



**TRAVEL
HACKATHON**



3-MINUTE PITCH

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YOURDESIGNWORKS



STARTUP CLASS




"MOVE OUT OF YOUR
COMFORT ZONE"

What's going to happen tomorrow?

- NO SLIDES, only prototype
- 3 minutes to pitch
- Using the stage computer, everything online
- 2 people needed for demo:
 - 1 is pitching on stage
 - 1 (or 2) is behind the computer showing the prototype



THE GOAL

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- Get **ATTENTION** to your idea and team
 - **SHOW** your prototype
 - **PRACTISE** and test your presentation skills
 - **GET** feedback from mentors, judges and other participants



WRITE THE SCRIPT

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- **WRITE IT!**
- Easy words, simple language
- Interesting, inspirational
- Tell a story, make a joke
- Edit your text, write down keywords, start practising

PITCH US!

WE CO-FOUND
COMPANIES
WITH BRIGHT
ENTREPRENEURS

www.elevaator.com

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AINFO
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VISION

STRUCTURE

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- **INTRO (10 SEC)**

Who are you? One memorable sentence/
slogan about your idea.

- **THE PROBLEM, THE PAIN (30 SEC)**

What problem are you solving? How big is
the problem? Who are the people?

- **THE SOLUTION, THE PRODUCT (60 SEC)**

As **SIMPLY** as possible, how does your
product solve this problem? What is the
SPECIAL SAUCE? Live DEMO

- **FUTURE VISION, BUSINESS MODEL (40 SEC)**

What is the potential for growth? What is the initial plan how to make money? How do you get your first costumers?

- **TEAM (20 SEC)**

What relevant experience does your team have?

- **END STATEMENT**

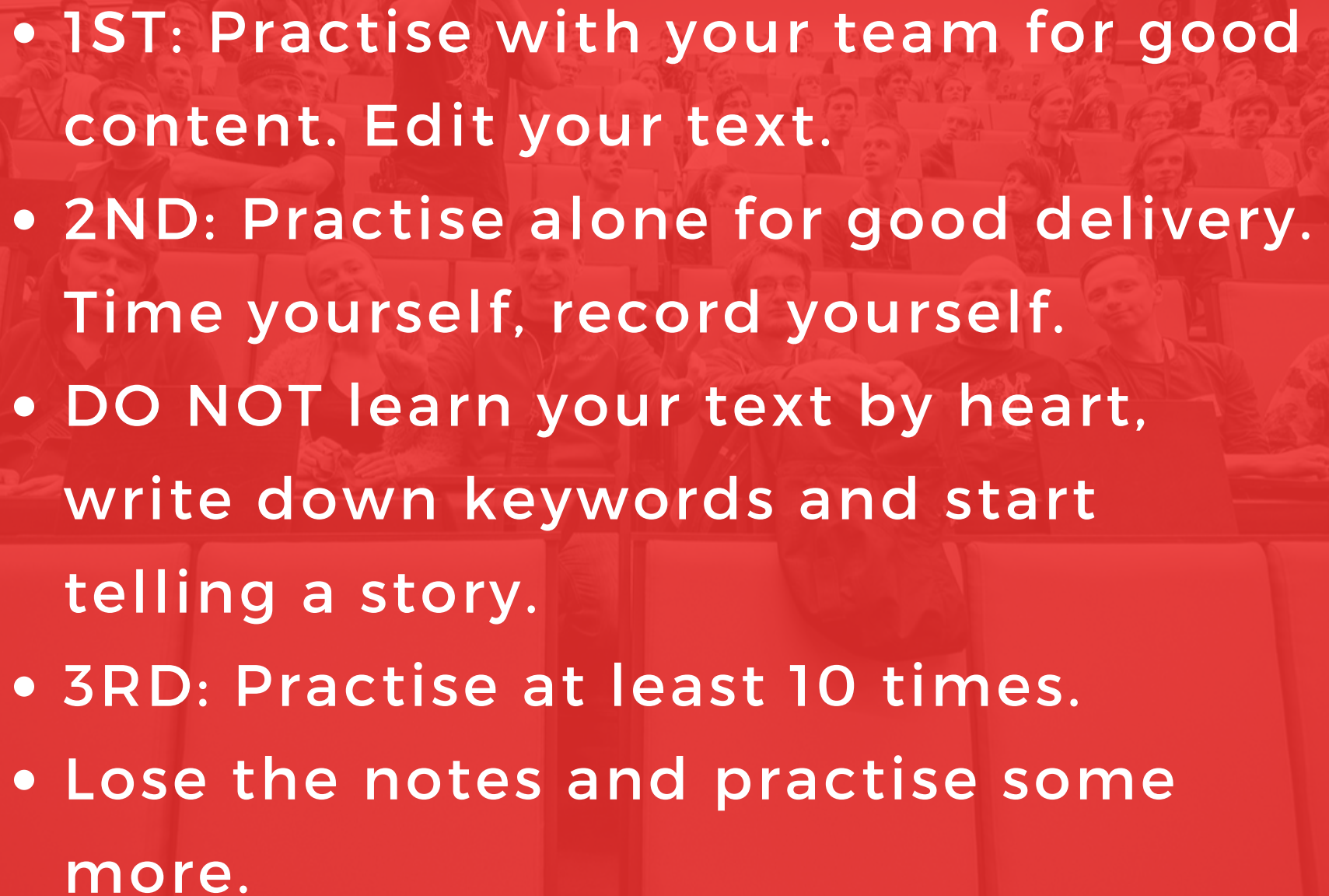
Finish your pitch with a strong statement.

