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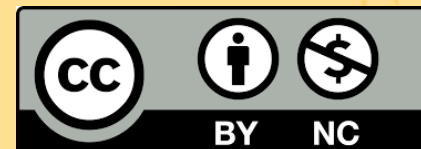


PITCHING FOR NATURE-BASED ENTERPRISES

Lecture – online / in-person

Credit: Horizon Nua

Content created in 2024



Funded by
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Learning Outcomes for this Learning Unit

- Understand the art of pitching your nature-based enterprise for prospective investment.
- Develop the content of a pitch for consideration by investors.
- Apply the learnings to generate a deck for use in future opportunities to pitch for investment.

What is a Pitch?

Empathetic communication
with intent and
obsessive respect for time

Pitch Types



Business



Job Interview

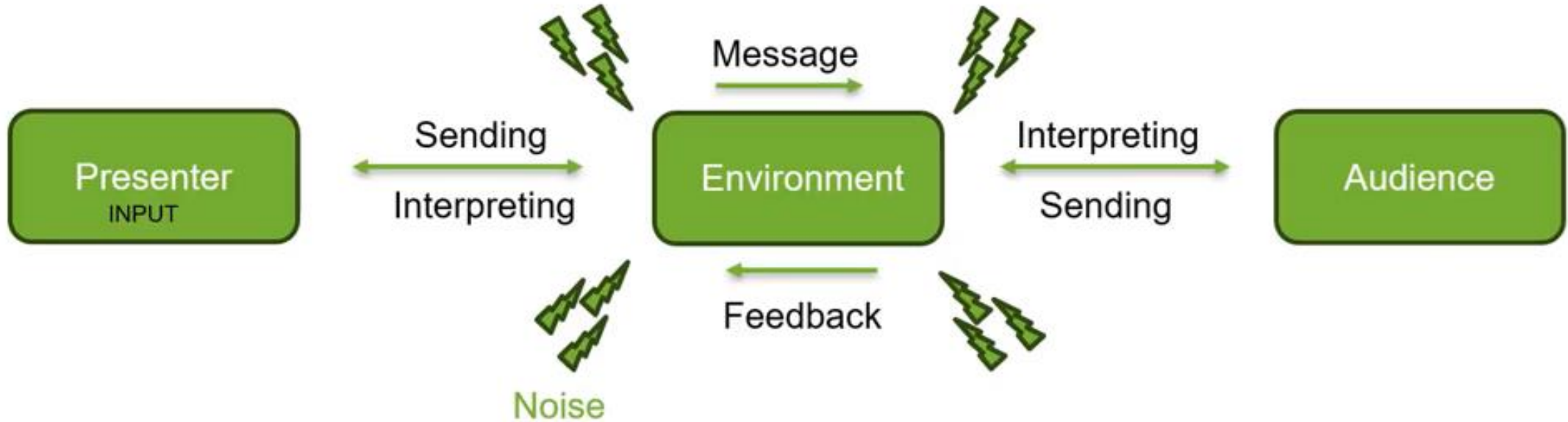


Dating!



