

*The*  
EnterEdTech  
Project

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<https://www.enteredtech.eu/>



**Module 5**  
**Commercialisation, Marketing, and Pitching**

1

2

3

4

5



# Modules

1. Education Market

2. Product Market Fit & Evaluation

3. Marketing and sales

4. Financial Planning & Revenue Models in EdTech

5. Commercialisation, Marketing, and Pitching

# 5 Commercialisation, Marketing, and Pitching

## Objectives

- ✓ To understand the meaning of commercialisation and its key components
- ✓ To understand the essential theory behind marketing strategy & the link to commercialisation
- ✓ To acquire the marketing tactics for promoting your start-up & your innovative idea (marketing tools, channels)
- ✓ To understand the importance of social media in promoting your innovative educational product/service, and be in the position to develop targeted social media posts
- ✓ To understand key approaches, methodologies and business tools that assist in the commercialisation of the product/service
- ✓ To develop excellent presentation and pitching skills to promote and launch the educational product/service (practice with the elevator pitch)



## Competences

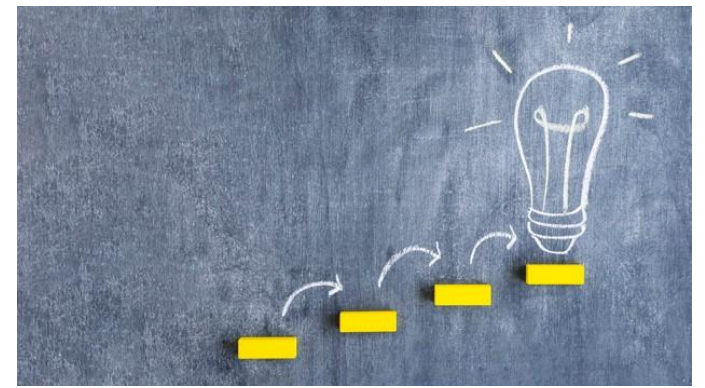
- ✓ Developing a marketing strategy
- ✓ Creating a marketing plan
- ✓ Demonstrating pitching skills



# Units of Module 5

- Introduction “What is Commercialisation?”
- 5.1 Marketing Strategy
- 5.2 Social Media and Branding
- 5.3 Presentation/Pitching

## What is Commercialisation?



**Commercialisation** is the process of introducing a **new product or production method** and making it **available on the market**.

- The term often connotes especially entry into the **mass market** (as opposed to entry into earlier niche markets),
- It includes a move from the laboratory into commerce.
- Many technologies begin in a **research and development** laboratory or in an inventor's workshop and may not be practical for commercial use in their infancy (as **prototypes**).
- The "development" segment of the "research and development" spectrum requires **time and money**, with a view to making the product or method a paying commercial proposition.
- The launch of a new product is the final stage of new product development - at this point **advertising, sales promotion**, and other marketing efforts encourage commercial adoption of the product or method.

# Example of the Commercialisation Process



We will focus on marketing, branding, and presentation.

## Key Steps of Commercialisation

### Unit 1. MARKETING STRATEGY

- Know your market and your customer well and create a plan

### Unit 2. SOCIAL MEDIA AND BRANDING

- Strategy to reach this customer segment

### Unit 3. PRESENTATION/PITCHING

- Reaching investors and collaborators through pitching





# Unit 5.1

## Marketing strategy

### Objectives

Learners should be able to understand the specifics of

- the essential theory behind marketing strategy & the link to commercialisation
- the marketing tactics for promoting your start-up & your innovative idea (marketing tools, channels)



## Marketing Plan vs Business Plan

What's the relationship between your **marketing plan** and your **business plan**?

- Your **business plan** spells out what your business is about => what you do and don't do, and what your ultimate goals are.
- It encompasses more than marketing;
- It includes "the vision thing", the resounding words that spell out the glorious purpose of your company in stirring language.
- Your company's business plan provides the environment in which your **marketing plan** must flourish.
- The two documents must be consistent.

## Marketing your EdTech business idea

The concept of your EdTech business idea is important, but of equal importance is the marketing techniques you will adopt once you are ready for the commercialisation phase.

### What is marketing?

- Marketing is the activity of promoting a company's or brand's products or services to one or more target groups/segments. It is focused with **identifying target customer markets** and **developing strategies** for getting a company's goods and services in front of the right targeted segments. As a result, marketing is critical for businesses and customers to create relationships. Prospects who recognize a company's marketing materials are more likely to respond to its advertising and promotional efforts.
- Marketing encompasses **product and service delivery**, all types of **customer care**, and practically every **interaction customers have with your firm and brand**. Marketing, in its most basic form, refers to the whole **relationship between your organization and the broader public**.



## Marketing your EdTech business idea

You will need to set up your marketing strategy, once you reach the **commercialisation phase** of your product or service.

### What is a marketing strategy?

- Marketing strategies are an organization's **long-term strategic planning and operations** to achieve stated goals. These approaches might be **inbound** (*pull marketing*) or **outbound** (*push marketing*). The core of efficient marketing is a well-thought-out, well-informed **marketing plan**. An excellent marketing strategy can help you define clear, achievable, and quantifiable marketing goals for your business.
- It is a comprehensive and far-reaching **strategic planning tool** that:
  - describes your services and products;
  - describes the market position and function of your products and services, compared with competitors;
  - enables you to build a marketing strategy (the tactics to deliver) and analyse its effectiveness by describing the marketing approaches you will employ.



## Marketing plan

Once you develop your marketing strategy, then you will need to start drafting your **marketing plan**.

- Don't you want to make sure your marketing expenditures are being used in the most effective way possible as a business owner or marketer? However, often, most firms try various marketing strategies without a defined plan and end up with little success.
- Or they'll strike it rich and score an enormous marketing victory, only to be unable to scale their marketing approaches, goals, and plans to achieve consistent growth.
- *With a well-defined marketing plan, you'll discover how to expand your business effectively and optimise the Return on Investment (ROI) created from your marketing budget.*

 <b>MARKETING STRATEGY</b>	VS	<b>MARKETING PLAN</b> 
 Owned by a CMO		Owned by a Marketing manager 
 Supports business objectives		Supports marketing strategy 
 Contains high-level elements like products, niche, competitors, brand guidelines, etc.		Contains specific initiatives, measurables, and tactics, to reach goals 
 Driven by business strategy		Driven by marketing strategy 
 It's the offering you deliver		It is the execution 

Figure 1: Marketing Strategy and Marketing plan

## Why to create a Marketing plan?

Firms that are successful in marketing invariably start with a marketing plan. **WHY?**

*“If you don't plan, you're doomed, and an inaccurate plan is far better than no plan at all. To stay with our sea captain analogy, it's better to be 5 or even 10 degrees off your destination port than to have no destination in mind at all. The point of sailing, after all, is to get somewhere, and without a marketing plan, you'll wander the seas aimlessly, sometimes finding dry land but more often than not floundering in a vast ocean”.*

Large companies have plans with hundreds of pages; small companies can get by with a half-dozen sheets. Refer to it at least quarterly, but better yet monthly.

Leave a tab for putting in monthly reports on sales/manufacturing; this will allow you to track performance as you follow the plan.