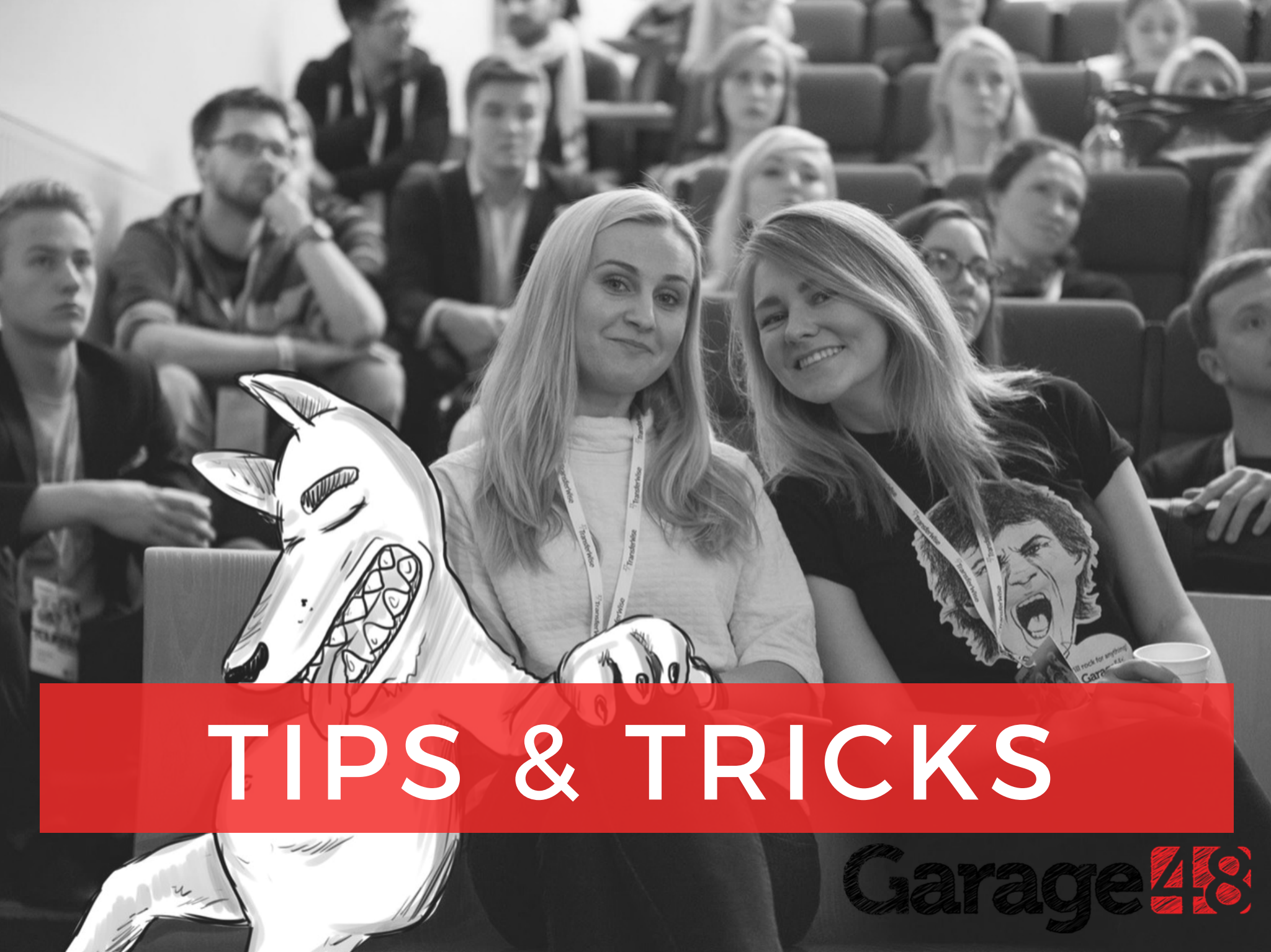
/160 SEC = 2 MIN 40 SEC



PRACTISE

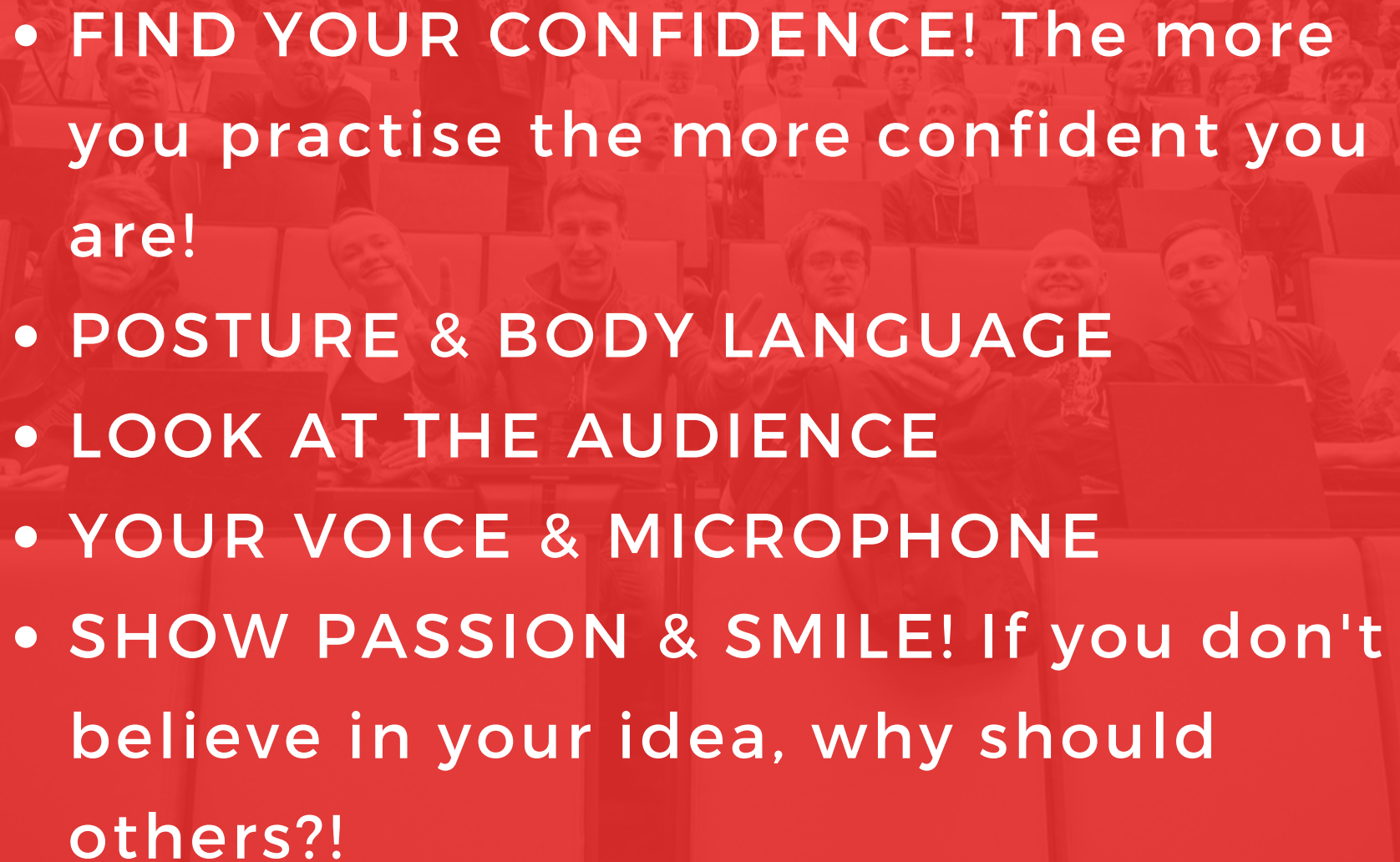
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- 1ST: Practise with your team for good content. Edit your text.
 - 2ND: Practise alone for good delivery. Time yourself, record yourself.
 - DO NOT learn your text by heart, write down keywords and start telling a story.
 - 3RD: Practise at least 10 times.
 - Lose the notes and practise some more.



TIPS & TRICKS

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- **FIND YOUR CONFIDENCE!** The more you practise the more confident you are!
 - **POSTURE & BODY LANGUAGE**
 - **LOOK AT THE AUDIENCE**
 - **YOUR VOICE & MICROPHONE**
 - **SHOW PASSION & SMILE!** If you don't believe in your idea, why should others?!

2x pitch practice (10 min per team)

- We start at 11:00 on Sunday

1st time - come alone and prepared!
advice on the content of your pitch.

2nd time - come with your whole
team. test the computer/equipment.
last practise before the final show!



THANK YOU

YOU'VE BEEN A GREAT AUDIENCE!

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