



**GRÜNDE  
MIT  
PLAN**

**BPW  
2024**

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# BPW 2024

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## Seminarprogramm Brandenburg

# Pitch Training

Potsdam Science Park  
Businessplanwettbewerb Berlin-Brandenburg  
22.05.2024

Anett Lommatzsch

# Agenda

- ✓ Check In: Pitch your Business Idea or Business Case
- ✓ Structure Elevator Pitch
- ✓ Practice & Feedback
- ✓ Check out

## Unique Selling Point

Innovative aspect of your idea  
Main features of your product

Why should a client buy my product instead of the competitors' products?

Which of the customer demands is highlighted here?  
Additional benefit for your customers your competitors do not offer.

Name features that make your proposition unique in comparison to your competitors' items.

### Examples

- Quality differences/packages for services & price
- Innovation / new elements
- Cost leadership

## Products/Customer Service

Describe/structure your value proposition in a way that everyone understands what is available

What does it look like? What do you sell?

What can your client buy?

What are your core competencies, your strengths?

Differentiate clearly between your (various) offers by describing their characteristic features

## Business Idea

....

## Customer Benefits

**What do my clients/target group expect when they order sth. / hire me/purchase my product?**

- Product features / What is my product able to do?
- What is my client's benefit from buying the item?
- What problems might my product solve?

### Examples

Material/immaterial profit (what in particular?), to save time and/or money, to gain prestige, for the own convenience or fun, to experience adventures, to feel more secure

**People with the same needs, desires or problems are part of one target group.** What are their needs? Differentiate between your Target groups by **characterizing each target group** with regard to the following aspects:

### B2C or B2B

### Socio-demographic criteria

family / personal status  
age, sex, income

### Geographical criteria

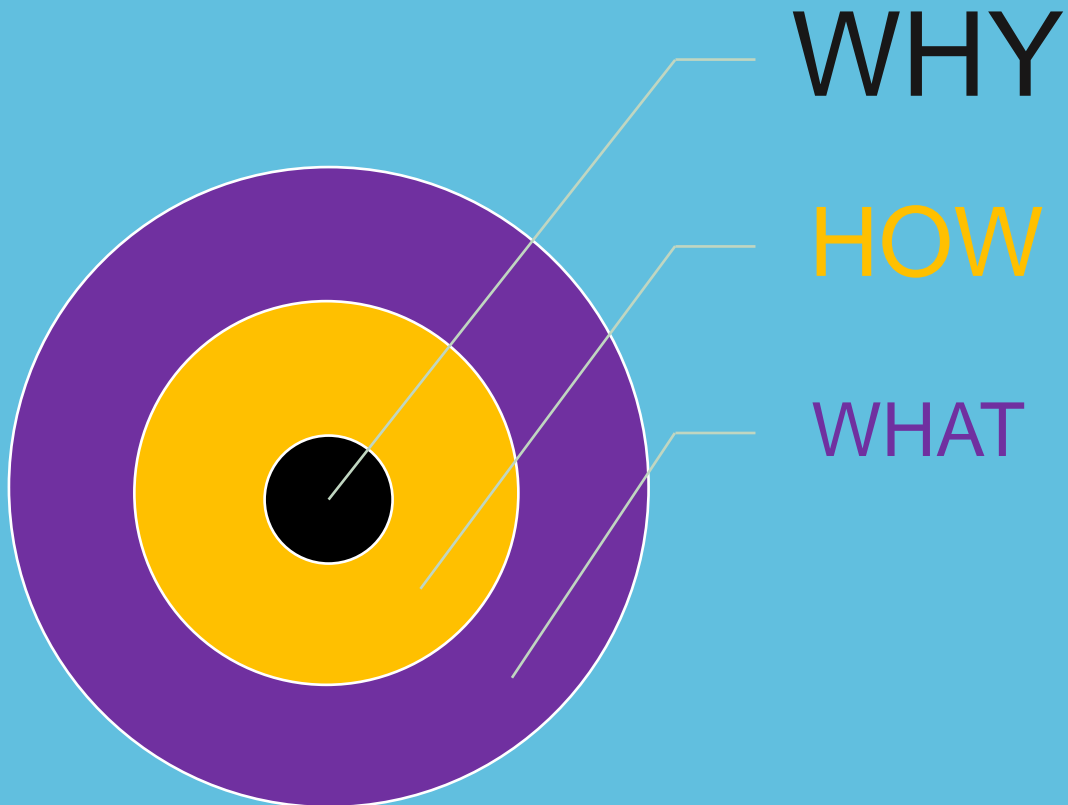
What is the range you aim at for each product/service? city, countryside, region, nation, continent, the planet

