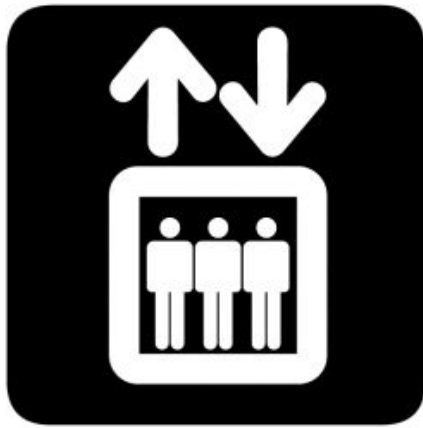


Keynote: Elevator Pitch

by Can Ertugrul



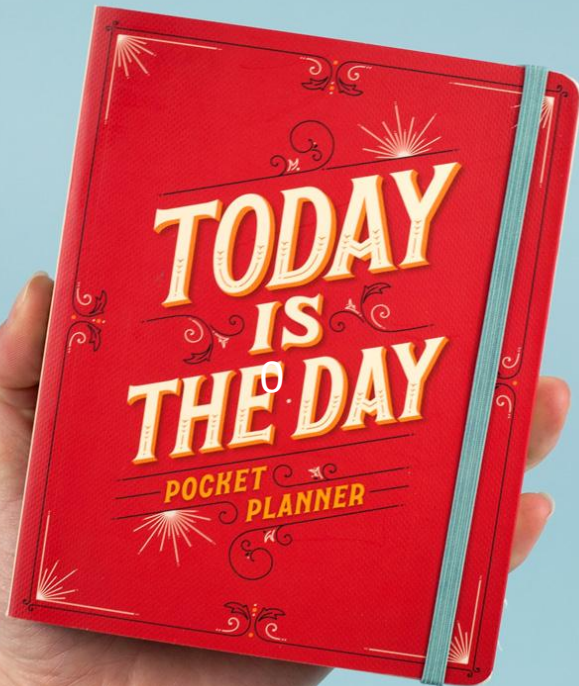


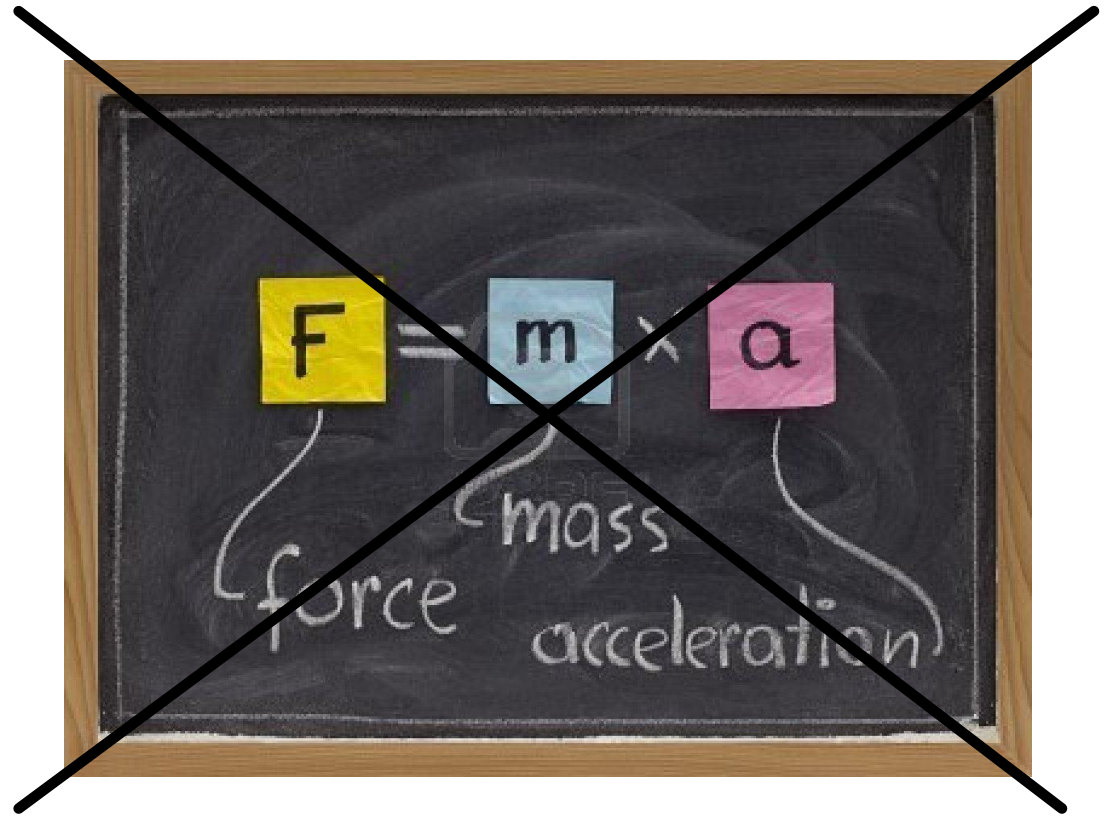
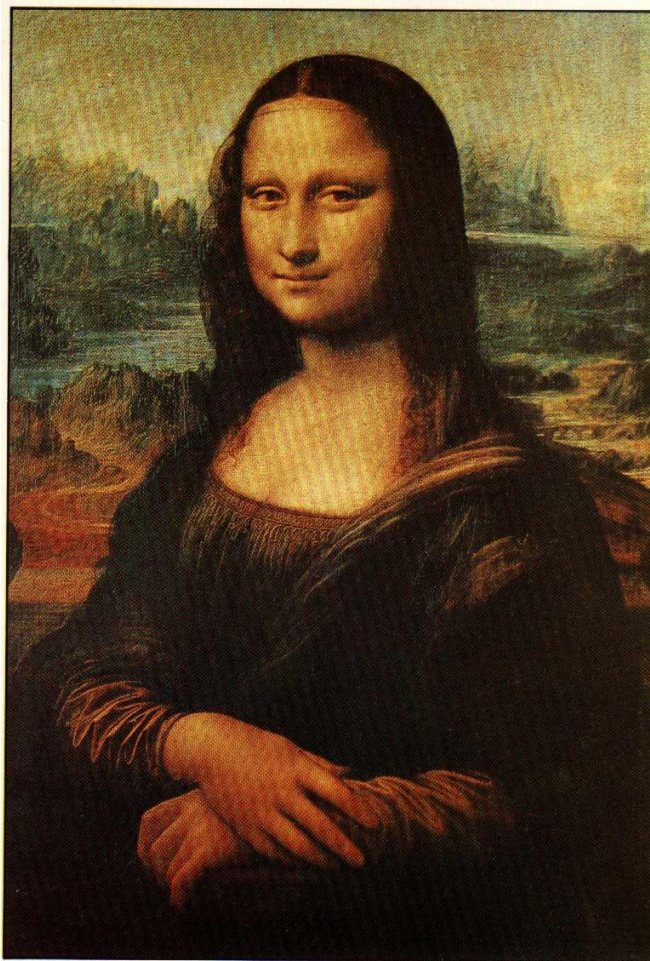


SELLING IS EVERYONE'S BUSINESS



Steve Johnson & Adam Shaivitz





Art not Science

“Everything you achieve, you will achieve with or through other people.”

N A T I O N A L B E S T S E L L E R

How to Build a Lifelong Community of Colleagues,
Contacts, Friends, and Mentors

never eat alone

AND OTHER SECRETS TO SUCCESS,
ONE RELATIONSHIP AT A TIME

KEITH FERRAZZI
WITH TAHL RAZ

THE ART OF THE START

The Time-Tested, Battle-Hardened Guide
for Anyone Starting Anything

"Guy has done it again—
evangelized something
useful and meaningful.
This time, it's a bottom-
up business approach
profound in its simplic-
ity: Focus on what's real
and forget the fluff.
And, please, read the
last chapter first."

—Pierre Omidyar,
founder of eBay,
co-founder of
Omidyar Network

Guy Kawasaki
Author of *Rules for Revolutionaries*

*"I pitch,
therefore I am."*



*Your
head*



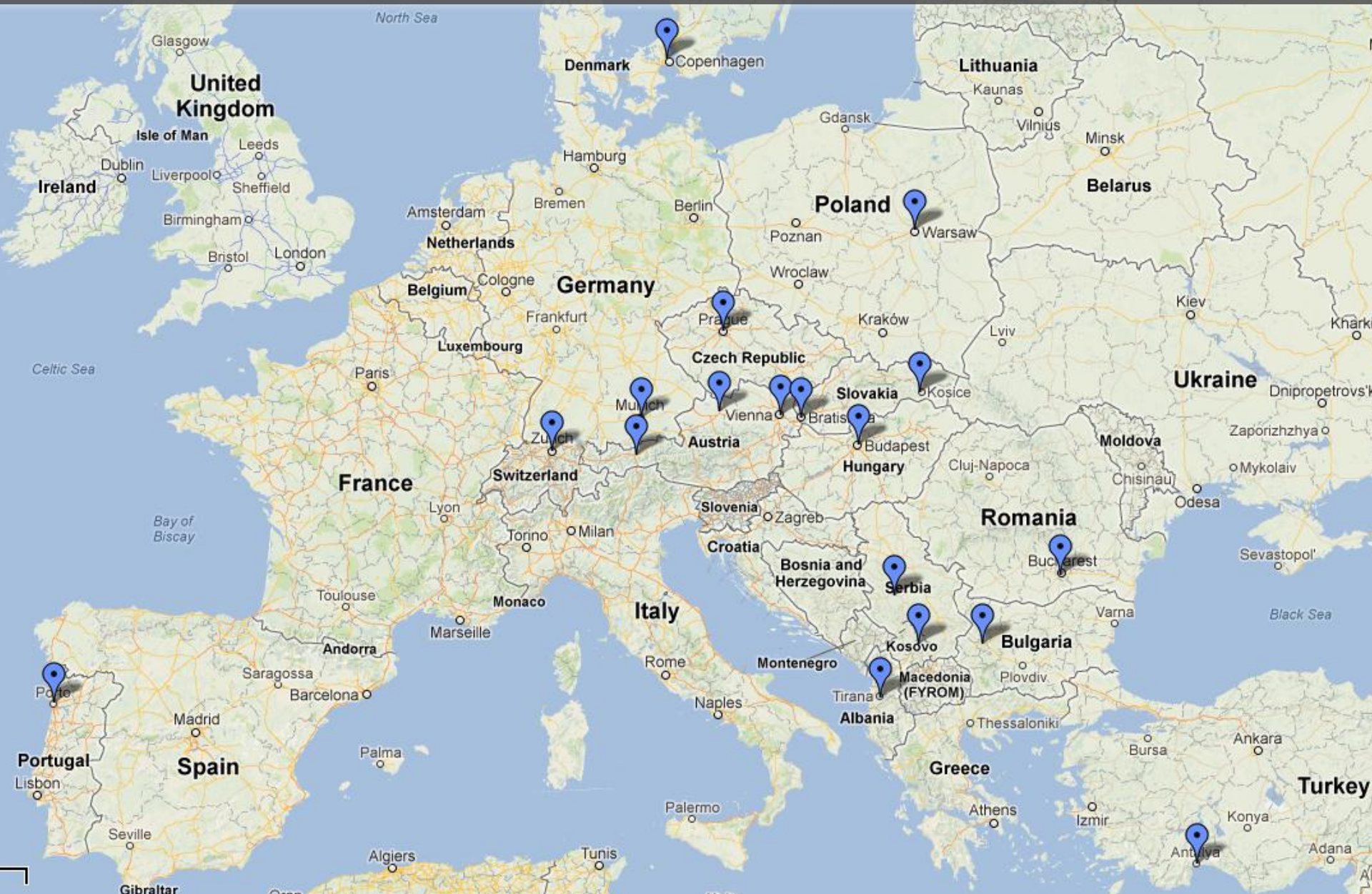
*Their
heads*





Einfach...oder?