**The plan should cover one year.** For small companies, this is often the best way to think about marketing. Things change, people leave, markets evolve, customers come and go.

## Why do you need a marketing plan?

- To determine your **target market** and how your product or service may help them.
- To determine how you can **attract new consumers** and urge **existing customers** to repurchase your goods or service.
- To set **objectives and timelines** for your marketing efforts.
- To **plan a strategy** for **reaching your target audience**, including the messaging, platforms, and methods you'll use to assess your marketing efforts
- To prepare a **marketing budget** and calculate your **ROI**

A **well-thought marketing plan** will ensure your **market success** and **consistent growth**.

*Marketing will be responsible for 90% of your start-up's success.*

*Even if you're not making any large-scale sponsored marketing or display efforts.*

*Marketing determines how many consumers you can bring in, how much you can charge for your product, and how much money you are able to raise.*

## Components of a Marketing Plan

There are many different tools and components in a marketing plan. We will introduce two:

- The **SWOT Analysis**: one the most useful and essential tools for any business
- The **4P's**: it is the traditional marketing mix strategy, proposed by McCarthy in 1960





## The SWOT table

### Strengths

1. What is our competitive advantage?
2. What resources do we have?
3. What products are performing well?

### Weaknesses

1. Where can we improve?
2. What products are underperforming?
3. Where are we lacking resources?

### Threats

1. What new regulations threaten operations?
2. What do our competitors do well?
3. What consumer trends threaten business?

### Opportunities

1. What technology can we use to improve operations?
2. Can we expand our core operations?
3. What new market segments can we explore?

## The 4P's

### Product

- Should not be the thing itself. It includes the total package of benefits obtained by the customer. After introducing a new product to the market there should be a process of product life cycle management where the company continually tries to learn more about consumers from their reactions to the introduced product.

### Place

- The marketing channel is the set of mechanisms or networks from which a company takes their product to market with its customers for a variety of tasks.

### Promotion

- Determining the appropriate ways to communicate with costumers to foster awareness, knowledge about its features, interest in purchasing, likelihood of trying the product and or repeat purchasing.

### Pricing

- The value of the product can come from the customers' perception of the actual product.

Watch *this Example of a Full Digital Marketing Plan and Budget* , before starting to develop your marketing plan

Moon, K. [Ascend Business Growth]. (2021). *Example of a Full Digital Marketing Plan and Budget* [Video].

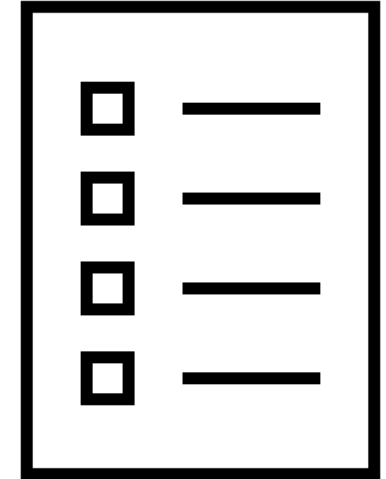
YouTube. [https://www.youtube.com/watch?v=4V7U8auYU2Q&ab\\_channel=AscendBusinessGrowth](https://www.youtube.com/watch?v=4V7U8auYU2Q&ab_channel=AscendBusinessGrowth)



## Case study: Marketing plan

[Seldom Beaten Plc](#) has passed through a period of falling sales and a new Marketing Manager has been appointed. Just a few days after he arrived, he called for the marketing plan and discovered that what was brought to him with little more than a list. He therefore decided to call a meeting of the various departmental heads and explain the advantages of a decent marketing plan.

- How would you set about converting some rather sceptical colleagues of the advantages of marketing plans?





## The marketing funnel in EdTech

- A **marketing funnel** is a sequence of steps that a prospect takes from the first time they hear about your business to the time they decide to become paying customers.
- Establishing a marketing funnel sequence is one of the most valuable things you can do to boost your conversion rates.
- At a basic level, marketing funnels consist of these stages:
  - Awareness
  - Interest
  - Evaluation
  - Decision



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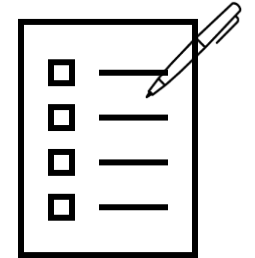
## The marketing funnel in EdTech

- **Awareness:** this is the point at which your product or service becomes known to customers. Content marketing, inbound marketing, referrals, events, SEO, SEM, paid advertising, and other tactics may be used at the top of the funnel. At this level of the funnel, marketing is geared at reaching the most number of potential clients as feasible.
- **Interest:** the interest stage follows, and here is where you receive customers who have progressed from the awareness stage and are now interested in your products or services. At this level, marketing materials would be more educational, consisting of webinars, e-books, e-mail marketing campaigns, white papers, case studies, and so on.
- **Evaluation:** once customers become aware of your products or services, and are convinced that they are of high quality, they begin comparing them to competitors. At this level, marketing materials might include demo videos and samples.
- **Decision:** the final stage includes the time the customers will make their purchase choice. During this level of commitment, marketing materials may include product demos, free trials, or sales calls.



## Case study

[Bisto gravy powder](#), currently owned by [Premier Foods](#), has been extremely popular in the UK since the 1920s. Sunday lunch was the focal point of most family's week. Father carved and mother slaved away to produce just what they all wanted; roast potatoes and all the trimmings.



Then things started to change and Sunday became less special and the roles of mothers and fathers began to change. People started to eat out, or went away and so the traditional Sunday lunch lost some of its appeal. Gravy suffered and the manufacturers of Bisto were faced with a problem.

In response to declining sales, the producers of Bisto decided to:

- Relaunch using the old image of kids smelling something good cooking
- Update the promotion - the kids were modern in their dress and attitudes
- Vegetarian gravy was introduced, as was herbs, chicken and beef
- Granules replaced powder, so allowing instant gravy

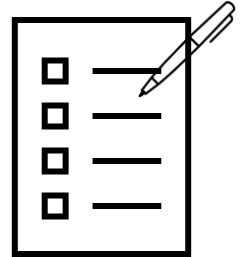
The result was an enormous increase in sales and Bisto survived.



## Break-out rooms exercise

Read the article [Bisto Gravy Granules](#) and then consider answers to the questions below:

1. Describe the elements of a marketing plan.
2. Explain the importance of market segmentation for Bisto's marketing strategy.
3. Analyse different methods of market research that Bisto may have conducted to before changing their product range.
4. Evaluate the impact on Bisto objectives and strategy of changes in the external environment



## Unit 1 - Marketing Strategy: Useful links for further reading

- Advertising <https://en.wikipedia.org/wiki/Advertising>
- Business process [https://en.wikipedia.org/wiki/Business\\_process](https://en.wikipedia.org/wiki/Business_process)
- Commerce <https://en.wikipedia.org/wiki/Commerce>
- EdTech Marketing Strategy - Audiences, Channels & Segmentation - Education Innovation [https://www.youtube.com/watch?v=fXE\\_SrS\\_y4](https://www.youtube.com/watch?v=fXE_SrS_y4)
- Marketing <https://en.wikipedia.org/wiki/Marketing>
- Marketing [https://en.wikipedia.org/wiki/Mass\\_market](https://en.wikipedia.org/wiki/Mass_market)
- Marketing Plan Sample - 5 Simple Steps to Market Any Business <https://www.youtube.com/watch?v=mjrguLMxlf0>
- Niche\_market [https://en.wikipedia.org/wiki/Niche\\_market](https://en.wikipedia.org/wiki/Niche_market)
- Product business [https://en.wikipedia.org/wiki/Product\\_\(business\)](https://en.wikipedia.org/wiki/Product_(business))
- Prototype <https://en.wikipedia.org/wiki/Prototype>



## Why EdTech Companies Need a Social Media Content Strategy?

No business can afford to ignore social media, especially when competitors are creating sprawling networks across multiple platforms and engaging communities.

