



Crafting Your Winning Pitch

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Pitch Workshop Overview:

- Business Plan
- Audience and Purpose
- Pitch Components
- Pitch Structure
- The 5 Key Elements
- 4 Examples

What is a Pitch?



1. *Business Plan Representation*
2. Purpose to Raise Capital
3. Network
4. “Open the Space”

- Consistency from Plan to Pitch
- Your pitch is a condensed presentation of your business plan

Audience and Purpose

- 3/5/25 The Porterhouse KC JP Morgan Chase Pitch Night
- 3/21/25 NXTUS and KDOC, Wichita
- 3/29/25 GIFT Pitch Black
- 4/11/25 New Venture Pitch Competition, Maryville MO (NMSU)
- 4/25/25 James and Ray Block KC Start Up Awards, UMKC
- 6/9/25 SCORE KC, Acce\$\$ to Money 
- Fall/25 AltCap Your Business, GEW
- Fall/25 Launch KC
- Fall/25 Pure Pitch Rally
- Tech Venture Studio, Digital Sandbox
- Regnier Venture Creation Challenge (UMKC)
- The Side Hustle Challenge (UMKC)

Pitch Components

- [The Deck](#)
- [The Script](#)
- [The Presentation](#)

General Pitch Structure

1. Typical Pitch competitions are 5 minutes.
2. Typical Pitch decks will be 7 to 9 slides (The Deck).
3. Pitches are tailored to specific audiences.
4. There are 5 Key Elements that “must be” incorporated.

5 Key Elements

1. **Introduction** of yourself and of your company. Tell your story. Develop a clear understanding of what your business is. First impressions...
2. **Market Research** – Is there a need? Why is it important? What problem are you solving? What makes you competitive?
3. **Qualification** – how are you qualified to do this? What makes you the right business to do this business? Why are you passionate about this? How dedicated are you to this business?
4. **Financials** – top lines. History then projections with the ask and without the ask.
5. **The Ask** - Be clear and in concert with the business plan. An incremental step unless otherwise clearly reasoned.

Introduction
Market Research
Qualification
Financials
The Ask

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END

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