Ein europäischer Vergleich

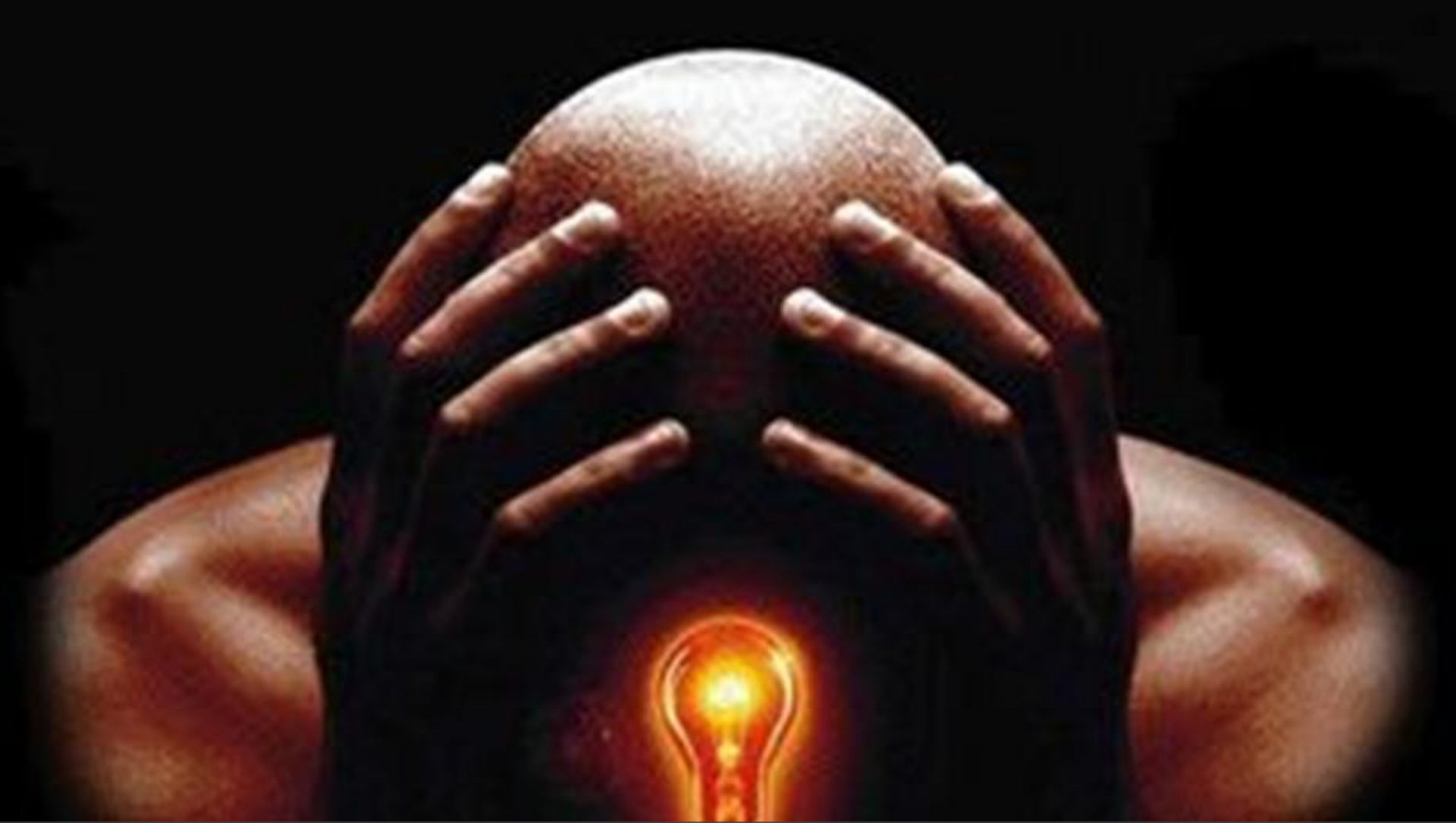


~ 600 Pitches

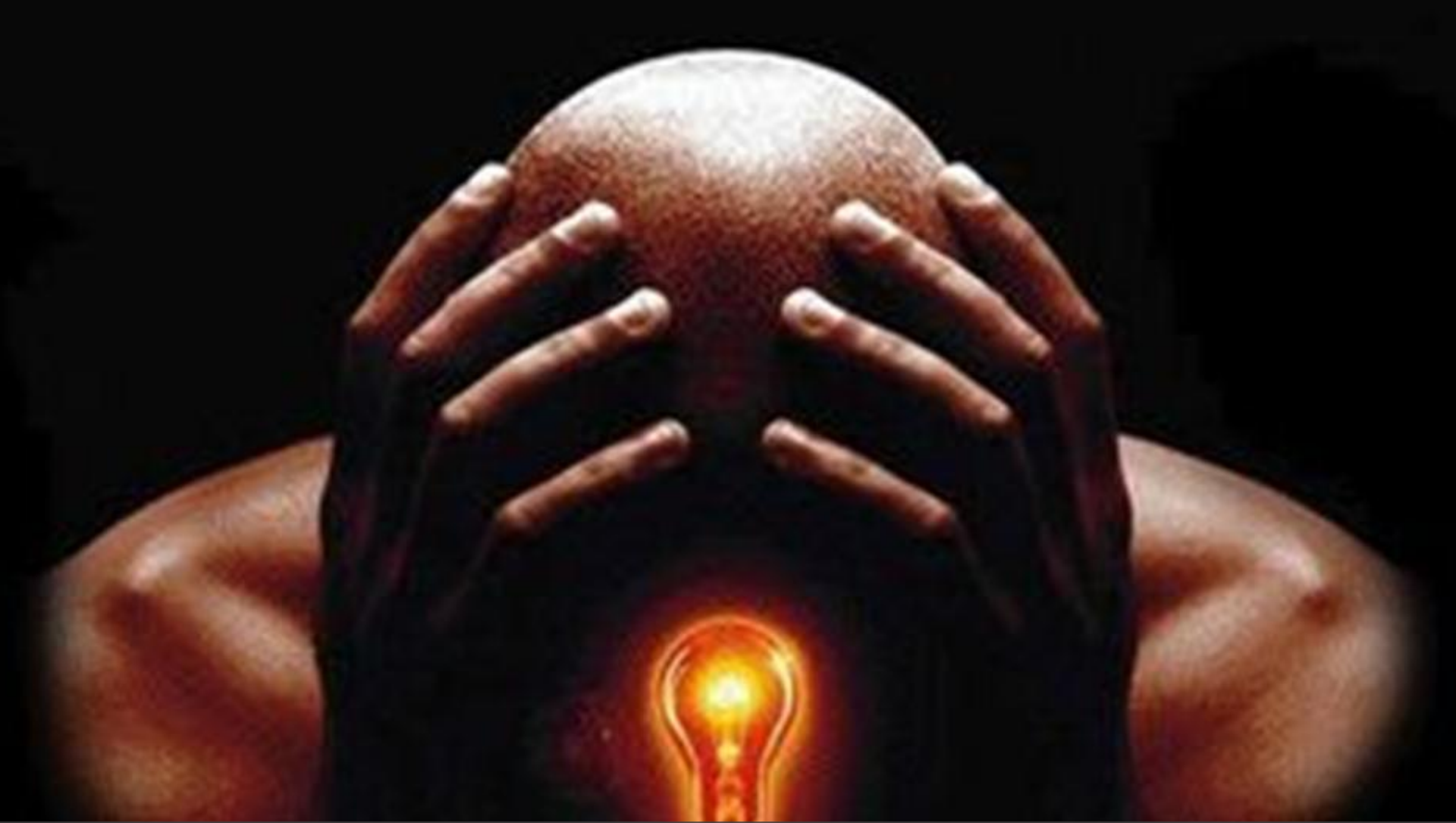
~ 600 Pitches

Wirklich Gute:

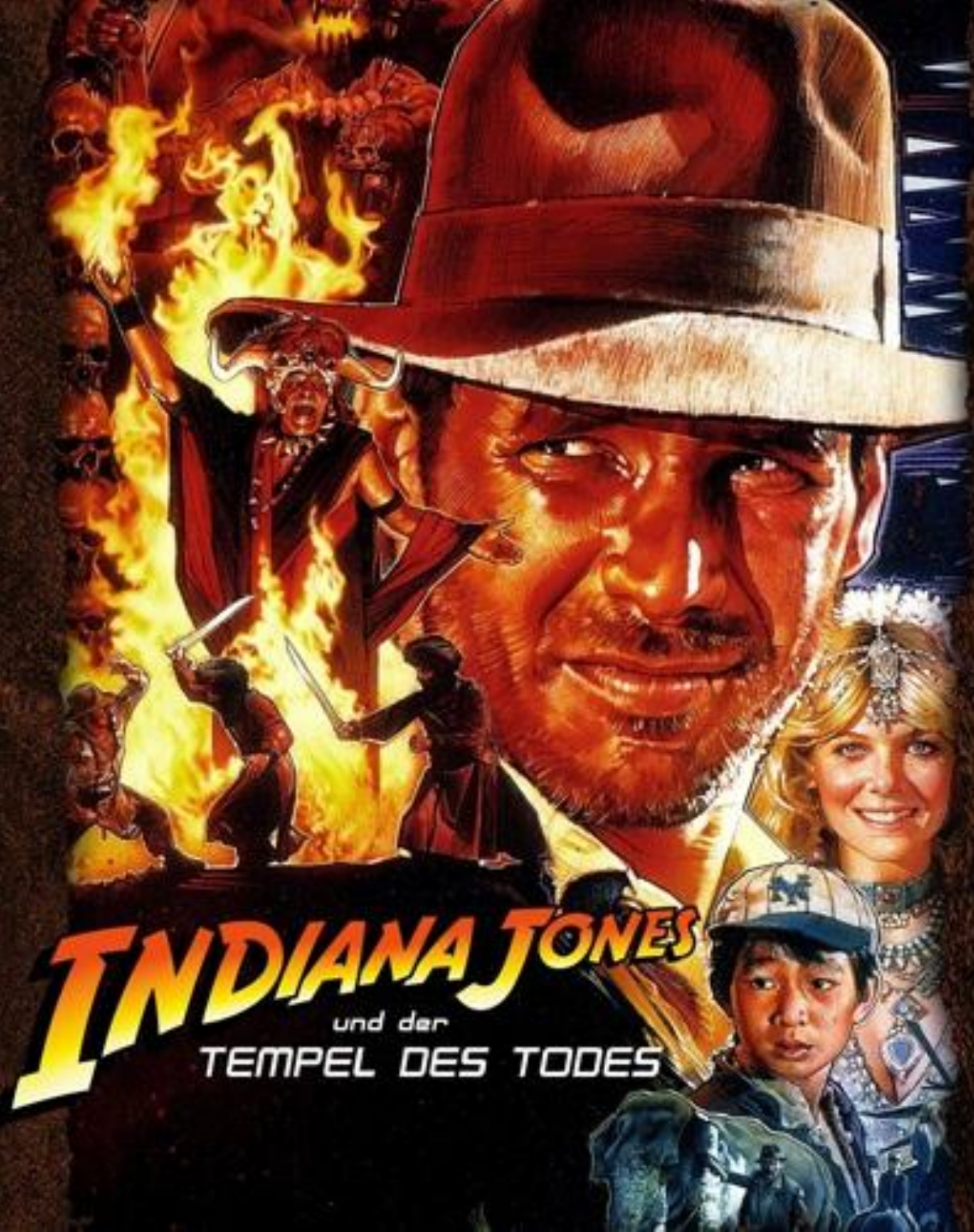
~ 25



Das falsche Mindset



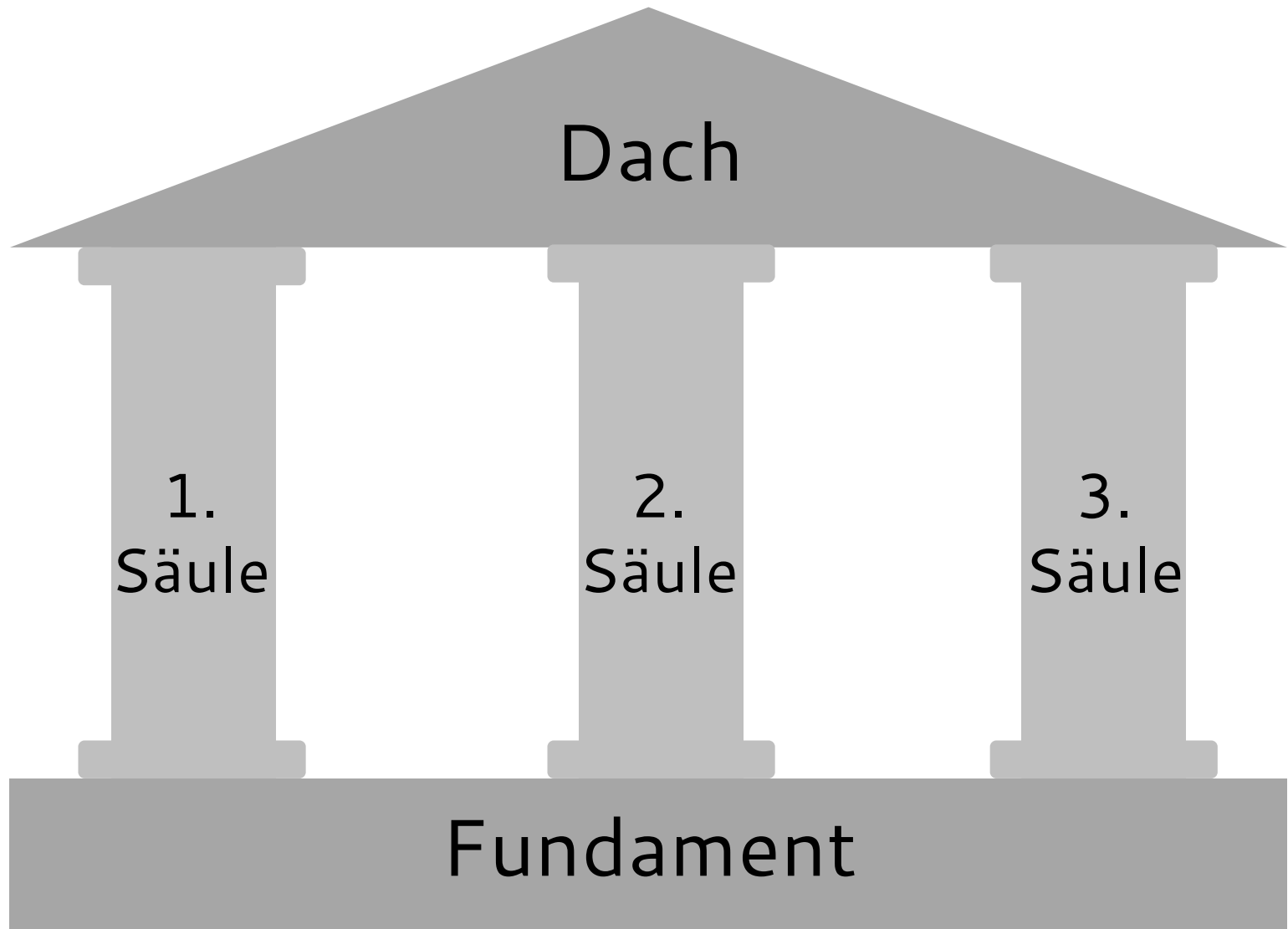
Das ~~falsche~~ Mindset
richtige

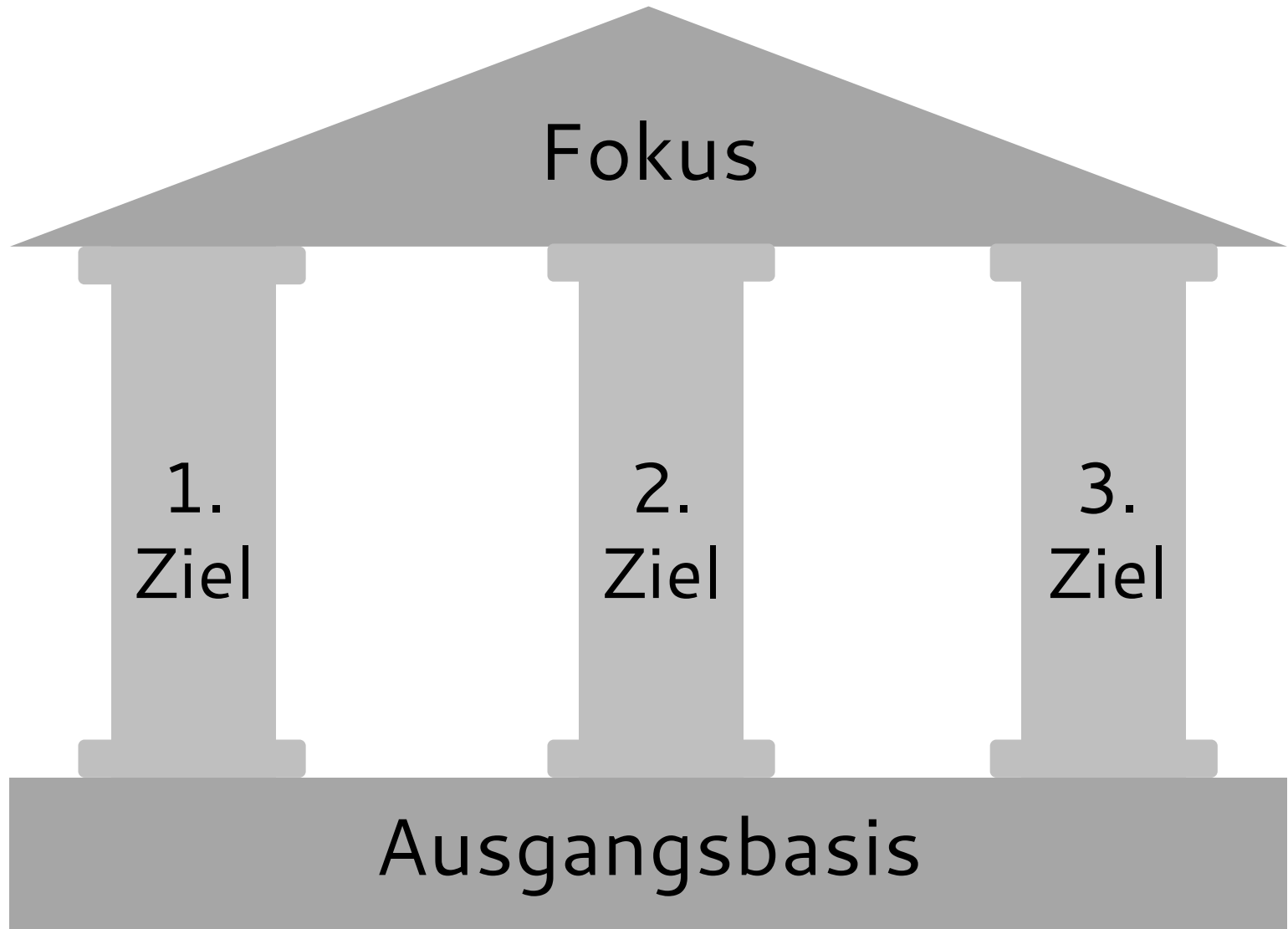




Pitchens



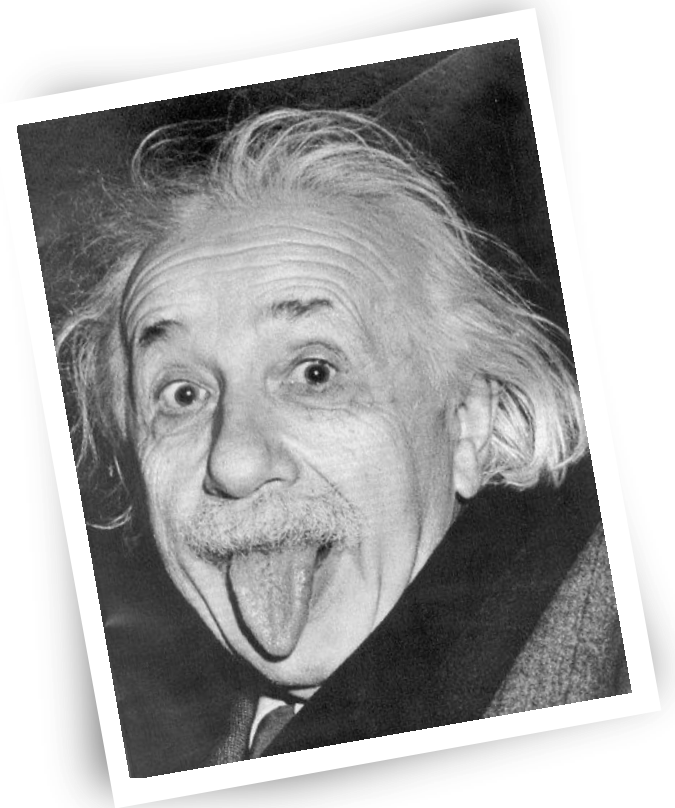




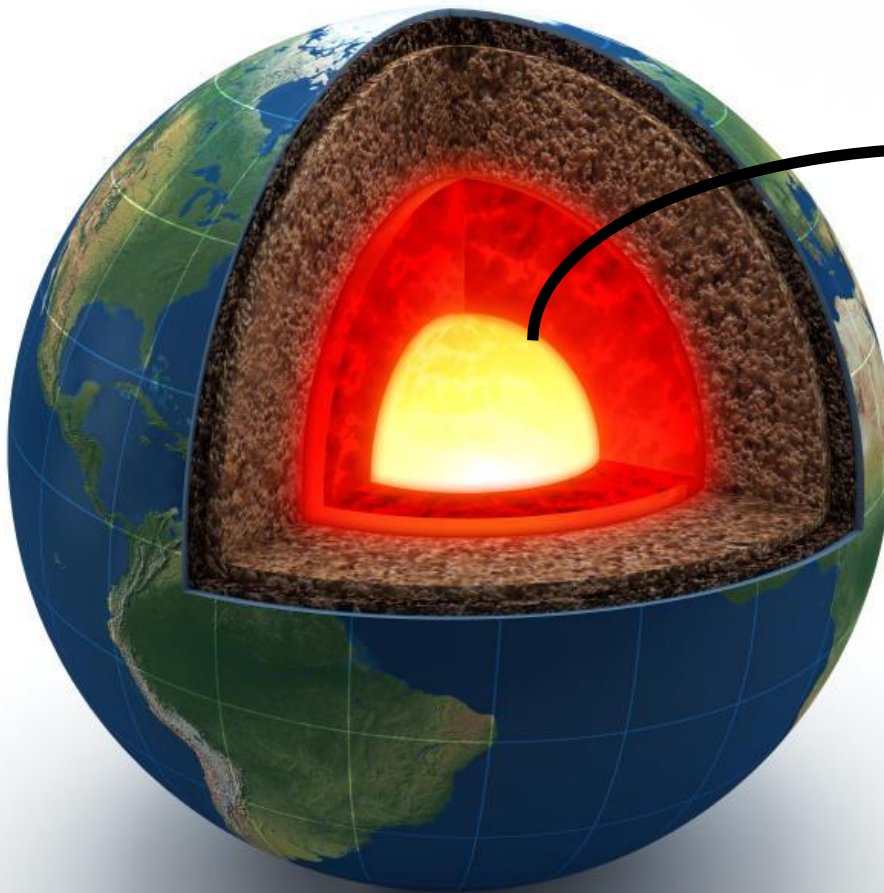


"If you can't explain it simply, you don't understand it well enough."

– Albert Einstein



The CORE of „your world“



***Bis zum Kern
reduzieren***

A person with long brown hair is wearing a black t-shirt. The t-shirt has orange text printed on it. The text is arranged in three lines: 'I'm always thinking' on the first line, 'in' on the second line, and 'one-liners' on the third line. The font is a casual, slightly rounded sans-serif style.

I'm always thinking
in
one-liners

One-Liner

Anatomie eines One-Liners

My company, (company name) ,

is developing (a defined offering)

to help (a target audience)

(solve a problem)

(with secret sauce)



Adeo Ressi
*(Founder
Institute)*



Borrowed



Acme has developed a unique app that delivers a light electric shock via a smart phone, which solves the problem of investor attention disorder, faced by entrepreneurs raising capital.



Kern (selbst) verstehen



"I am sorry I have had to write you such a long letter, but I did not have time to write you a short one."

– Blaise Pascal





K.I.S.S.