An **active social media presence is critical** for EdTech companies. After all, potential customers include teachers and school administrators who are looking for the latest innovations and require tech-savvy companies to explain educational applications.

**A smart social media strategy will help you position your company as an industry leader.**





## How to Build an Effective Social Media Strategy

### Step 2: Determine your target audience and learn everything you can about it

Knowing who your target audience is essential. This allows you to create content that will engage your audience and eventually convert them into customers. It will also determine which social media platform is best for your company.

Knowing your fans, followers, and customers as real people with real wants and needs will help you target and engage them on social media.

When developing your buyers' persona is critical to be aware of the below information:

- Age
- Location
- Average income
- Typical job title or industry
- Interests



## How to Build an Effective Social Media Strategy

### Step 3: Get to Know Your Competition

Your competitors are using social media, as any smart entrepreneur should!

However, this can be advantageous to you because you can observe what they are doing and get a good sense of what is expected in your industry. To have a clear understanding of who you are competing against, you must be able to answer the following questions:

- Who are your competitors?
- Which social media platforms do they use and how?
- How successful is their social strategy?
- What are the social threats to your company?

This tactic will not only help you understand what you're up against, but it will also help you identify gaps in your own social media marketing strategy and generate ideas for relevant and engaging content.



## How to Build an Effective Social Media Strategy

### Step 4: Set up your Social Media Accounts

Once you've decided which networks to focus on, it's time to create your **profiles**.

Things to keep in mind when setting up your business accounts:

- Fill out all of the profile fields
- Include keywords that people would use to find your company
- Use consistent branding (logos, images, etc.) across networks to ensure that your profiles are easily identified

**Pro tip:** Use high-quality images that adhere to the recommended dimensions for each network, and ALWAYS include your personal branding (logo) on the designs you share.





## How to Build an Effective Social Media Strategy

### Step 5: Create a Social Media Content Calendar

This is the stage at which you begin posting on your social media accounts, promoting your brand and engaging with your target audience. The key to driving traffic to your accounts is to create content that is relevant to your target audience.

What exactly do we mean when we say 'content'? Here are some examples:

- Images
- Videos
- Blog Posts
- Company News
- Infographics
- eBooks/Podcasts
- Interviews



It is important to make sure you focus only on forms of content that align with your mission statement, as well as your skill set. Content is what fuels social media, so it is crucial that you consider creating high quality, engaging content as a top priority.

## How to Build an Effective Social Media Strategy

By creating a content social media calendar that details how frequently you will post to each network, which topics you will share, and when you will share them, you can stay organized and consistent.

### Rules when creating a Social Media Content Calendar:

1. The 80-20 Rule: 80% of your posts should inform, educate, or entertain your audience.
2. The Social Media Content Marketing Rule of Thirds:
3. 1/3 of your content promotes your business, converts readers and generates profits
4. 1/3 of your content share ideas and stories from thought leaders in your industry or like-minded businesses

**Pro tip:** Once you've planned out your social media content calendar, use a scheduling tool to prepare messages ahead of time rather than constantly updating throughout the day/week.



## How to Build an Effective Social Media Strategy

### Step 6: Conduct a Regular Social Media Audit

After a few months of using social media, it is important to assess your progress.

Ask yourself the following questions:

- What works and what doesn't? Test different options and then evaluate.
- Who is engaging with you?
- On which networks does your target audience spend the most time?
- How does your social media presence stack up against your competitors?

Once you've gathered that data, you'll be able to consider ways to improve and adjust your strategy accordingly.

**Pro tip:** In addition to the analytics provided by each social network, you can use UTM parameters to track visitors as they navigate your website, allowing you to see which social posts drive the most traffic.



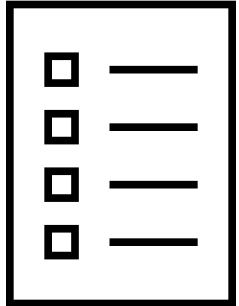
## Case study

A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation, and they want to look at possible expansion for the firm. The new marketing director made the following statement:

*'We have a strong family image, and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavouring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be: a cola flavour, lemonade and ginger beer. If these are successful, then others are planned.'*

Answer the following:

1. Explain the marketing importance of 'a strong family image'. Think about the needs the products satisfy and regarding the target customer's life and the existing customers.
2. Understand your product features and benefits and write short descriptions to share in the social media accounts of the firm.
3. Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.