### Psychological criteria

- Means the attitude and values that influence the consumer's behaviour
- Means preferences, awareness of status, openness, aesthetical sense etc.

**(Desired) Target Groups**

# Elevator Pitch



To the point **internal perspective**

**What is this?**

Short introduction in approx. 60 seconds to catch the attention of my potential customer / investor etc.

**What is the benefit?**

Enthusiasm for the project / presentation

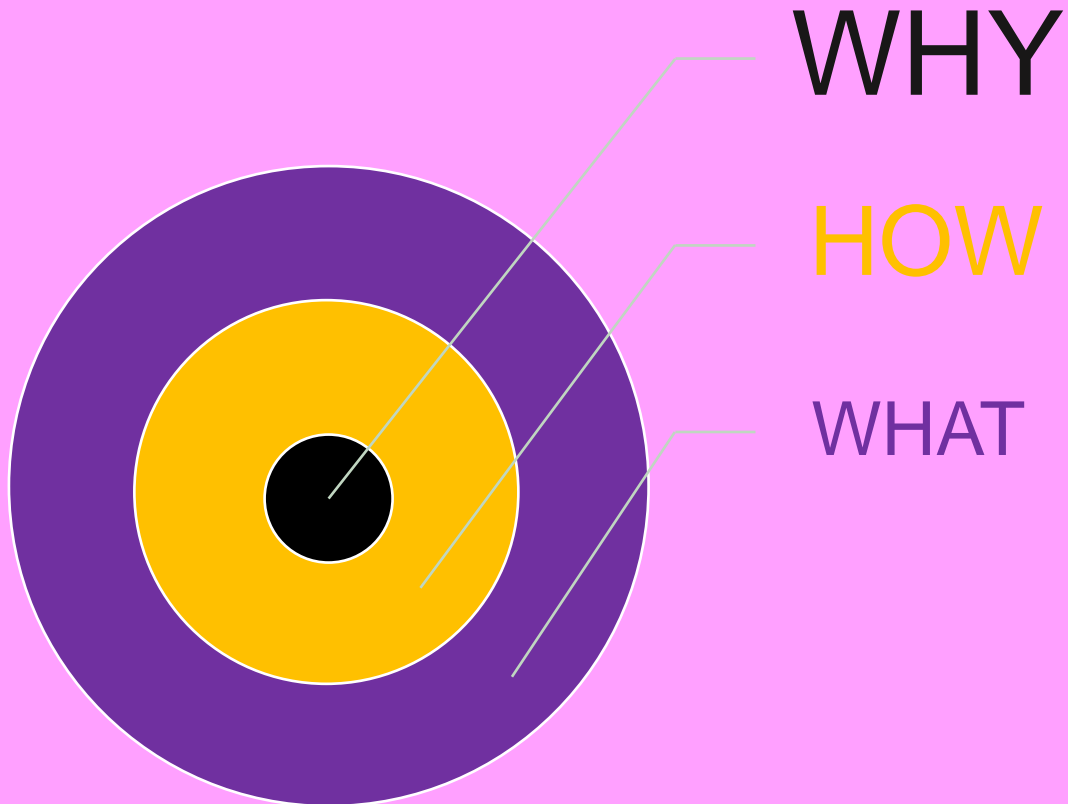
**What is the goal?**

Motivating an investor, landing an order, etc.

**What do you say?**

First name the highlights briefly and concisely, then go into more depth, start with the “second most important” information, then give an insight into the “third most important” information, etc.

# Elevator Pitch



To the point **external perspective**

**What is this?**

Short introduction in approx. 60 seconds to catch the attention of my counterpart

**Prioritizing information – know listeners**

Which message would you like to send?

