Royal Bank
Business Builder

60 Second Pitching

Royal Bank of Scotland

3 KEY ELEMENTS OF PITCHING

Content

Structure

Delivery

Notes

Pitch Structure

Hook

- How can you grab your audience's attention?

- An interesting fact or statistic

Problem

- Define the problem

- Who experiences the problem?

- How do you know they have this problem?

Solution

- Why & how is your solution different?

- Where is the innovation?

- Why should people buy it?

Opportunity

- What's the size of the market?

- Traction to date

- What are the risks and how can you reduce these?

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Pitch Structure

Model
- How are you going to make money?
- Are there multiple revenue streams?

Team
- Introduce yourself and your team
- What's your/their experience?
- What does the future of team look like?

Ask
- What are you pitching for?
- What do you need to progress your business?

Top tips for pitching

1	**Pitch with purpose** – be clear on why your pitching and who you are pitching to

2	**Keep it simple & impactful** – as a guide don't use more than 150 words for a 60 second pitch

3	**Make sure it's understandable** – remove any jargon, acronyms or abbreviations to make it easy to understand

4	**Use the structure** – to help you organise the content and distil the most important information

5	**Know your audience** – make sure you know who your audience is and what is most relevant to them

6	**Build credibility** – consider how you can build credibility and demonstrate your experience and knowledge of the market

7	**Tell a story** – it's your business, you know it best so tell it in a way that communicates the story authentically

8	**Think about your body language when pitching** – take a breath, speak slowly and stand with confidence

9	**Practice make perfect** – take every opportunity to pitch and continue to get feedback from the audience

10	**Use your pitch** – once perfected, a pitch can be used to communicate everything from an investment pitch to your website messaging

Well done, you have completed the 60 Second Pitching module!

Continue to perfect your pitch by...

- Completing your 60 second pitch, building out each element using the pitch structure

- Share your pitch with others to get constructive feedback and help you to refine

- Practise, practise, practise!

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THANK YOU

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