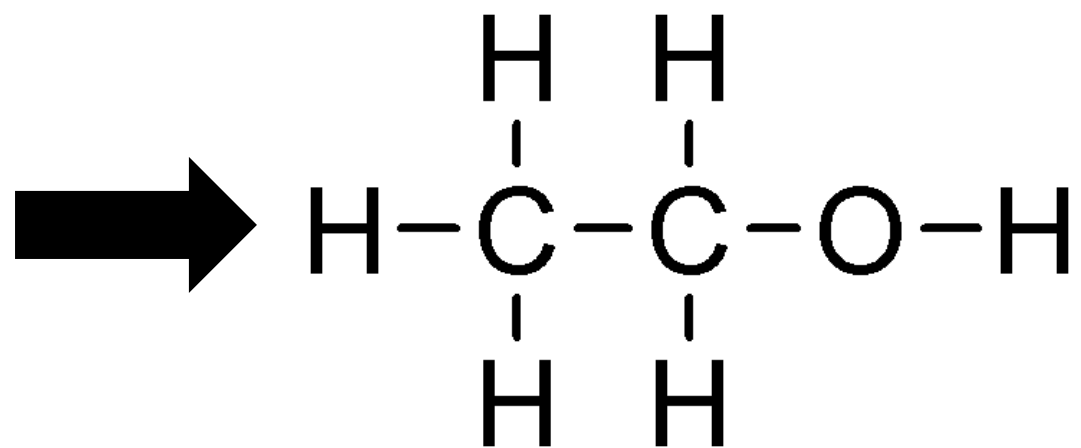


Klarheit

Das Unbekannte trifft das Bekannte

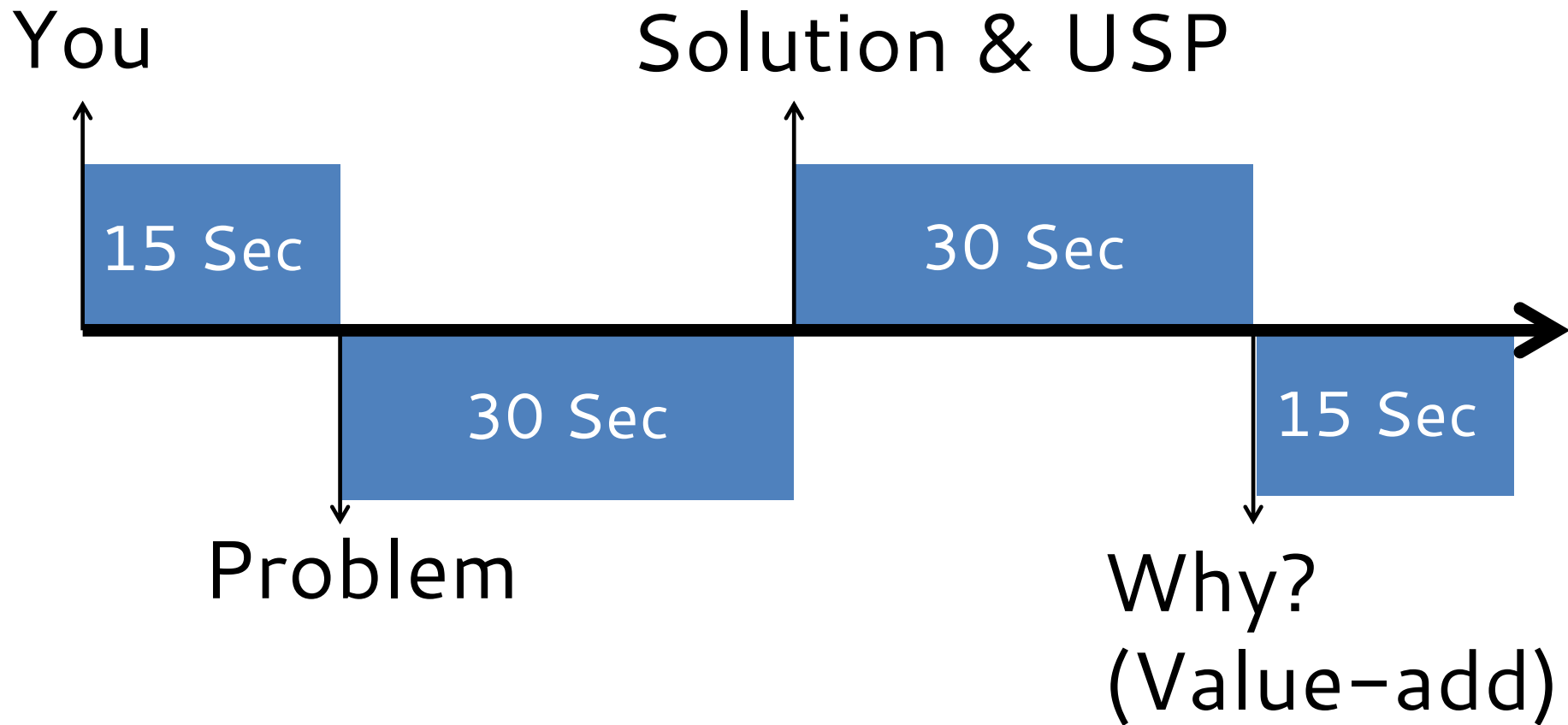
„...it is like GPS, but for indoors.“



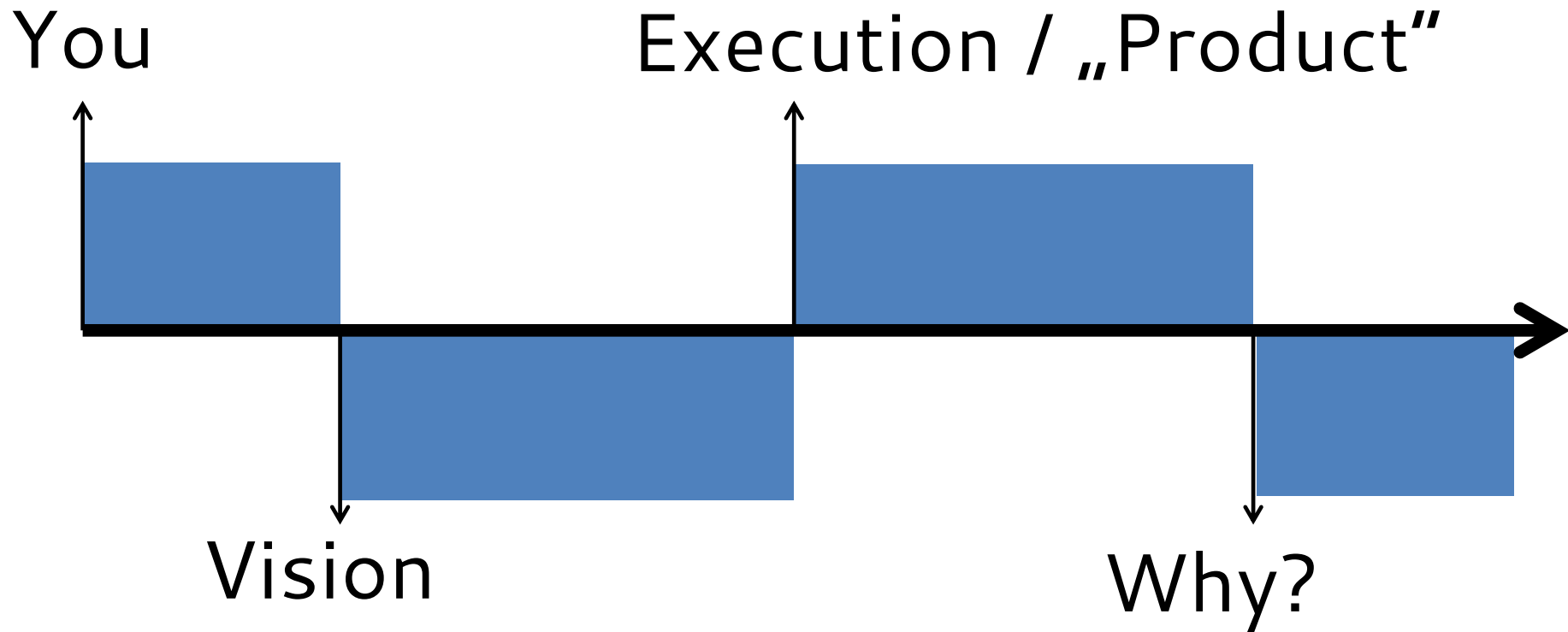


Struktur

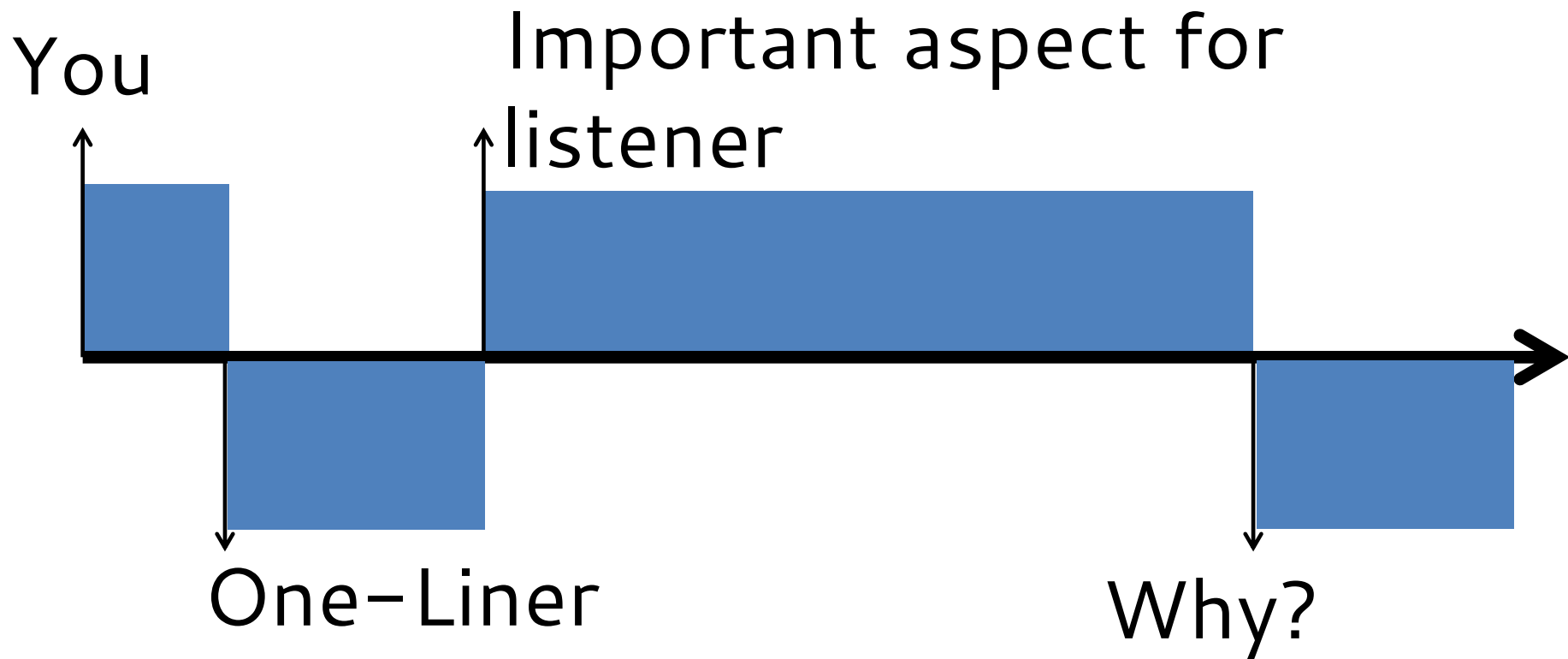
Anatomie 1