Or

What might the listeners be interested in?

Briefly "check out".

**Arouse the attention and curiosity of the audience**

**A-I-D-A** *AIDA -Attention – Interest – Desire (to buy) – Action (to buy)*

**Do it ! Do it ! Do it !**

**Reflect the pitch / conversation afterwards.**

# A I D A – Formula

You have a  
maximum of 60  
seconds to attract  
attention.

- *AIDA -Attention – Interest – Desire (to buy) – Action (to buy)*

- **Attention.** A surprising start to your offer. What can you offer your counterpart? What can you do for them and what experience can you draw on?

## **Interest.**

How can you make your offer interesting for the customer? To do this, you need to know their needs and preferences.

- **(Benefit.**

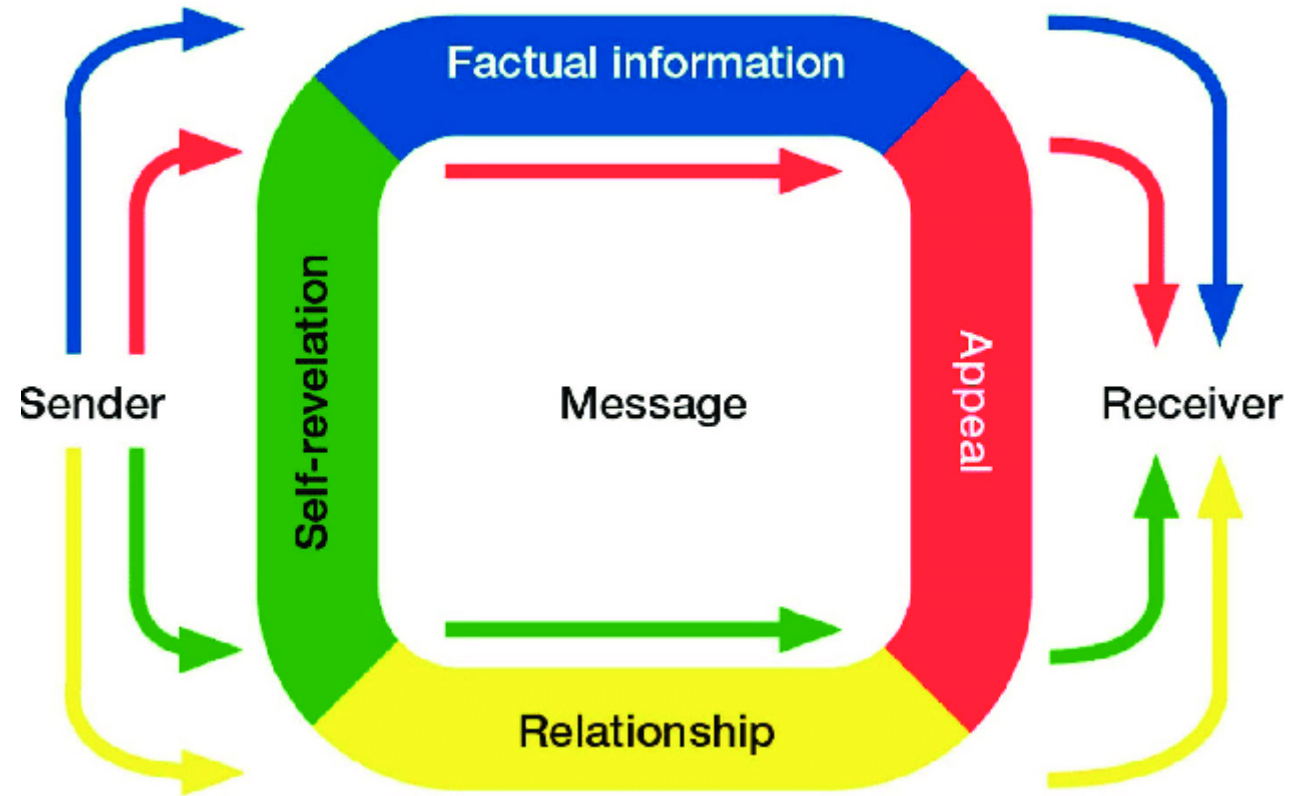
*Change of perspective*

What advantages do you offer? What is special about your offer? What does your customer or your future employer gain by accepting your offer and not that of a competitor?)

