thank you!

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