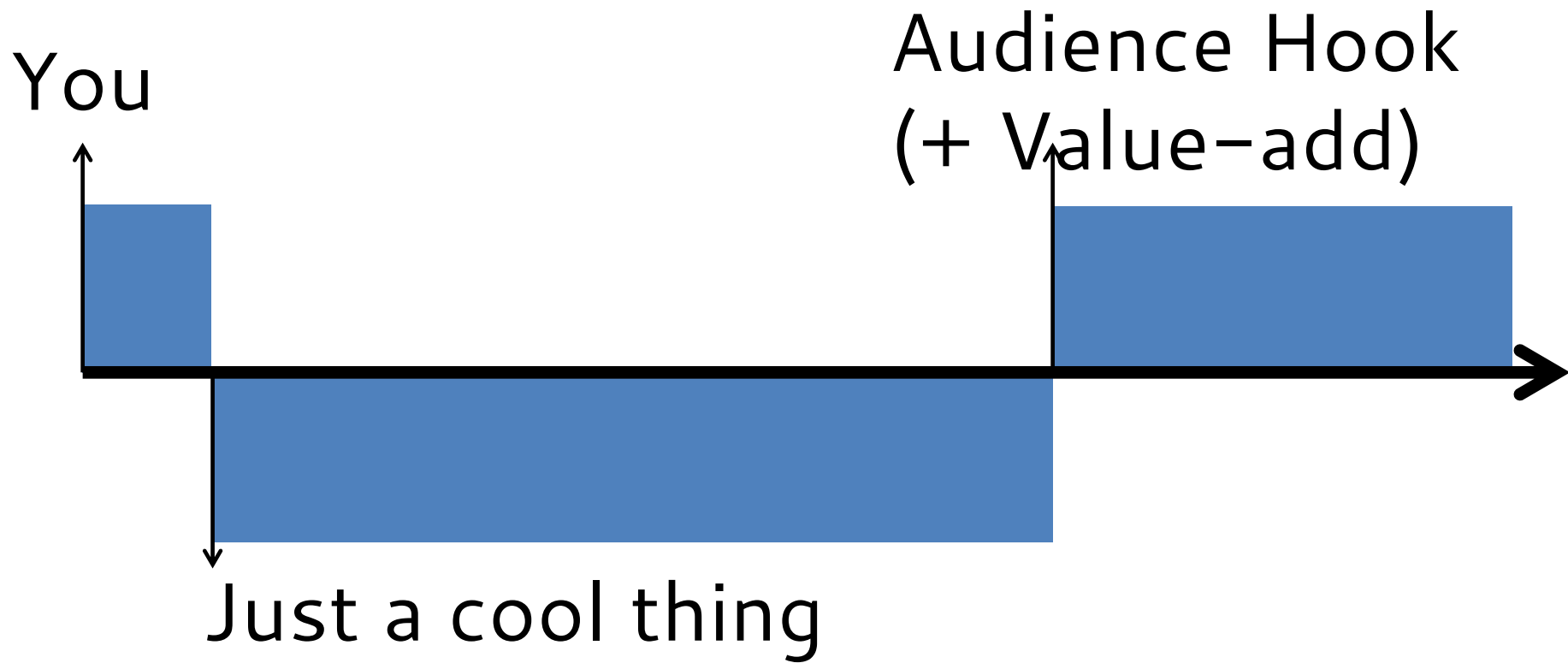
Anatomie 2



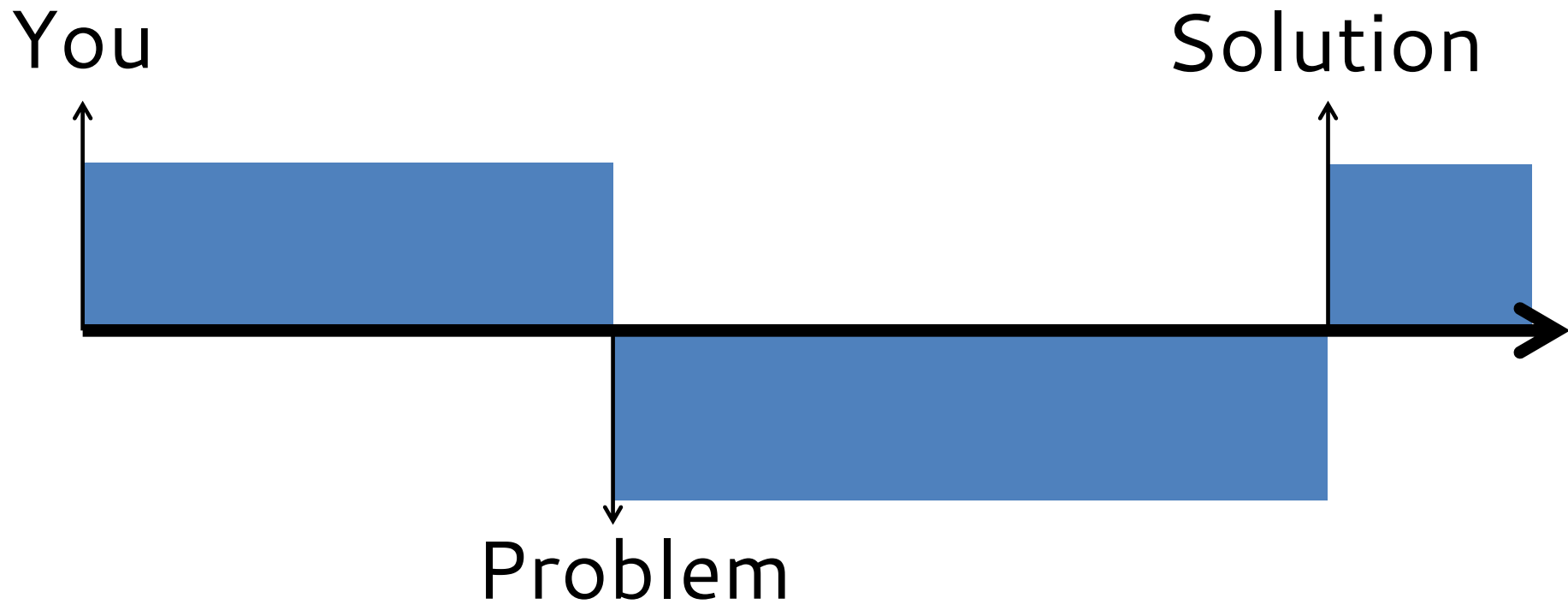
Anatomie 3

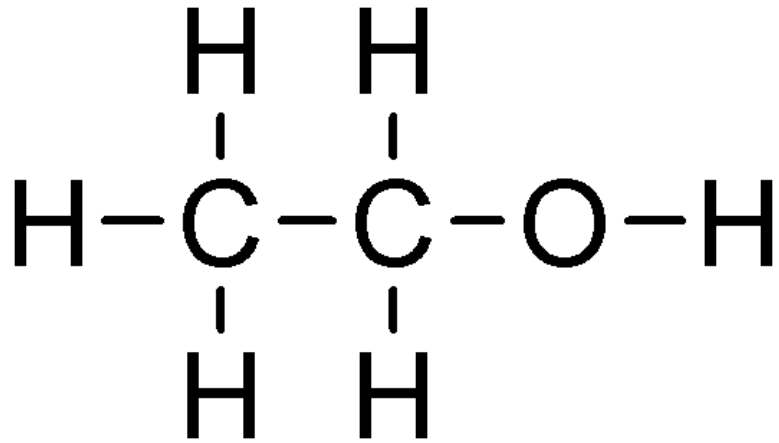


Anatomie 4



Schlechter Pitch





*Welche
Details nach
Wahl der
Struktur
inkludieren?*

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.”