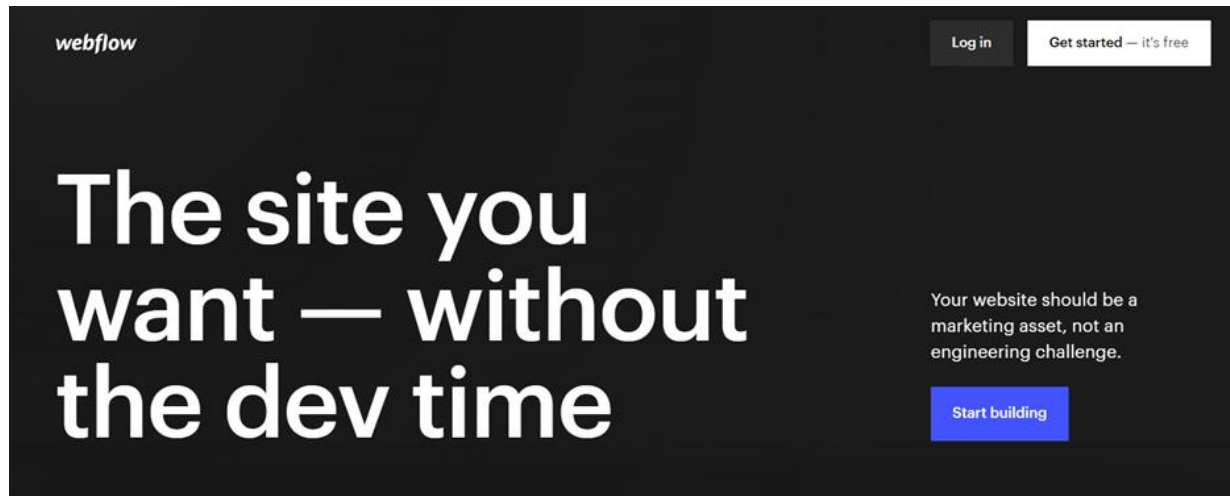


## Free Tools to Help You Optimise Your Strategy

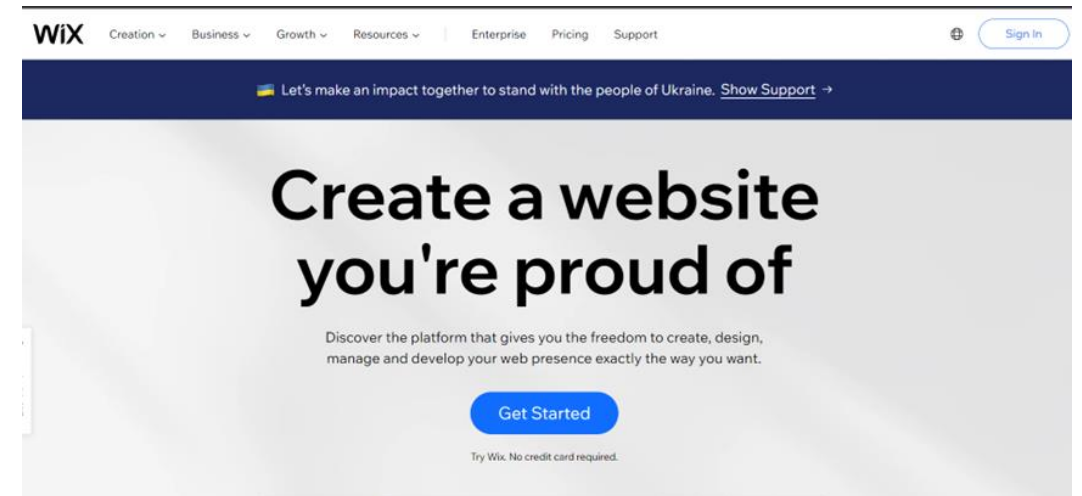
### 1. Website building platforms

These platforms give you the ability to create a website without knowing how to code.

Webflow (<https://webflow.com/>)



Wix (<https://www.wix.com/>)



## Free Tools to Help You Optimise Your Strategy

### 2. Email marketing platform

#### Mailchimp (<https://mailchimp.com/>)

Mailchimp is a marketing automation platform and email marketing service for managing mailing lists and creating email marketing campaigns to send to customers.



### 3. Social Media Automation Tool

#### Business Suite (<https://business.facebook.com/>)

Business Suite is a Facebook tool that helps you organize and manage your Facebook and Instagram account by scheduling and optimizing your posts and stories on both apps on the same time.




## Free Tools to Help You Optimise Your Strategy

### 4. Mobile Application Tools

#### Kodika.io (<https://kodika.io/>)

Kodika.io is a no-code mobile application development platform that enables users to build iOS apps fast and easy

 [kodika.io](https://kodika.io/) Blog Pricing Video Tutorials Documentation Forum

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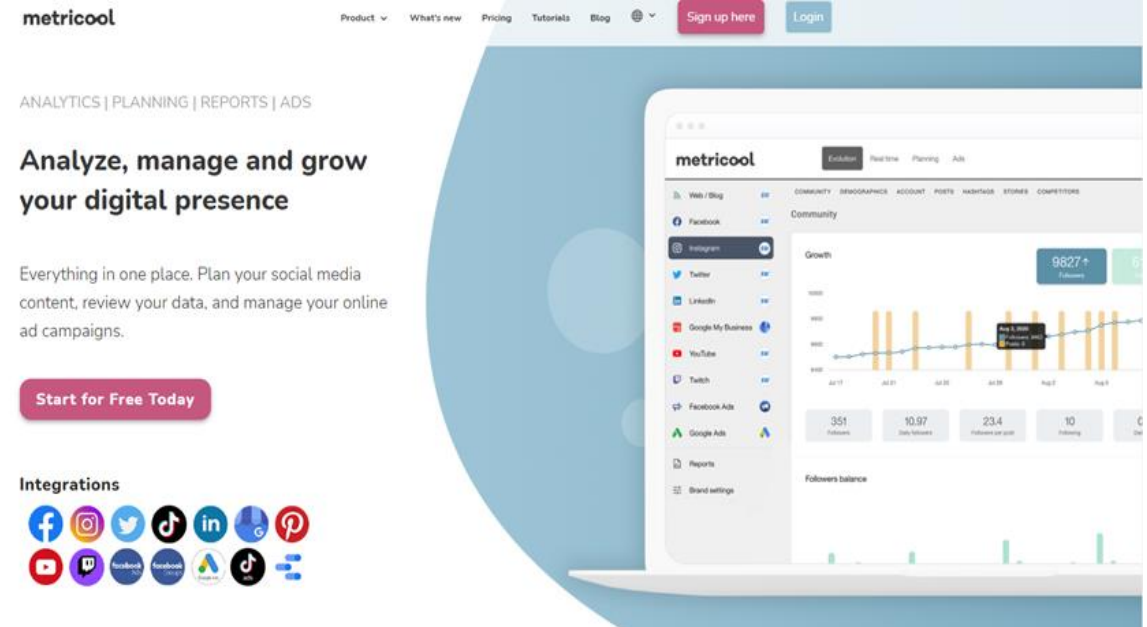
 Download on the Mac App Store


 Download on the App Store

### 5. Social Media Monitoring Tool

#### Metricool (<https://metricool.com/>)

Metricool is a tool that allows you to analyze, manage and monitor the success of all your digital content.



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### Analyze, manage and grow your digital presence

Everything in one place. Plan your social media content, review your data, and manage your online ad campaigns.

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**Integrations**



The screenshot shows a dashboard with a 'Growth' chart for 'Community' showing a steady increase from July to August. Key metrics include 351 Followers, 10.97 Likes/Shares, 23.4 Post Likes, and 10 Impressions. A 'Followers balance' bar chart is visible at the bottom.



## Example of a Successful Edtech Company and Their Social Media Presence

### BYJU'S (<https://byjus.com/global/>)

BYJU'S is an Indian multinational educational technology company, headquartered in Bangalore. It was founded in 2011 by Byju Raveendran and Divya Gokulnath. As of December 2021, BYJU'S is valued at US\$22 billion and has over 115 million registered students.

### BYJU'S Facebook Page

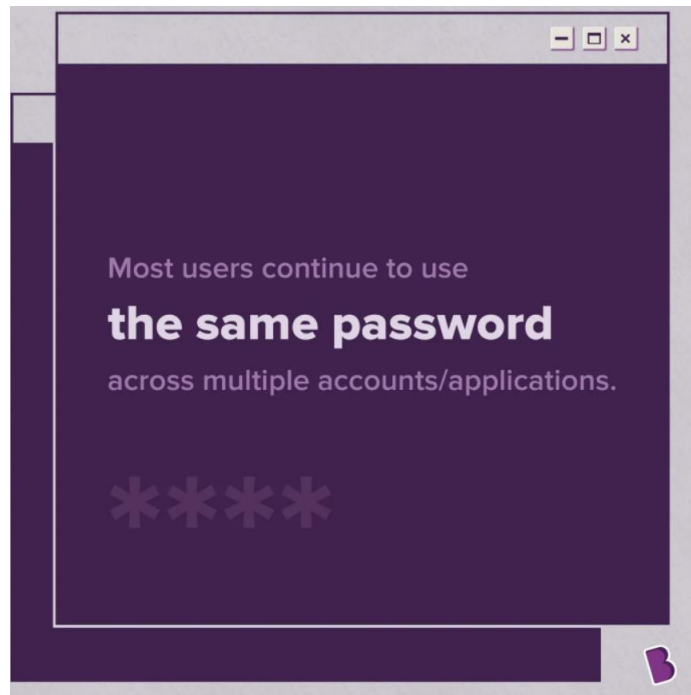
(<https://www.facebook.com/byjuslearningapp/>)

