

Pitch Preparation for SMEs



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Pitch Preparation

Congratulations on being selected to pitch! At this stage, you've made it to the shortlist of SMEs the corporate is keen to engage with, providing an opportunity to delve deeper into your proposed solution.

If this is your first time to pitch as part of the Innovation Exchange or you would simply like a refresher, here are our top tips on how to prepare for the pitch.



Logistics:

- Each pitch will generally last 30 minutes and will take place on Zoom or Microsoft Teams.
- During the pitch you will be expected to present for 15 minutes and there will be 15 minutes for Q&A.
- In advance of the pitch, please ensure:
 - Video and sound are working in advance of the call.
 - You have a company background for teams/zoom
 - Your name is clearly visible on your teams/zoom account



Pre-Pitch Practice Session:

- Before your pitch, we will offer you a 30-minute online practice session.
- This session allows you to rehearse your pitch and receive targeted feedback from our team, who have met with the corporate and will help ensure that your pitch is tailored to their needs,
- To get the most out of this session, please ensure your pitch and slides are as close to the final version as possible.

Preparing for your Pitch

Understand the Audience:

- Research the Corporate: Understand their business, pain points and industry trends.
- Know the Decision-Makers: Identify who will be on the call. Are they technical experts, business executives, or financial decision-makers? Tailor your presentation to cater to the needs of those who will be on the call.
- Rewatch the corporate challenge call. This may remind you of further detail given on the webinar.

Structuring your Pitch

Structure your pitch into four parts:

Company Introduction

Provide a brief company overview and introduce key personnel on the call. This is your opportunity to establish credibility. Ensure that this part of your pitch clearly articulates who you are and what you do. Call out some examples of clients you have worked with.

Problem

Restate their problem succinctly, proving you understand their needs.

Solution

Demonstrate why your solution is the best fit by clearly tying it to their specific problem.

Have you delivered a similar solution before? If so, ensure to include details of this or a demo if available.



Benefits

Emphasize quantifiable benefits (e.g., cost savings, efficiency gains, risk reductions). Use metrics or case studies where possible.

Preparing your Slide Deck



Use Visual Aids:

- Use clean, engaging slides or demos (keep slides minimal: less text, more visuals).
- Include the corporate logo and ensure all slides follow the same format.
- Prepare backups for live demonstrations or videos in case of technical issues.

Presentation Tips



Be Engaging: Make your narrative compelling, relatable, and relevant.

Time Management: Respect time limits. The Q&A section can provide valuable insights which may allow you to further refine your offering at a later stage.

Highlight Expertise: Demonstrate your business and technical proficiency but avoid overloading with jargon. Understand your audience to pitch at the right level.

Show Collaboration Willingness: Position yourself as a partner, not just a vendor. Show flexibility in adapting the solution to their needs.

Anticipate & Ask Questions:

- Think through challenges, risks, or objections that may arise.
- Be prepared for questions around scope, costs, timelines, technical support etc.
- Ask questions to clarify the scope and gain a deeper understanding of their needs. Use this opportunity to gather insights and refine your solution to better align with their key business objectives.

Listen Actively:

- Let them fully express their questions before responding.
- If you don't know an answer, offer to follow up with a response post-pitch.

Post-Pitch

At this stage, the corporate is considering multiple SMEs. The decision-making process may involve several internal steps after the pitch, depending on the corporate.

Keeping you informed at every stage is a key part of our process. If you haven't heard from us yet, rest assured we haven't forgotten about you. The corporate is still working through its decision-making process, which can take time. The Innovation Exchange will stay in touch and contact you as soon as we have an update.