



FACE

WebQuest 7

March 2024
IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

The Perfect Pitch



[Download the Webquest in a pdf](#)



SKILLS

Creativity, mobilizing resources



MODULE

Soft skills



TIME FRAME

90 minutes



FACILITATION LEVEL

Intermediate

Learn the art of crafting compelling narratives, shaping impactful pitches, and mastering the power of storytelling in entrepreneurship.



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Introduction



Pitching is a critical skill for success in today's competitive landscape. Whether you're presenting new creative, seeking approval on a new process or persuading investors to buy into a new idea, a well-crafted pitch can make all the difference.

Learning objectives

By completing this WebQuest, you'll be able to:

- Have a better understanding of different components that make up a solid pitch.
- Create a "Pitch Canvas" to shape your pitch.
- Tell how storytelling helps an entrepreneur succeed.
- Develop a compelling narrative and pitch for your creative project or business idea.
- Improve your public speaking and presentation skills.



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Task



You and your team are looking for investors and audiences to support your new creative project and you've got an opportunity to present your project to audiences and investors in only 3 minutes. Let's get started to delve into how a compelling narrative helps entrepreneurs succeed and how to create an impactful pitch for your business.

Process

Don't worry, we'll be guiding you at every step with a wide array of resources:

- Please have a short reading on **Storytelling for Entrepreneurs: How Narrative Helps You Succeed**. By reading this, you'll grasp why and how storytelling and a compelling narrative are needed for businesses.
- To build your narrative slowly, watch "**How to give perfect pitch**" to gain insights into successful pitching strategies and the importance of storytelling in pitches. Pay attention to Pitch Canvas and Exercise sections of the video as they'll be the foundation of your pitch.
- Now, it's time to fill in each section or relevant sections in **Pitch Canvas** to ensure you are weaving an impactful pitch that aligns with the techniques you learned from the video.
- Once you fill the Pitch Canvas, it's time to create a persuasive pitch for your enterprise or project. Write a script for your pitch, practice delivering it aloud or record yourself to review your performance and make adjustments BUT remember you have **only 3 minutes**. Pay attention to your pacing, body language, and engagement with the imaginary audience.



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Conclusion

Congratulations on completing this quest of crafting a compelling pitch for your creative project. Through exploring the power of narrative in entrepreneurship and diligently applying the Pitch Canvas, you've taken a crucial step towards bringing your vision to life. As you move forward, consider the feedback you've received and the self-reflections you've made. Continue to refine your pitch, and don't hesitate to revisit the resources and strategies you've learned here. Your ability to communicate your project's value effectively is a dynamic skill that will grow with experience and practice. To inspire from real examples, you can check the best pitches on Shark Tank, in which entrepreneurs pitch their idea or project to the investors to invest in or fund their work.

Self- evaluation

1. Why is a compelling narrative or pitch important for a business success?
 - a) It impresses investors with fancy language
 - b) It helps in delaying the pitch process
 - c) It communicates the vision, value proposition, and potential impact of the business effectively
 - d) It ensures that the business remains secretive
2. What are the key elements that should be included in the structure of a pitch?
 - a) Long paragraphs with complex jargon
 - b) Multiple unrelated anecdotes
 - c) Introduction, problem statement, solution, market opportunity, business model, team, and ask
 - d) Only technical specifications.
3. In the context of a pitch, what does the term "hook" refer to?
 - a) A literal hook used to grab the attention of the audience
 - b) A fishing tool used by entrepreneurs to catch investors
 - c) An engaging opening statement or question designed to captivate the audience and draw them into the pitch
 - d) A physical prop used during the presentation

Right answers: C, C, C



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Resources

Click each section below to see all resources available

Websites

Storytelling for Entrepreneurs: How Narrative Helps You Succeed:

<https://www.linkedin.com/pulse/storytelling-entrepreneurs-how-narrative-helps-you-succeed-devati/>

Documents

Pitch Canvas:

https://best3minutes.com/wp-content/uploads/2021/12/CPT%C2%A9_v791_dl.pdf

Videos

How to give the perfect pitch

https://www.youtube.com/watch?v=Njh3rKoGKBo&ab_channel=StartupAmsterdam



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