The screenshot displays the BYJU'S Facebook profile page. At the top, the profile picture is a purple circle with a white 'B'. The name 'BYJU'S' is followed by a verified badge and the handle '@byjuslearningapp · Education'. A blue 'Learn more' button is visible. Below the header are navigation tabs for Home, Photos, Community, Videos, and More. A 'Like' button and a 'Message' button are also present. The main content area shows the 'About' section with a location pin for 'BYJU'S, 2nd Floor, Tower D, IBC Knowledge Park, 4/1, Bannerghatta Main Road, Bangalore, Karnataka, India'. Below this, there are two informational posts: one stating 'BYJU'S is a global ed-tech company, providing highly adaptive, engaging, and effective learning solutions to more than 150 million students around the world' and another listing brands like Disney-BYJU'S Early Learn, BYJU'S Future School, Epic!, Osmo, Tynker, Toppr, and WhiteHat Jr. The page also features a 'Create Post' section with options for Photo/video, Check In, and Tag friends. A 'PINNED POST' from 2 April is visible, with the text: 'With BYJU'S, we ensure that you understand every concept so clearly, that you learn it for life. Because the future belongs to those who learn by understanding. Download the BYJU'S app now and start learning the right way. #BYJUS #SamjhoSeekhoJeeto'. Below the pinned post is a 'More videos on Watch' section with three video thumbnails. At the bottom, there are 242 likes, 58 comments, and 27 shares.

## Example of a Successful Edtech Company and their Social Media Presence

### Elements that BYJU'S follows for a Successful Facebook Page

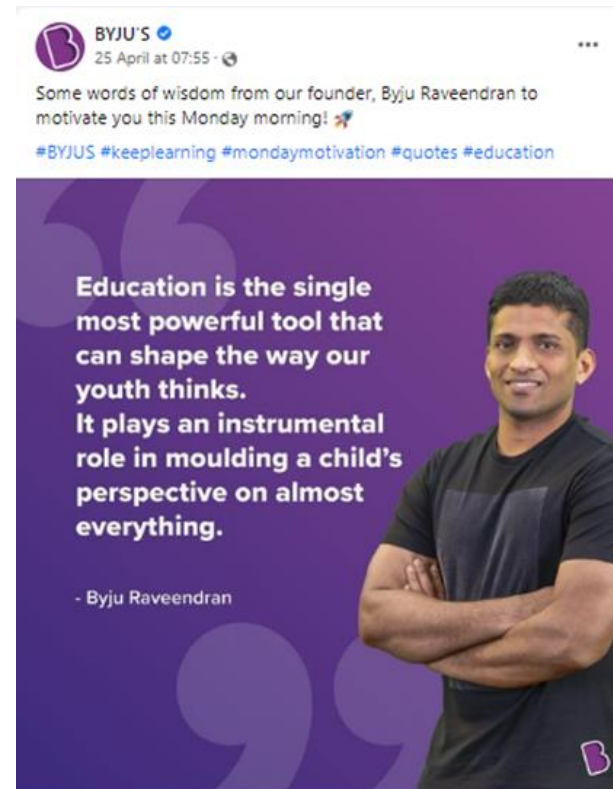
#### 1. Consistency in designs (colors, logo placement, aesthetic. Etc.)



## Example of a Successful Edtech Company and their Social Media Presence

### Elements that BYJU'S follows for a Successful Facebook Page

#### 2. Educational/Inspirational Content



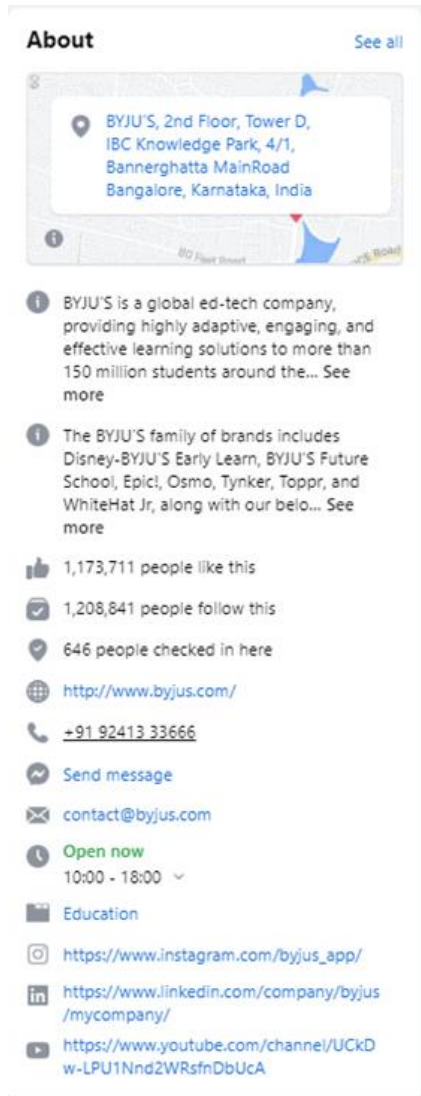
#### 3. Posts that direct to the Company's website



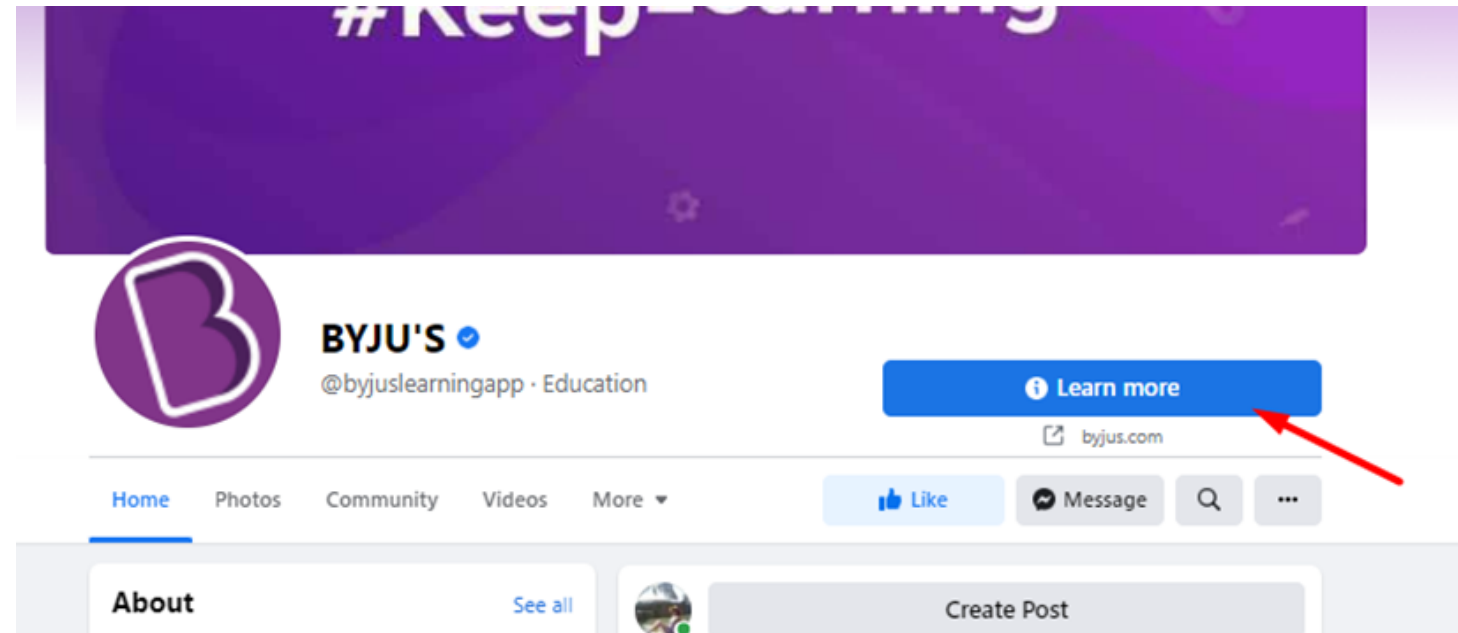
## Example of a Successful Edtech Company and their Social Media Presence

