



**GRÜNDEN?
KLAR DOCH!
DU, WIR
& UNSER
NETZWERK**

**BPW
2026**
www.b-p-w.de

BPW 2026

Seminarprogramm Brandenburg



Investitionsbank
des Landes
Brandenburg **ILB**



The Art of

Pitching



About this

Training



Agenda

1. Welcome, Principles & Icebreaker
2. The Why
3. The How
4. Good Practices
5. Pitching Time
6. Wrap-Up



High Concept Pitch

My company, _____ ,
NAME OF COMPANY

is developing _____
A DEFINED OFFERING

to help _____
A DEFINED AUDIENCE

_____ with
SOLVE A PROBLEM

SECRET SAUCE

High Concept Pitch

My company, F38,
NAME OF COMPANY

is developing A MULTI-PURPOSE EVENT LOCATION
A DEFINED OFFERING

to help PEOPLE WHO ARE NOT (YET) COMMERCIALY SUCCESSFUL
A DEFINED AUDIENCE

FINDING SPACE IN BERLIN with
SOLVE A PROBLEM

AFFORDABLE PRICES AND LOVE.
SECRET SAUCE



The Why

(always start with why)



The Why

Know
your
audience

Know
your
goals



The Why

Know
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your
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The Why

Know
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The How - Pitch Formats



The How - Pitch Formats

- High Concept Pitch
- Match Pitch (15 – 30 minutes)
- Elevator Pitch (30 – 60 seconds)
- Investor Pitch (ca. 3 – 8 minutes)
- Agent Pitch (ca. 3 – 10 minutes)
- Sales Pitch (ca. 20 – 60 minutes)



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The How - Pitch Deck



The How - Pitch Deck

- Logo and slogan
- Opening Statement
 - e.g. raising awareness for a topic or
"What do we do better than the others?"
- Team (incl. positions and competencies)
- Market & target group(s)
- Problem
- Solution



The How - Pitch Deck

- Business model
 - e.g. revenue streams, customer acquisition, etc.
- Competition
- Progress (also: milestones)
- Data
 - Customers, sales, profit, break-even
- (Financing) needs
- End
 - e.g. repetition of the open statement
vision or mission



Death by Powerpoint

The How - Death by Powerpoint

Overloading Methods

- In Java it is possible to define two or more methods within the same class that share the same name, as long as their parameter declarations are different.
- When this is the case, the methods are said to be overloaded, and the process is referred to as method overloading.
- Method overloading is one of the ways that Java implements polymorphism.
- When an overloaded method is invoked, Java uses the type and/or number of arguments as its guide to determine which version of the overloaded method to actually call.
- Overloaded methods must differ in the type and/or number of their parameters.
- While overloaded methods may have different return types, the return type alone is insufficient to distinguish two versions of a method.
- When Java encounters a call to an overloaded method, it simply executes the version of the method whose parameters match the arguments used in the call.





The How - Death by Powerpoint

1. One message per slide
2. Redundancy effect
3. Headline
4. Contrast (2)
5. Number of objects (6)
6. You are the presentation!



The How - Death by Powerpoint

1. One message per slide
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Key Factors & *Good Practices*



Key Factors & Good Practices

- Emotion!
- Storytelling
- Pictures > letters
- Solution > problem (mind the “problem trap”)
- Analogies (e.g. “like AirBnB for commercial objects”)
- Not too much information (‘KISS’)
- Scripting your pitch vs. how to sound natural
- Appendices (attachments)
- Always be the buyer
- Don't put the competition down
- No false or unfounded assumptions
- Practise, practise, practise (camera, mirror, friends)



5-Step-Elevator-Pitch



Creative Opening



Creative Opening

- Problem oriented
 - “Do you know this situation?”
- Rhetorical question
 - “Why did I open an event space?”
- Personal anecdote
 - “I was walking through Kreuzberg when I saw this venue...”
- Reference to current events
 - “Last week I read in the newspaper that...”
- Surprise question
 - “Would you like to get up in the morning and feel fresh?”
- Your opening



5-Step-Elevator-Pitch Structure

1. Creative opening (incl. the problem)
2. Your name, product, organisation
3. Solution
4. Unique Selling Proposition (USP)
5. Call to Action (CTA)



Walk & Talk

1. Write your pitch (20 minutes)
2. Break (15 minutes)
3. Walk in groups of 3 (1 pitcher, 2 observers)
4. Pitch & feedback
5. Update your pitch



Wrap-Up




Feedback

1 thing you loved

1 thing you would have liked to be different

1 thing that surprised you



*Thank You
&
Good Luck!*

BPW 2026

Deine Idee | Dein Konzept | Dein Unternehmen

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Förderer



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#wirgründen