

Craft your perfect pitch to win hearts and minds.

Use these techniques to create compelling, human-centered pitches and gain confidence through hands-on practice.

Elements of an effective presentation

Persuade people to listen to you (like Aristotle)

LOGOS

logic

PATHOS

emotional

ETHOS

authority

Present proof points for defending new ideas

DESIRABILITY

people want it

FEASIBILITY

it can be made

VIABILITY

it will be valued

Overall pitch structure

BEGINNING

Why the audience should care?

Introduce yourself

Identify who are you and what you want to talk about.

01
Set the macro context

Logical proof that the problem deserves attention using factual evidence.



02
Describe the need

Emotional appeal illustrating the problem with relatable human examples.



03
Establish credibility

Provide evidence of your authority on the subject. *E.g. research you've done.*



MIDDLE

Your idea and proof that it should exist.

04
Introduce your idea

Position statements that describe key benefits and differentiators.

05
Show it's desirable

Product demos and testimonials show reactions of target consumers.



06
Show that it's feasible

Identify how the idea could be built or integrated into current systems.



07
Show that it's viable

Estimate the metric that is relevant to your audience. Document your assumptions.



END

What the audience should do now?

08
Make a call-to-action

Tell your audience what to do next. *E.g. pursue a course of action.*

Thank your audience