### Elements that BYJU'S follows for a Successful Facebook Page

#### 4. Complete "About" section



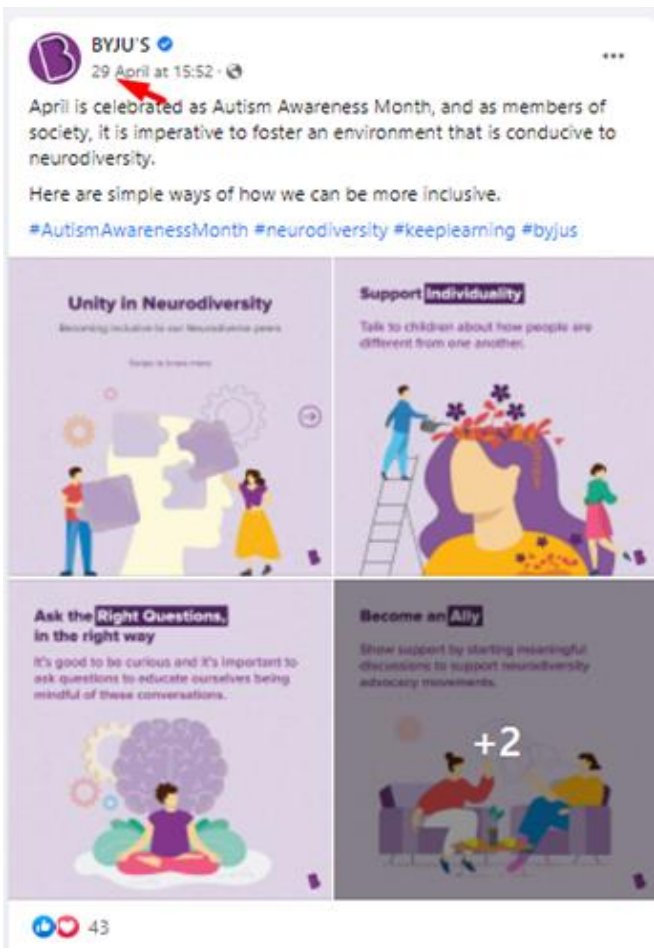
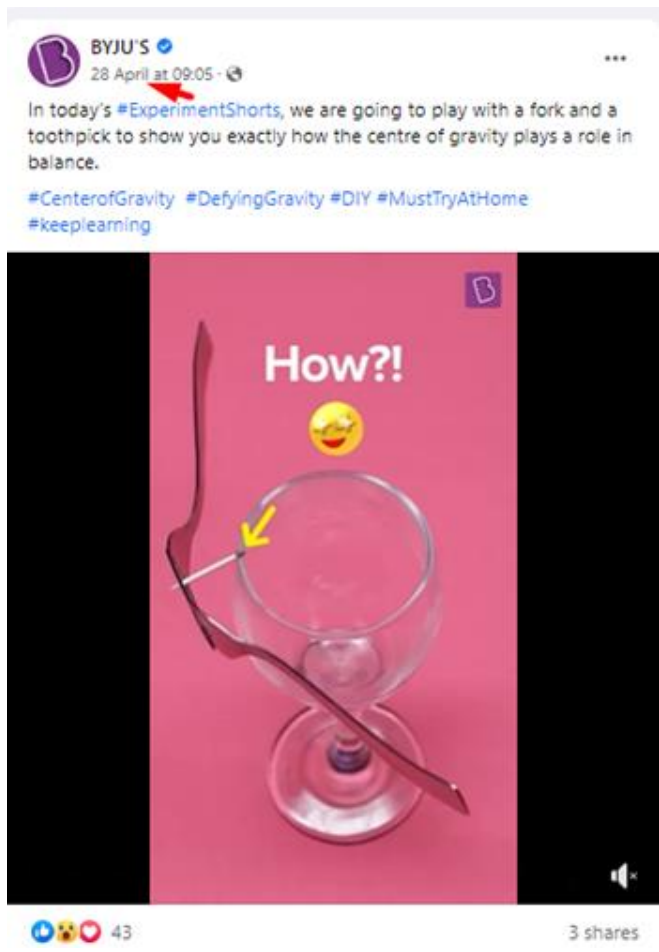
#### 5. Call to action button



# Example of a Successful Edtech Company and their Social Media Presence

## Elements that BYJU'S follows for a Successful Facebook Page

### 6. Posting Consistently



## Useful links for further reading

### Unit 2: Social media and Branding

#### Free Tools to Help You Optimise Your Strategy

- Webflow (<https://webflow.com/> )
- Wix (<https://www.wix.com/> )
- Mailchimp (<https://mailchimp.com/> )
- Business Suite (<https://business.facebook.com/> )
- Kodika.io (<https://kodika.io/> )
- Metricool (<https://metricool.com/> )
- BYJU'S (<https://byjus.com/global/> )

## Unit 5.3

# Presentation/Pitching

### Objectives

Learners should be able to:

- develop presentation and pitching skills in order to promote and launch the educational product/service



## Pitching

- What is a pitch
- Pitch Structure
- Language
- Body Language and Voice Tone
- PowerPoint/Keynote Rules





## What is a pitch?

- A pitch is a story or a communication of messages between two parties
- The main goal is to sell, influence, educate or inform.
- Is presenting a skill or a talent (nurture Vs. nature)?
  - The best presenters are those who mastered the art through practice



