

The Pitch/Pecha Kucha	
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If you Google “The Elevator Pitch” you find enough information about how to construct it. In this module we don’t explain you how to build it, but what should be the content approach. An elevator pitch is “**a succinct and persuasive sales pitch**” normally they give you 2’ minute presentation.

If you have 10’minutes then we suggest you go for the Pecha Kucha presentation. What a **PechaKucha** (Japanese: ペチャクチャ, IPA: [pet̚ɕa kɯt̚ɕa], chit-chat) is a presentation style in which 20 slides are shown for 20 seconds each (6 minutes and 40 seconds in total). The format, which keeps presentations concise and fast-paced, powers multiple-speaker events called **PechaKucha Nights** (PKNs).

Before you try to make yours look in the different cities the Pecha Kucha videos so you can make your mind about how to.

Tip: In any case, since you are Lego® practitioner we suggest you use your Lego® model to make your Pitch instead of Powerpoint presentations, that will take them by surprise and generate a positive approach towards you.

The Crayon’s Pitch approach:

Aristotle is one of the founders of the communication theory. According to him persuasion happens when three main components are in your speech: ethos, logos, and pathos.

Ethos is credibility, so make yourself credible during your presentation.

Logos is the means of persuasion, through logic, data and statistics when you pivot your model you get this data.

Pathos is the act of appealing to emotions when you talk to your potential customer you get their emotions. Use your own emotions + your customer segment emotions during your presentation.

A good possible combination is 65% of Pathos, 10% Ethos, 25% Logos, remember stories are just Data with a Soul.

Now think for a while; it is your idea, but are you the “right person” (know yourself) to sell your product, service, idea or maybe you need to hire someone that can do it instead of you?

If you don’t know how generate Aristotle content here are some tips:

1. Google the terms and their meaning and watch endless number of videos.
2. One example “<http://socialtriggers.com/how-to-earn-credibility/>”
3. Andrews, Van Leeuwen, Van Baaren wrote a fantastic book “Persuasion”
<http://www.managementboek.nl/boek/9789063693145/hidden-persuasion-engels-marc-andrews>
4. <http://www.pickthebrain.com/blog/how-to-create-passion-anywhere-and-anytime/>

The Crayon’s construction Pitch approach

Walk the city and look around how advert messages are built.
 You will discover the hidden “rule of three” applied to business and social life.

Think of that:

How many wishes Aladdin can grant you?

How many letters are in these Brand names, DHL, IBM, CNN, BBC?

How many are the wise men who brought Jesus gifts?

How many words had the Obama message “Yes we can”?

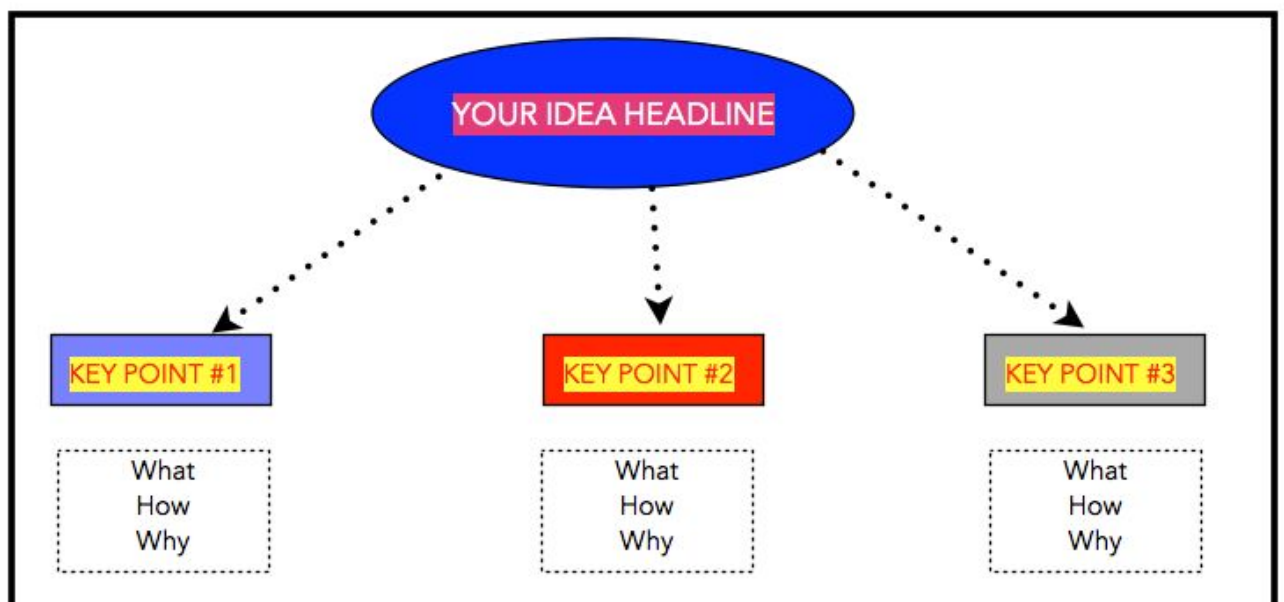
When you text messages on Twitter or WhatsApp you write short messages to convey your idea, so when you Pitch your idea you have to be very precise on the message using the “rule of three”.

The word precise is key. You have to prototype your idea and go to the street to test it, listen carefully your customer segment. Learn from them and Pivot your product because their information they provide can affect any of the 9 blocks of your Business Canvas Model. Many today famous companies such as Twitter, WhatsApp, Instagram pivoted their business model, so why not you?

With the information you got from your customer segment prepare your Pitch.

Follow the diagram structure and rehearse your presentation. Don't make your presentation to your friends or any family member, because what you really need is the feedback from your customer segment, so get back to the street and pitch them. Moreover, we suggest (not compulsory) you focus on clear explanations on Key Resources, Key Activities and Value Proposition for your customer segment.

Tip: understanding how you can generate “Traction” is what the investor/business angel wants to know. Suggested reading <http://articles.bplans.co.uk/growing-a-business/1313/1313>



>>ACCESS THE ASSIGNMENT [HERE](#)<<