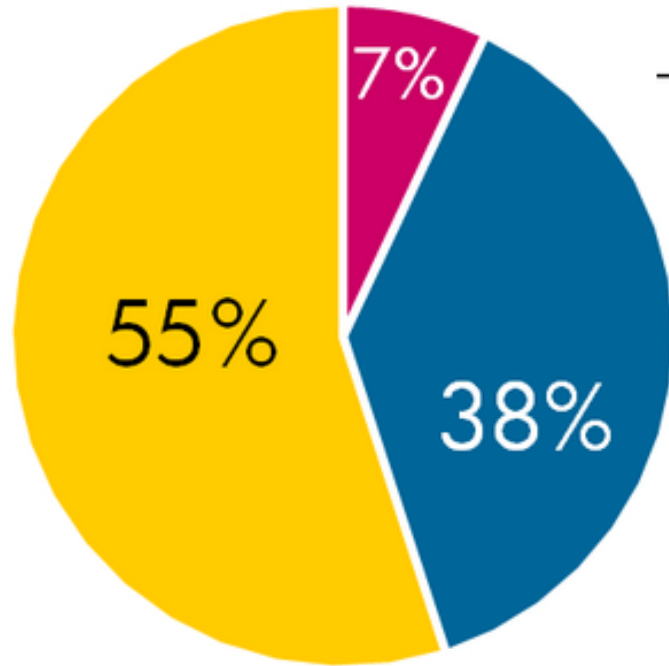


A I D A – Formula  
You have a  
maximum of 60  
seconds to attract  
attention.

- *AIDA -Attention – Interest – Desire  
(to buy) – Action (to buy)*
- **Motivation.**  
What motivates you to make this offer to the customer/investor etc. of all people? What is the attraction for you if you can cooperate with him?
- **Appeal.**  
What do you want from the person you are talking to? Tell them clearly what you want them to do.  
(Appointment, business cards, networking ...)



<b>Factual information</b>	<b>What do I inform about?</b>
<b>Appeal</b>	<b>What do I want you to do?</b>
<b>Self revelation</b>	<b>What do I reveal about myself?</b>
<b>Relationship</b>	<b>How do we interrelate?</b>



Dr. Albert Mehrabian's 7-38-55% Rule

## Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Study on the relative importance of verbal and nonverbal messages in personal communication



# Develop your Elevator Pitch using the AIDA formular

- **Offer / Action**

What do you offer your customer / investor etc. **concerning products/service?**

- **Interest**

What do you offer your customer / investor etc. **concerning their interests?**

- **Benefits**

**Which benefits / advantages** do you offer your customer / investor etc.?

- **Motivation**

What makes you make your customer / investor etc. **this offer** of all products/services?

- **Appeal**

**What do you want** from your customer / investor etc.?

My appearance:  
Are you contracting  
someone or lending  
someone money  
you don't trust?



Language and (sub)sound:



You mean what you say.



“Clothes make the wo/man”. But don't dress up.



Facial expressions/gestures: Rehearsed facial expressions and gestures appear “fake”.



Mean what you say and mean your appearance. Authenticity



This can only strengthen your content!

# Be SMART

S	M	A	R	T
P	E	C	E	I
E	A	C	A	M
C	S	E	L	E
I	U	P	I	D
F	R	T	S	
I	A	A	T	
C	B	B	I	
	L	L	C	
	E	E		

# Risks and side effects

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- You don't trust the strength of your own arguments.
- You try to weave in extra arguments.
- You lose the thread of the conversation.
- (You save additional arguments as bonus material for follow-up questions from your conversation partner)
- You are not arguing from the customer's point of view. It is not important that you think your offer is great, but that it is interesting for your counterpart.
- You give monologues.
- **You are not authentic.**



# BPW 2024

Deine Idee | Dein Konzept | Dein Unternehmen

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## Förderer



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