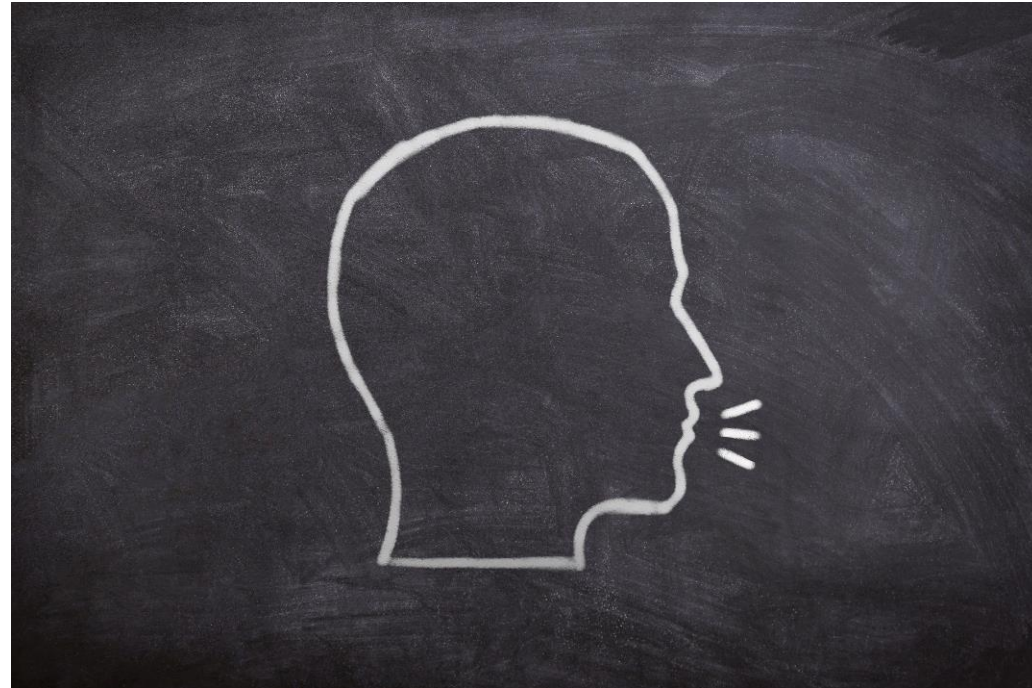
## Pitch Structure

- Knowing the goal of your presentation
- Key points and key messages
- Structure: Intro, Main Body, Conclusion
- Knowing the story



## Language

- Keep in mind that not everyone is a scientist/engineer
- Don't waffle
- Use investor's language
- Memorise the beginning and end



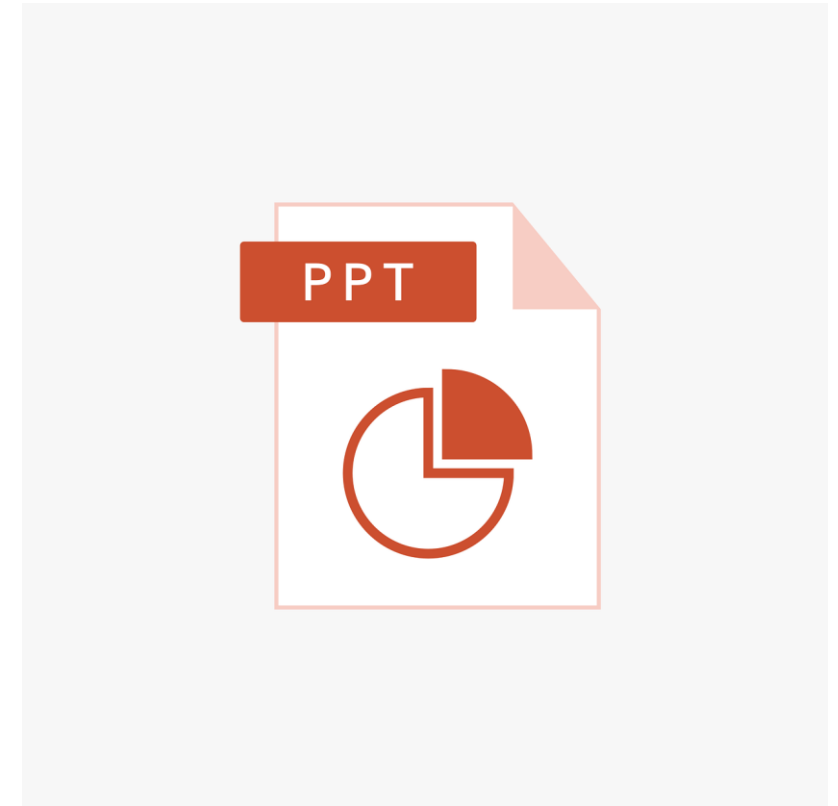
## Body Language & Voice Tone

- The power of pauses
- Eye contact (large or small groups of people)
- Using props
- Be confident but not arrogant
- Intonation/emphasis
- Umming and erring



## PowerPoint Rules

- Types of fonts and their purpose: Sans-serif, etc.
- **Bold** and underline for emphasis. Avoid *italics*
- DON'T SCREAM!
- Indicative font sizes: Titles = 44 pt    Main body text = 28 pt – 34 pt
- Bullets: not less than 24 pt
- Number of bullets: 3 seems to be the most effective
- 15 slides max



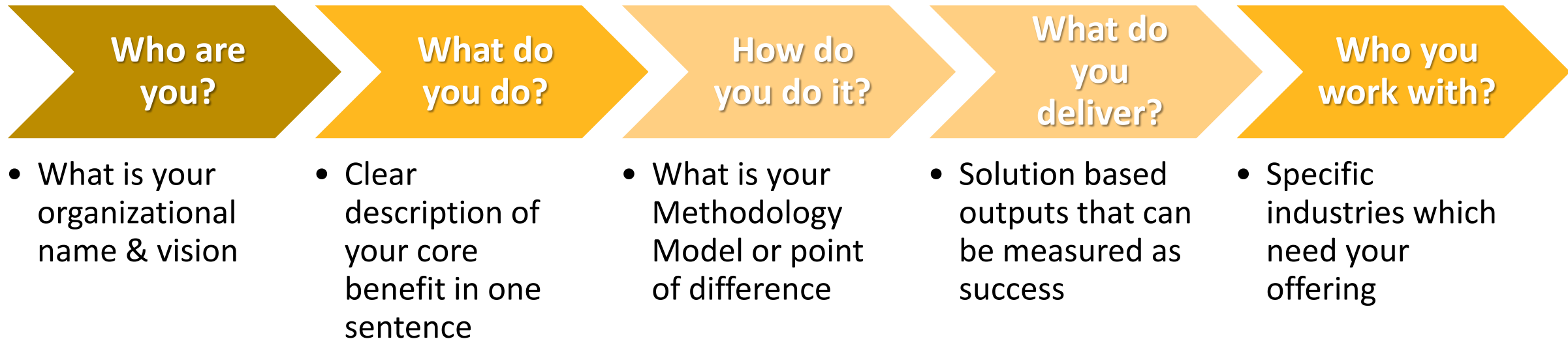
## PowerPoint Rules

- 6 x 6 rule – up to 6 words per line, and 6 lines per slide
- Check and double-check your spelling and formatting
- Images: Make sure when you make an image bigger or smaller, that you are scaling it in size
- Animation: Don't use too much of it, unless you really need to emphasise something
- If no animations, then use a pdf version of the presentation



## Mini Pitches & Attention Grabbers: Condensing your messages!

### Elevator Pitch steps



## How to get prepared?

### Dealing with questions

- **Q&A** is just as important, if not more important than your pitch.
- You have the chance to address the concerns of your potential investor and **elaborate** on something you may have not been clear on during your presentation.
- If a question is not clear, **ask again**.
- Keep your **answers short** and **precise** to allow for the chance for more questions.