***-Antoine
de Saint-Exupéry***





Klarheit

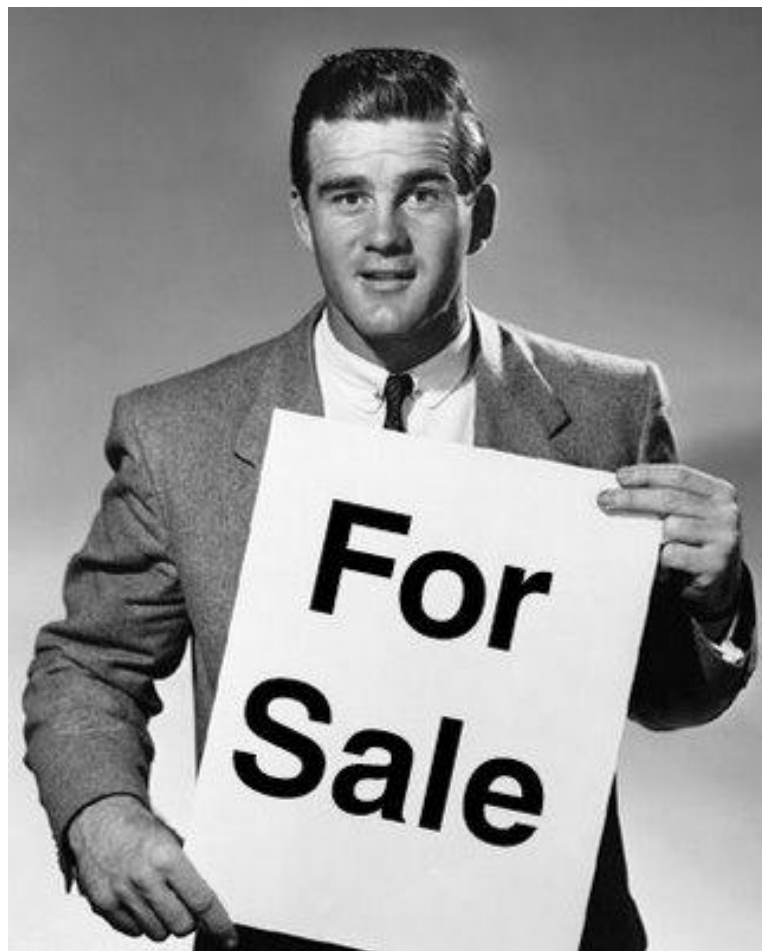
Kern (selbst) verstehen

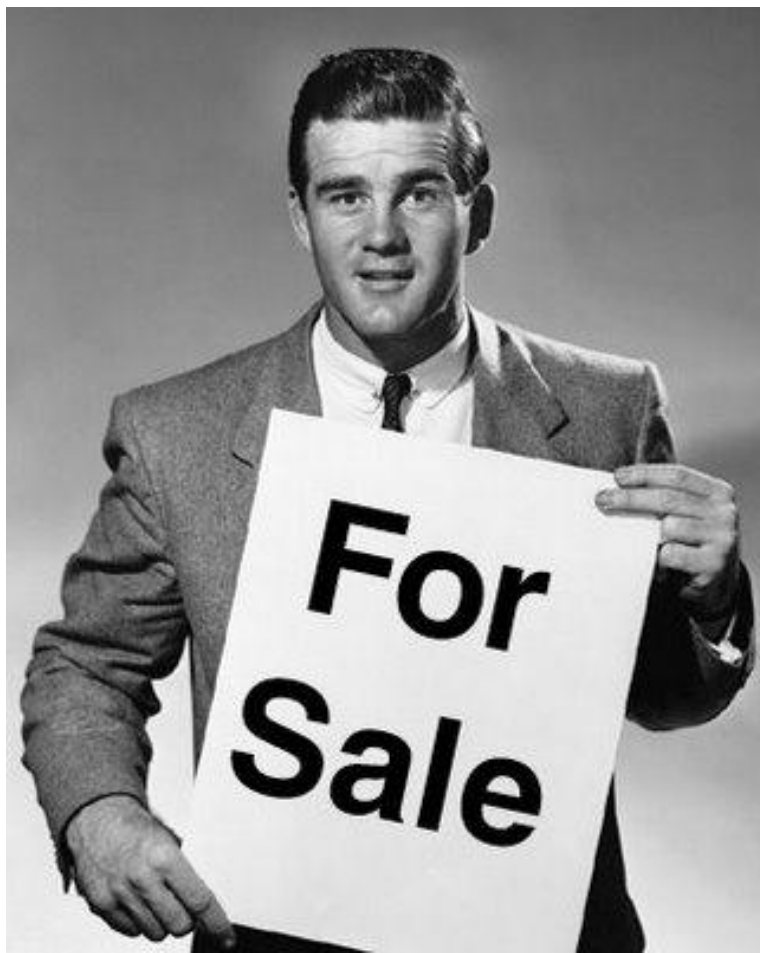


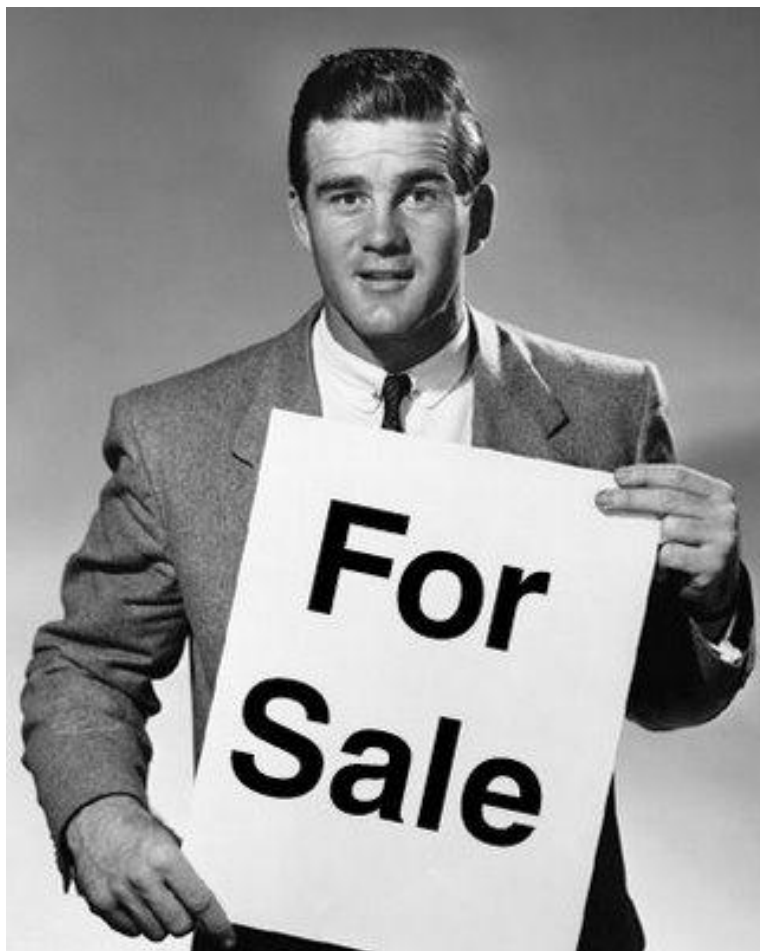


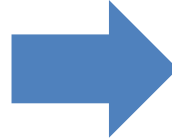






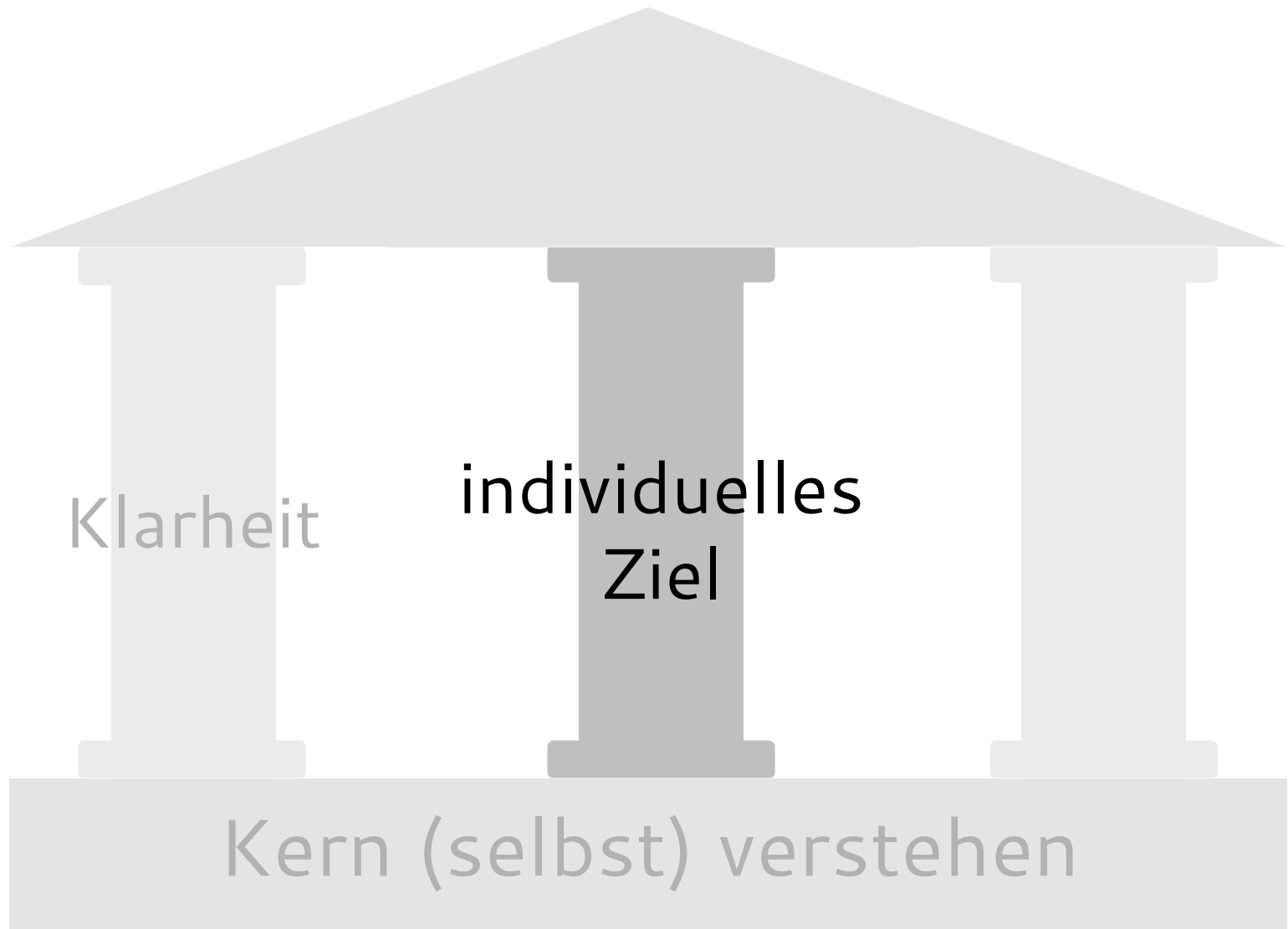


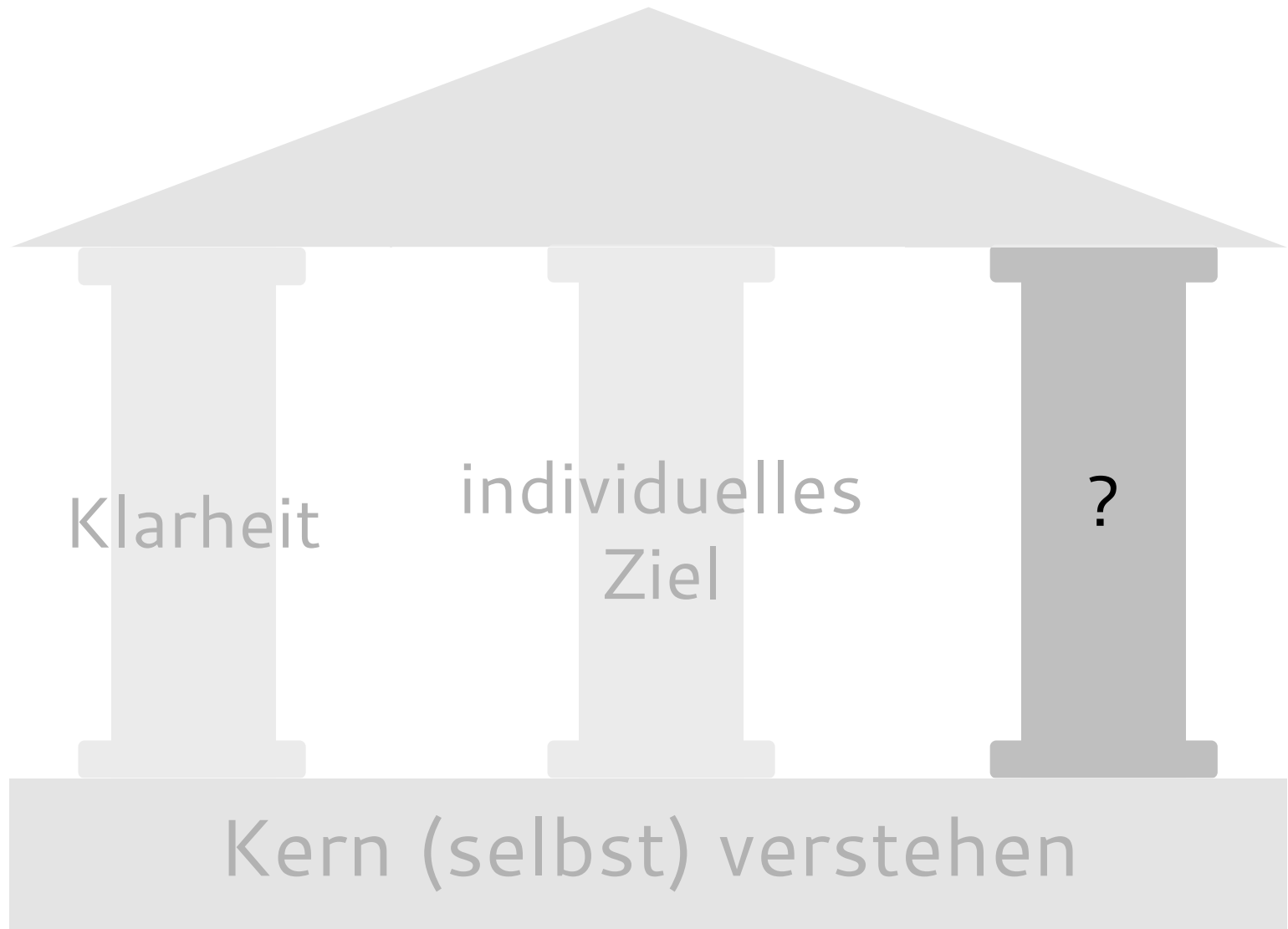




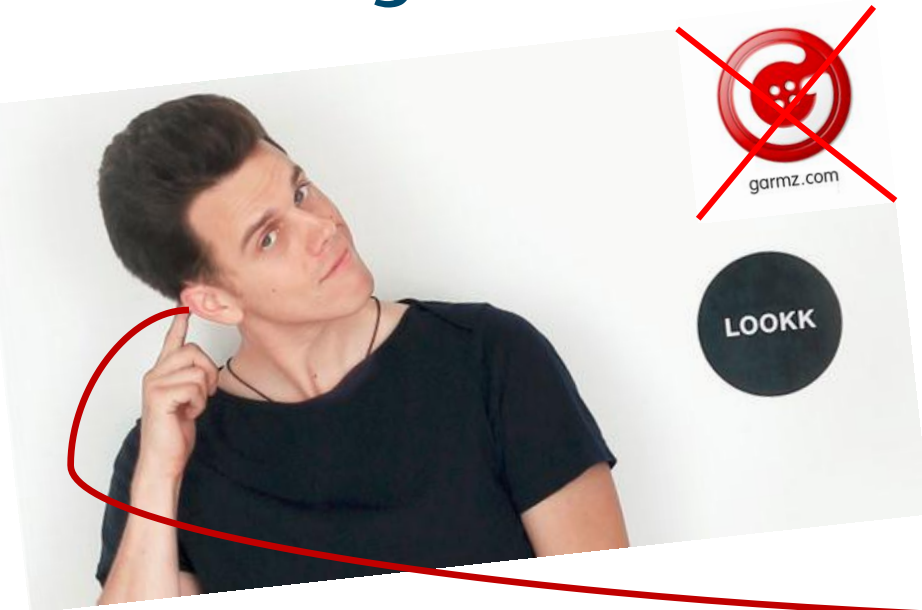


Differenzierung





The forgotten Half of the Pitch



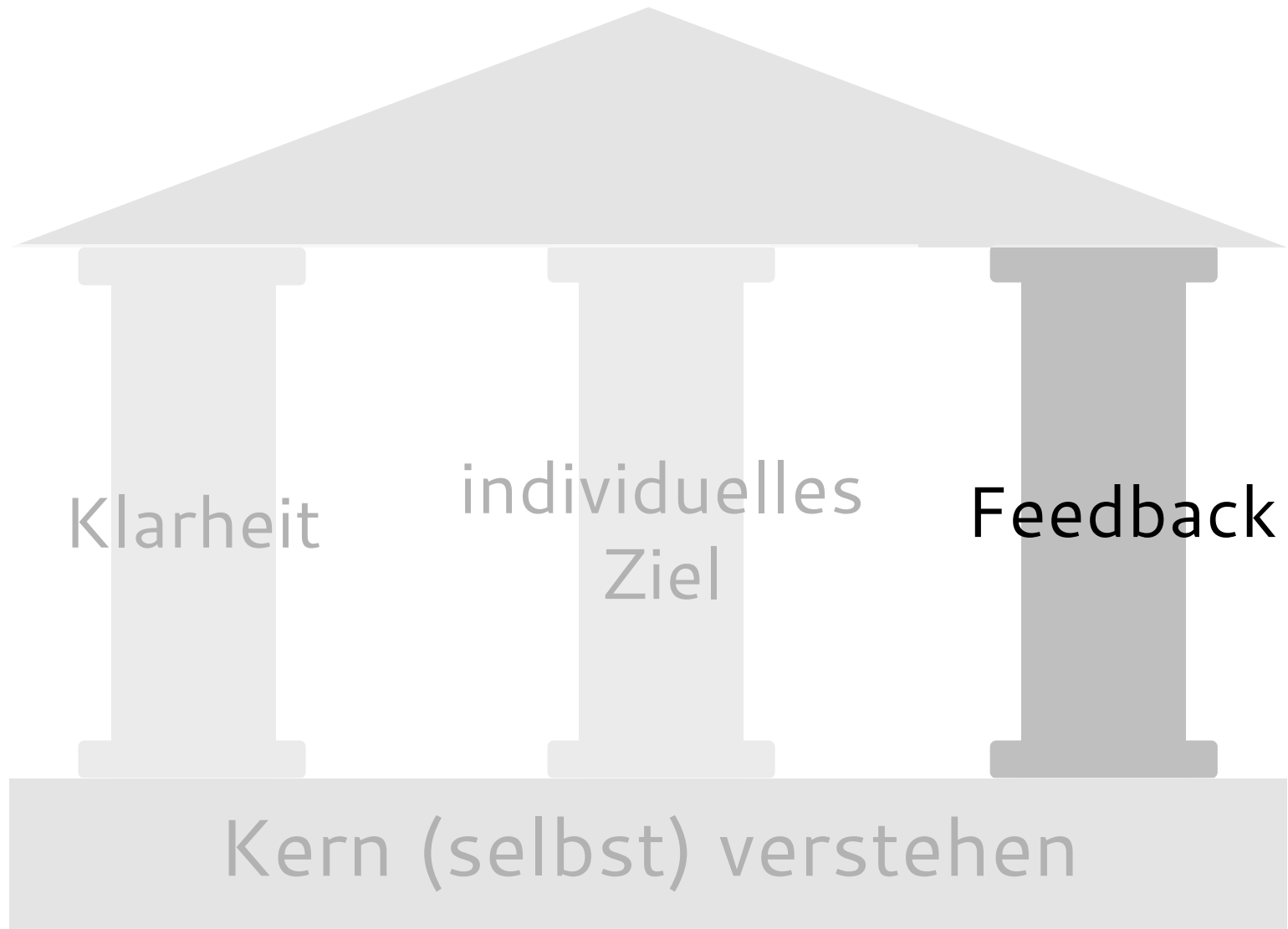
Deliver

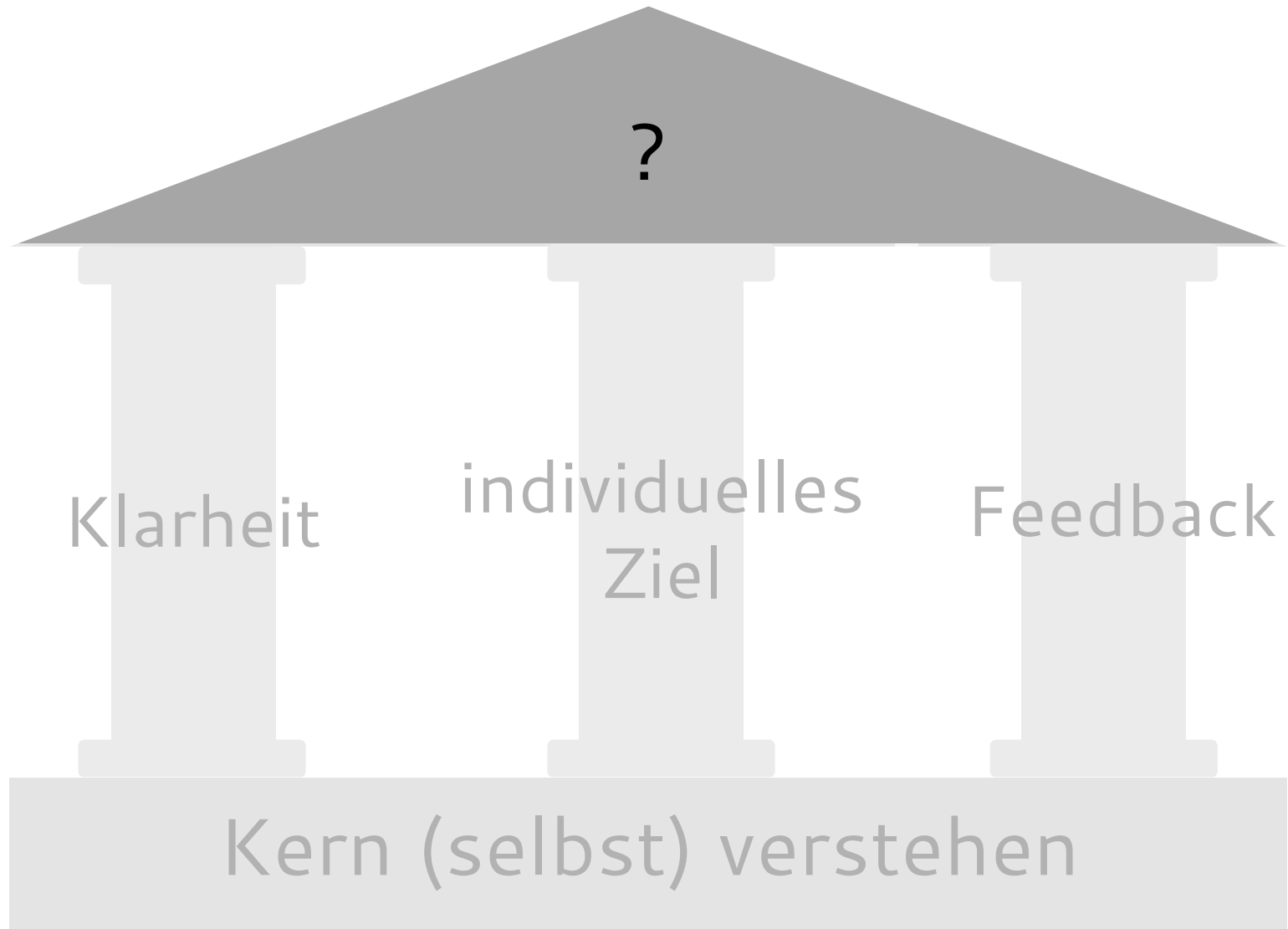
Pitch

Feedback

Listen & Improve

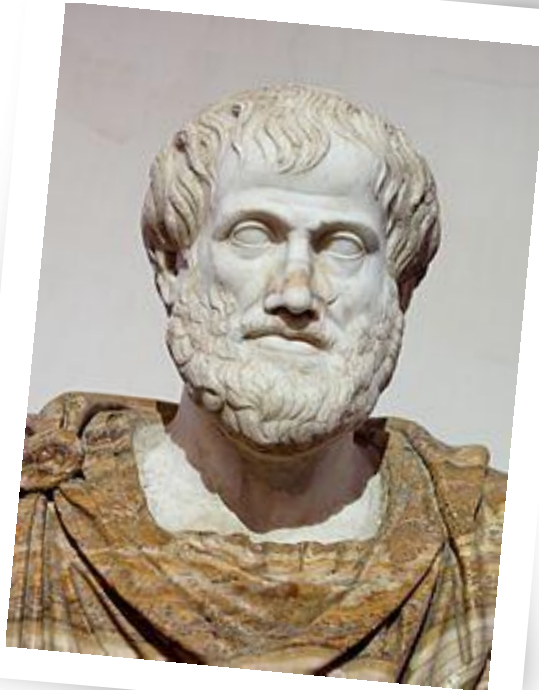






