

INFOLETTER 4

Hello all,

I hope you are fine and you had a productive session yesterday. Just in case see business model canvas attached. It will help your to progress with team work.

Lahti Venture program next steps:

26th of October from 3 pm to 4 pm

Meeting the mentors online in Zoom. Possibility to meet mentors and have guidance. Please use this opportunity just organized for you. You can meet mentors as a team in breakout rooms!

Meeting URL: <https://helsinki.zoom.us/j/68377031587?pwd=ckRqL2xPQTRUd3grT0h6TIUraWJmUT09>

Meeting ID: 683 7703 1587

Passcode: 985996

See mentors contact information at infoletter 2 <https://lahtiventureprogram.com/credits/>

Online Session Pitching Workshop + Exercises 2nd of November at 10:00 – 12:00

See instructions below. Please notice that this session is COMPULSORY to you all.

Third Meeting: Preliminary Idea Pitch, November 3, from 10 am to 4pm, online session in Zoom

I'll sen more detailed instructions and timetable later, but please notice that your team will have first rehearsal pitch to company in the afternoon between 1 pm to 2.30 pm

But no worries, it's a situation where you team can have tips and guidance from company people – so don't be afraid! Each team has 20 minutes with company in private breakout room. At that time you should present your teams ideas how you are going to solve the problem (maximum 7-9 minutes) and listen to companies feed back and discuss.

In the morning from 10 to 12 you can use Zoom and breakoutrooms to have team meeting. After meeting companies you have time to meet team and also to meet the mentors online in Zoom. Timetable for the day is here <https://lahtiventureprogram.com/program/>

Here is the pre-task for pitching session 2.11. This is not a team work, but individual one

Prepare a pitch to describe your concept with the following instructions:

- **Template:** Use The Basic Pitch Template > 7 Slides, VCU or PSB (Check the attachments)
- **Scenario:** you are pitching the concept to the company's manager to approve/implement your idea.
- **Duration:** 3 minutes max
- **Practical instructions:**
 1. **Strong opening:** message + USP in the first 8s e.g. here is an app that .. or Angry Birds is a mobile game downloaded by 5bn+ players. You can incorporate the message and USP + 2-3 sentences to explain the context of your pitch.
 2. **Strong ending:** no please, ifs, or anything pushy, needy, aggressive, or imperative (Download now!). The best way to ask is to invite someone to do something.
 3. **Start with "Hi", end with "Thank you".** Nothing else!
 4. **Argumentation:** you show arguments at concept level, business model or 4Ps, Team, Traction (this one is hard, you need evidence that show proof or validates your ideas i.e. not only your opinion but opinion of your users/customers or experts or proxies).
 5. **Kill the noise:** if you can say the same point of view with less words, please do so
 6. **Emotions:** help you to connect with people, it makes you likeable or helps you express your point of view. Keep it real and simple, watch any Steve Jobs videos on my website.
 7. **Technical Terminology:** you need to mention some technical words depends on the industry, and remember the pillars of Clarity, Simplicity, and Specificity i.e. you need to communicate in a way people hear, understand, and follow.
 8. **Sooth the doubt:** we talked about this, ask yourself what could the manager doubt in your pitch, or the customer/user. Address those in the argumentation
 9. **Content and concept development:** the best pitches have content i.e. you actually have something to present vs. you wing it without having any material to present and you start inventing things. My point here is that it is easier to pitch when you have developed your concept, when you researched, and strategized a bit.

Remember the resources here: <https://www.pitchingforlife.com/pretask>