

2. Pitching & Funding SE

- Funding is pitching!
- Importance of having a (well-done) business plan
- Importance of attending events, seminars etc.
- Importance of understanding investors & donors

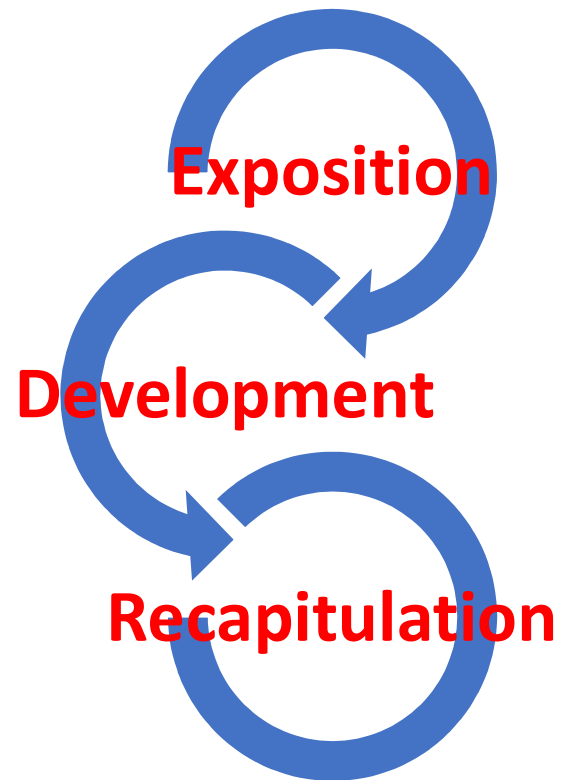
COMMON MISCONCEPTIONS ABOUT PITCHING

A PITCH is a presentation of an idea in a few minutes so you need to make the best out of a very limited time

THE MOST IMPORTANT ACT/ENDEAVOR IN PITCHING IS THE SCREENPLAY

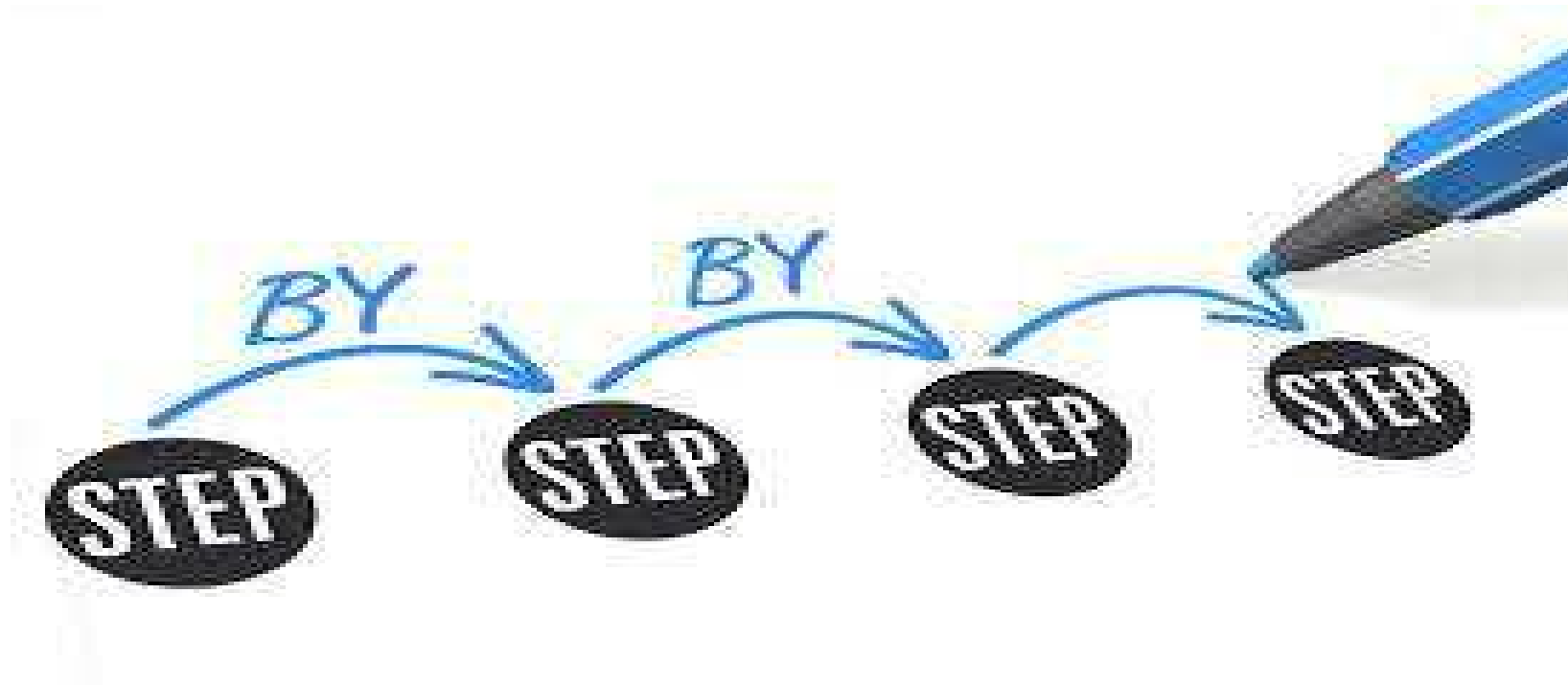
- It is about THINKING and WRITING: good plays do not start with a good actor but with a good script. Not about confidence, stage presence or smooth talking.
- It is about the IDEA/something worth saying that can change how people see the world
- Public speaking is an act of giving that brings the audience to a beautiful new place
- Style without substance is awful

HOW TO STRUCTURE THE IDEA



Source: Anderson, 2016

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