Der größte Philosoph aller Zeiten?*

Aristoteles



Confucius



George



**In Bezug auf Pitchen*

And the winner is...



George

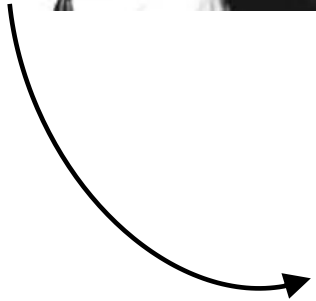
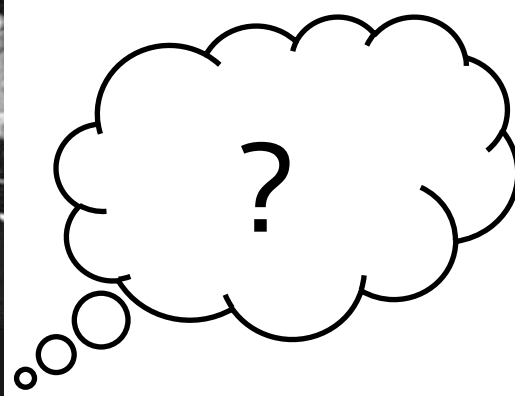
"When I started to go on auditions, I just wanted them to like me. That wasn't the right attitude ... I started to view auditions as my chance to solve their problem."

- George Clooney





Probleme & Bedürfnisse des Publikums !



Pain?



Gain?

Spezifische Bedürfnisse...

$$\frac{A}{X} \quad \frac{B}{Y} \quad \Rightarrow \quad \frac{AB}{Z^1}$$

... und kleinster gemeinsamer Nenner..