- Avoid starting your answer with “**as I previously mentioned**”, as this makes you come off as arrogant and not willing to answer the question. There is a reason your investor has asked the specific question.
- **Be prepared** (do your research, practice answers to potential questions)
- **Know** your investors/audience
- Knowing what your audience wants to hear
- Don't get **defensive**
- **Do not interrupt** the person talking



## Troubleshooting

### Dealing with unexpected events

- What could go wrong, will go wrong
- Barriers to effective listening
- Need to engage the audience



## 12 Slides of a Pitch Deck



## Pitching Exercise 1: Let's Start Pitching by Telling a Story

### Part A: Slides Karaoke

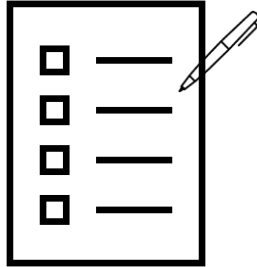
- **Purpose:** To teach the participants to talk, help them overcome anxiety and inhibitions associated with the fear of public speaking-shake off their stage fright, and get used to improvising and thinking on their feet.

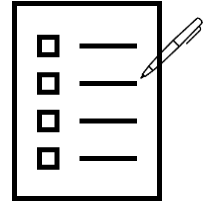
#### Instructions to the trainers:

- Several random slides are shown in a specific sequence and the student presenting must tell a story while the slides are showing and transitioning.
- After 2 slides or so, another participant will continue the story from where it was left off. (TBD whether all participants will present-time permitting).

#### Instructions to the participants:

- A slide deck comprising of a series of slides will be shown in a specific sequence. You will take turns standing here in front of everyone and for each slide that appears you will have 10 seconds to speak.
- The objective is to tell a story.
- After 2 slides, the next participant will come up and continue the story for the following 2 slides. The process is repeated.

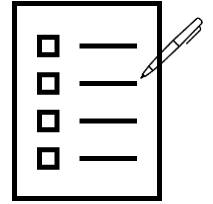




## Pitching Exercise 1: Let's Start Pitching by Telling a Story

### Part B: One-minute pitch

- **Purpose:** To get the participants 'on stage' and in front of everyone and talk for one minute non-stop, to begin overcoming any anxiety or inhibitions they may have about public speaking. Another reason is for them to begin to appreciate 'presenting time' (i.e., how long it takes to say what they have prepared and make best use of the time available).
- Useful examples:
  - Video 1: <https://www.youtube.com/watch?v=i6O98o2FRHw>
  - Video 2: <https://www.youtube.com/watch?v=3xn88qYx0OQ>



## Pitching Exercise 1: Let's Start Pitching by Telling a Story

### Part B: One-minute pitch

#### Instructions to the trainers:

This exercise comprises of two sections:

1. The participants will be given a random product for which they will be asked to speak about for one minute.
2. The participants will be asked to pitch a specific business idea.

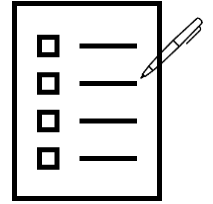
For each section, they will have 3 minutes to prepare what they want to say and then one minute to present it.

#### Instructions to the participants:

1. Think about the product for 3 minutes and prepare what you want to say.
2. Stand up and pitch about it for one whole minute. You will do the same for the business idea. You are not expected to talk specifics about the product or business. The goal is to keep talking for the whole minute and tell a story.

For example, the business is Google. Think of yourself as a young Larry Page (co-owner of Google) and imagine you are now starting off and you are presenting to a group of investors.

It doesn't matter whether or not you are entirely familiar with the business idea behind the business.



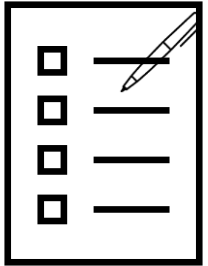
## Pitching Exercise 1: Let's Start Pitching by Telling a Story

**Example of business ideas to give participants:**

Google	Twitter
McDonalds	Amazon
PayPal	Dropbox
Evernote	Eventbrite
Ebay	Zara
Apple	Nespresso
IKEA	AirBnB
UBER	Easyjet

## Pitching Exercise 2: Create a Mini Pitch and Hollywood Headline

- **Purpose:** To encourage the participants to think creatively and constructively as to what they will say to grasp the attention of that important someone and engage him/her with their idea.



### Instructions to the trainers:

- The participants will be asked to create an elevator pitch and Hollywood headline. Since the ENTER\_EdTech participants will have their own business ideas, they will work on their own business ideas.
- They will be given 5' to prepare and 30 seconds to present.

### Instructions to the participants:

- You will work on your own business ideas. You will 5' to prepare and come up with a Hollywood headline and a 30 second elevator pitch.
- Remember that this pitch is what will secure you a follow up meeting with that very important person. You will then stand up here in front of everyone and present.

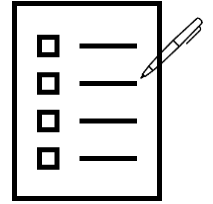
## Pitching Exercise 2: Create a Mini Pitch and Hollywood Headline

### *Facilitating questions*

- How does your product/service work?
- What's your customer's pain/headache?
- What's your customer's main problem and how does your product/service solve it for them?
- What are your next steps as a startup?
- How have you selected your beachhead market?
- Does your beachhead market really need your product/service?
- Why is your idea innovative and how is it different from others in your field?
- What exactly is the impact your startup will have?
- How will you ensure that your startup is protected from competition?
- What about your team makes you confident that you can deliver?
- Tell me more about your team members
- What's the next market segment after you've conquered your beachhead market?
- What is the ROI on from your customer's perspective?
- How optimistic is the financial outlook of your startup?







## Pitching Exercise 3: Group Exercise

**Purpose:** To help the participants learn more about how time flies for some and how others go too fast when presenting.

### Instructions:

- Split up into groups of two teams (A and B).
- A should pitch to B and B should pitch to A. Count the time for your pitches.
- Each participant or team will have 3' to pitch their idea.



## Useful links for further reading

### Unit 3: Presentation/Pitching

#### YouTube videos

- One-minute pitch <https://www.youtube.com/watch?v=i6O98o2FRHw>, <https://www.youtube.com/watch?v=3xn88qYx00Q>
- Elevator pitch [https://www.youtube.com/watch?v=5\\_wc7agBSZA](https://www.youtube.com/watch?v=5_wc7agBSZA)
- Full pitch <https://www.youtube.com/watch?v=XSk3xO2-3rE>
- Successful sales pitch for ed-tech start-ups: <https://www.youtube.com/watch?v=vMlVbAmEcOg>
- Pitching example 1 <https://www.youtube.com/watch?v=i6O98o2FRHw>
- Pitching example 2 <https://www.youtube.com/watch?v=3xn88qYx00Q>



Congratulations!  
You have completed this module!