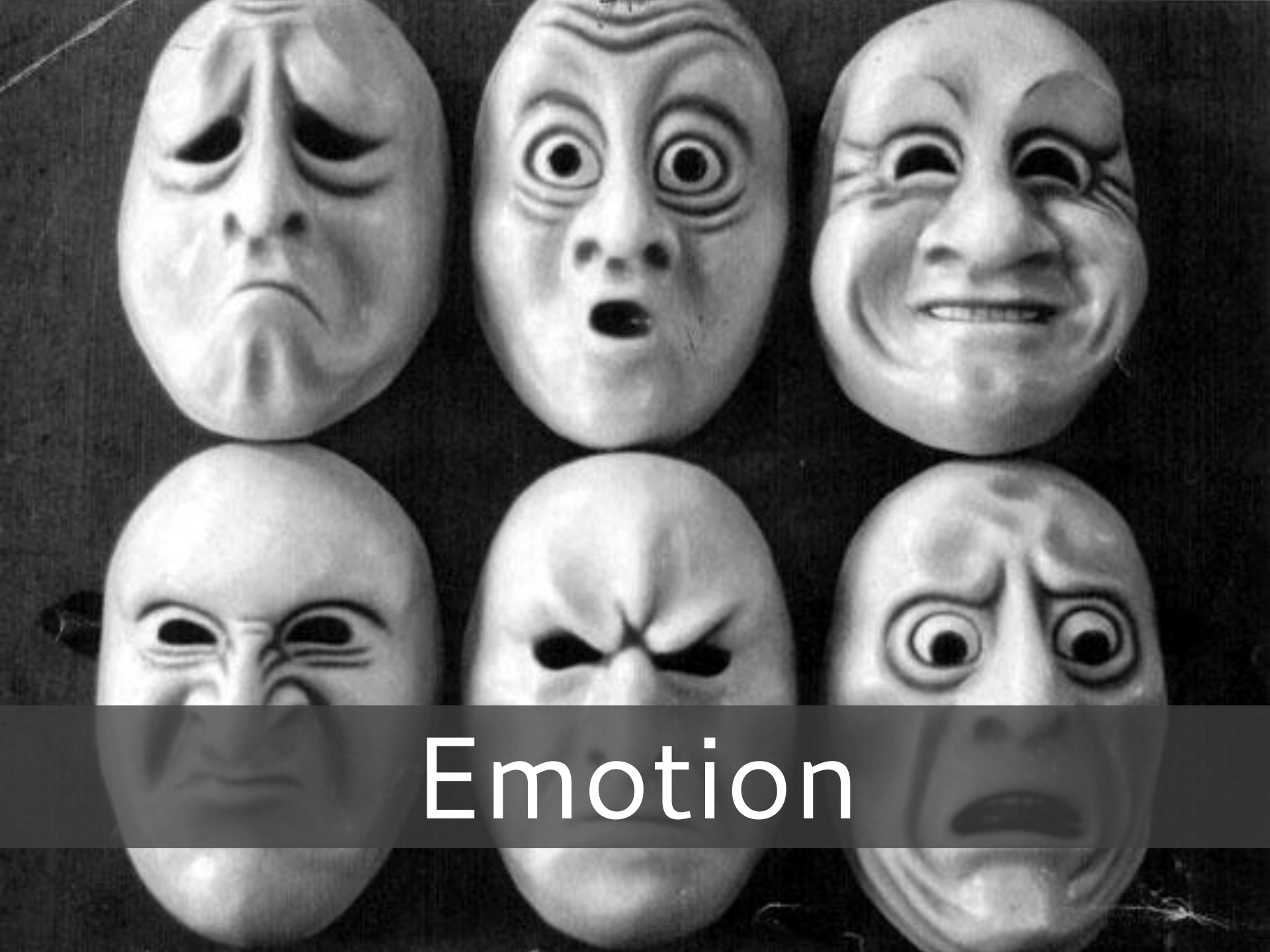
$$^1 (X * Y = Z)$$





Rhetorik & Auftreten

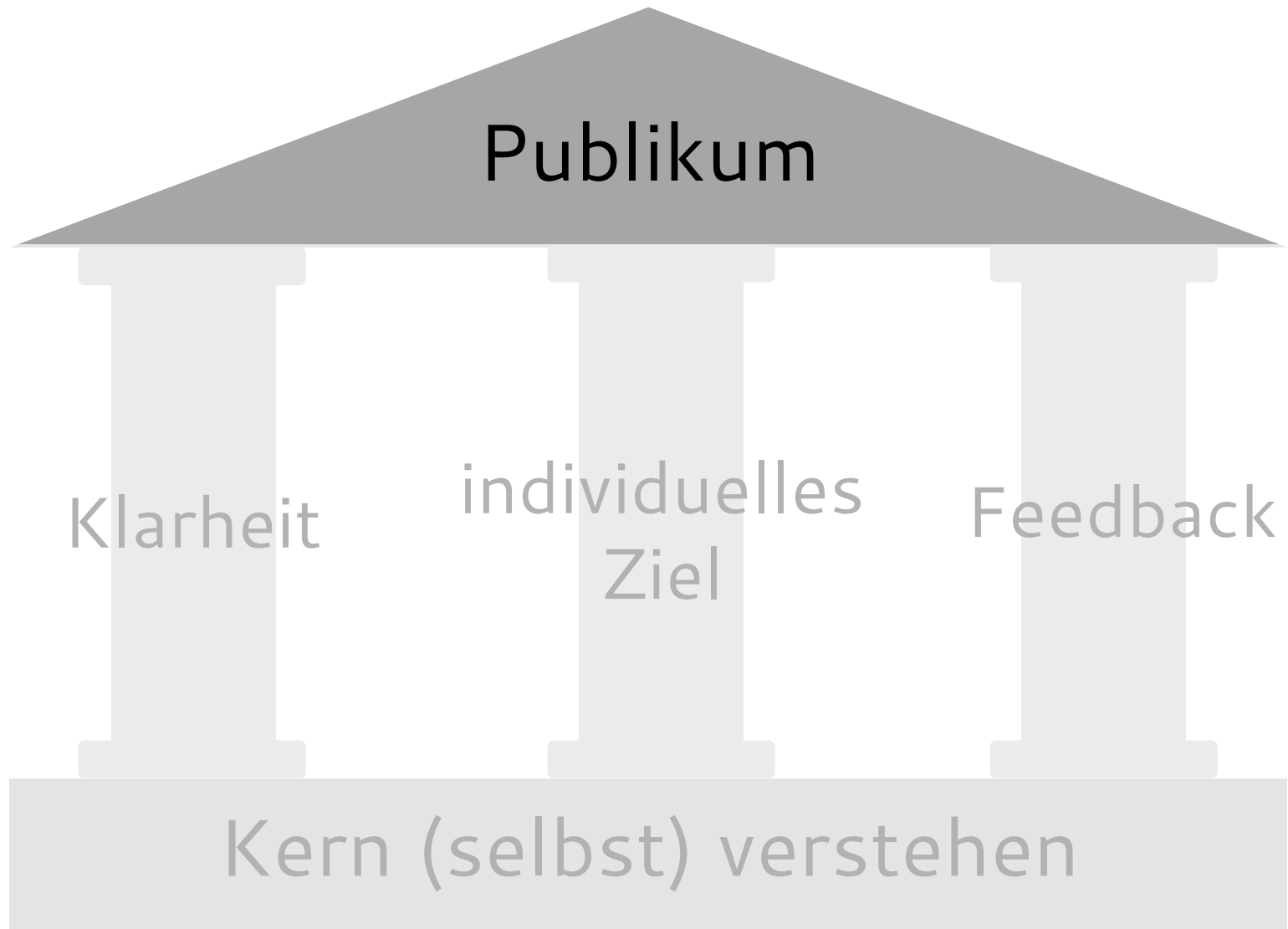
CHANGE
WE CAN BELIEVE IN



Emotion



Fokus auf Publikum



?



*Your
head*



*Their
heads*



I bet you are here



Get out of YOUR Head

GET THE



@#* OUT

You have to go here



*Your
head*



*Their
heads*





YOU

YOU are the audience !

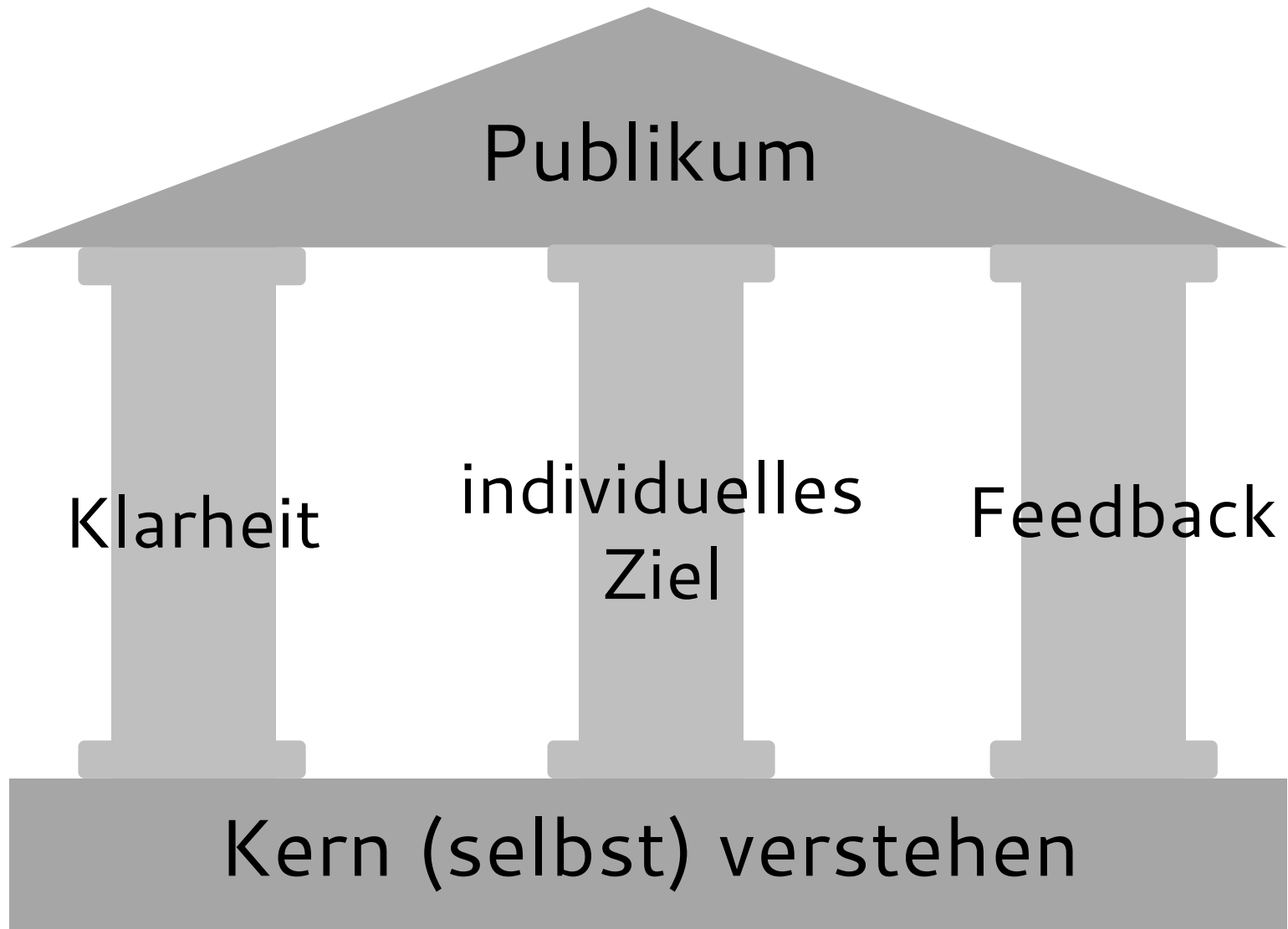
KEY

MESSAGE

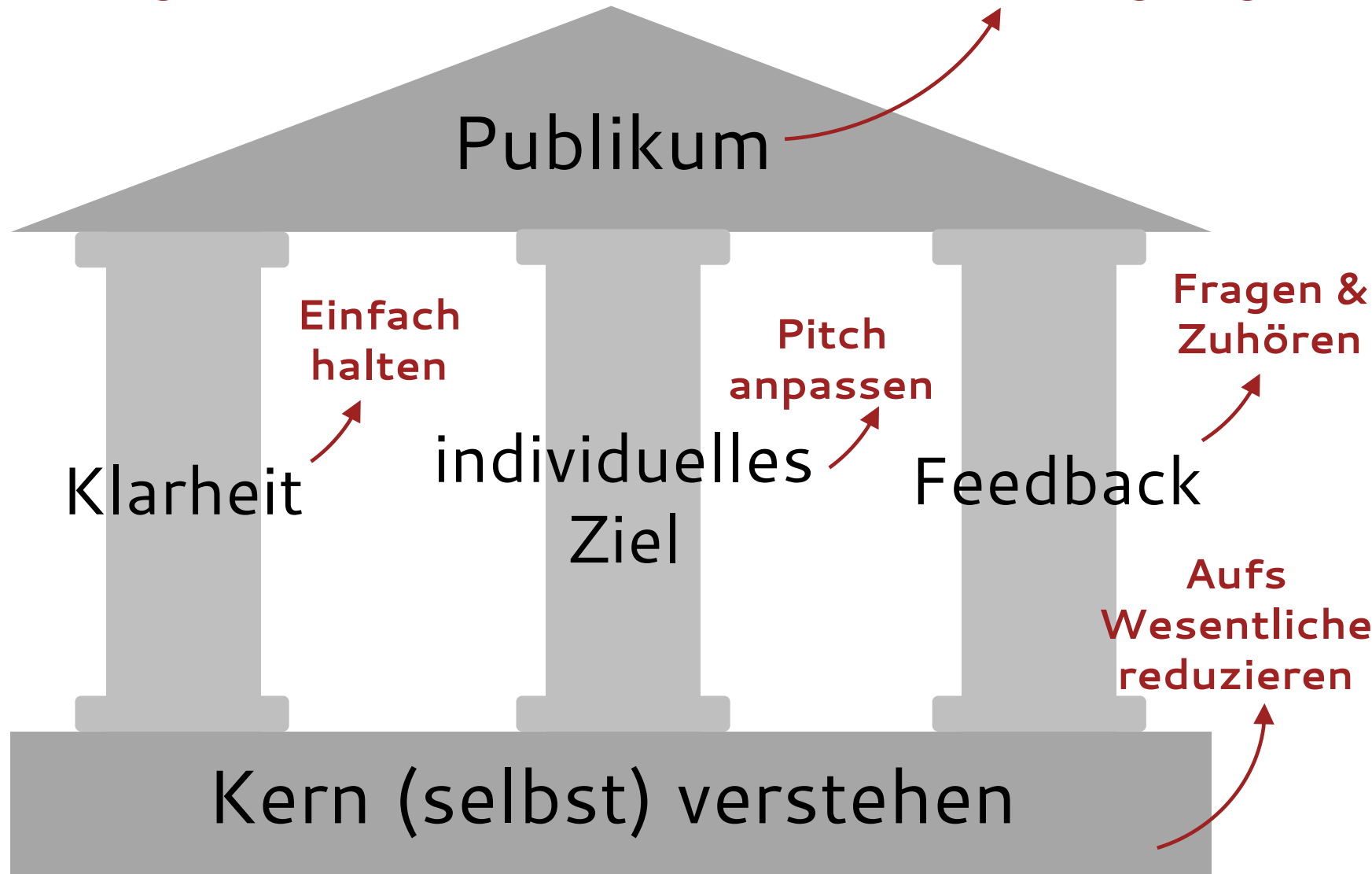




Pitchens



Nicht vergessen: Man hatte Brillen des Publikums oft genug auf





October 29 - 31, 2012 | Vienna, Austria

PIONEERS LIFESTIVAL

MOVING FORWARD



We had many Elevator Pitches at Pioneers

Colette

Pitchers being roasted

Dave

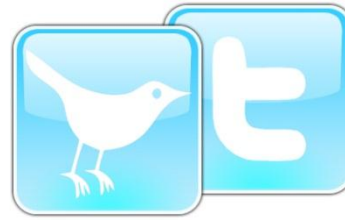
PIONEERS
FESTIVAL
www.pioneersfestival.com



General Feedback (last 4–5 mins) is very valuable



Watch video of „Roasted“ session at
<http://pioneersfestival.com/video-library/>



stARTistsCANdo



Can Ertugrul