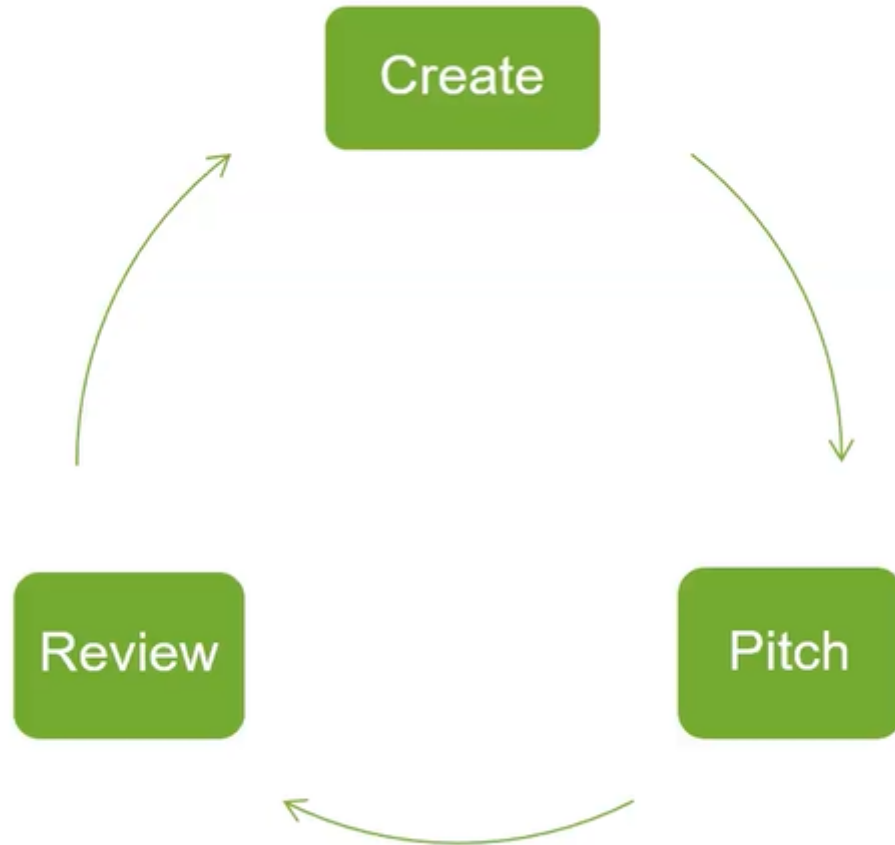
Car purchase

Pitch Theory



“It’s not what you say,
it’s what people hear”

Frank Luntz, American political and communications consultant and pollster



Feedback Loop

- Self-Reflection
- Peer 2 Peer Feedback
- Customer Reaction
- Iterative process to build a strong pitch

Finally....Context is key



Image from Mellindafit

- Different pitches for different scenarios
- Investors
- Customers
- Collaborators

Pitch Content

Be Clear

Be Real

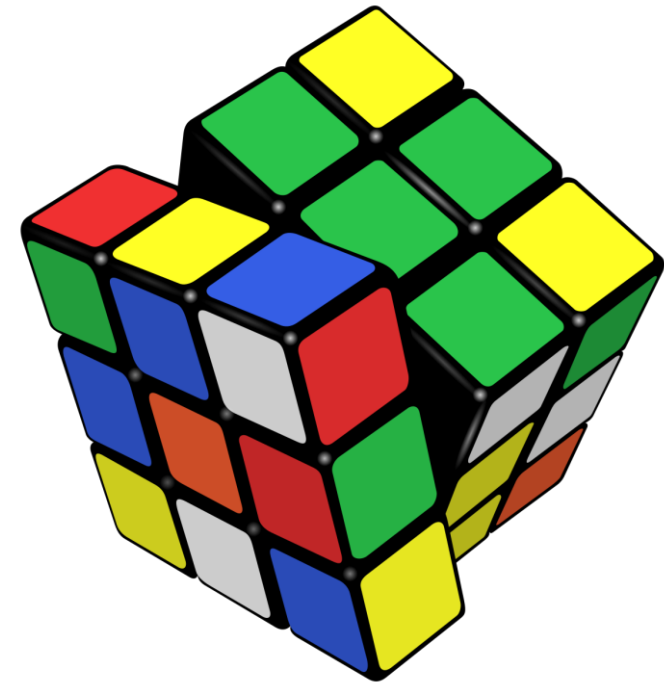
Respect

Pitch Content

7 essential elements for a successful business pitch

No 1

What's the problem
you solve?



No 2

Who benefits?



Image from Adobe



Image from City of Good

No 3

What is the product or service?



Images from Shutterstock and Helix Pflanzensysteme

No 4

Who is the
competition?



Image from Shutterstock

No 5

How are you
going to make
money?



Image by rawpixel.com

No 6

What's the ask?
What do you need?



No 7

How will you create
value?



Pair and Share / Group activity:

What did you think of this pitch in terms of style, content and delivery?

Were you clear as to the problem? Was the presenter convincing? Discuss.

ACTIVITY



Source: Youtube, Harvard Business School

Fail to Prepare, Prepare to Fail.

- Can you sell yourself as the best person to bring your idea to fruition or to develop your business/product/service? Do you have a strong team?

- Anticipate questions and have answers prepared in advance.
 - Feasibility and viability of your business (organisational, technical, financial)
 - Extent of novelty, innovativeness and value impact
 - Logistics (supply, sourcing of raw materials, etc.)
 - Specific sector (prospects, emerging trends, barriers)

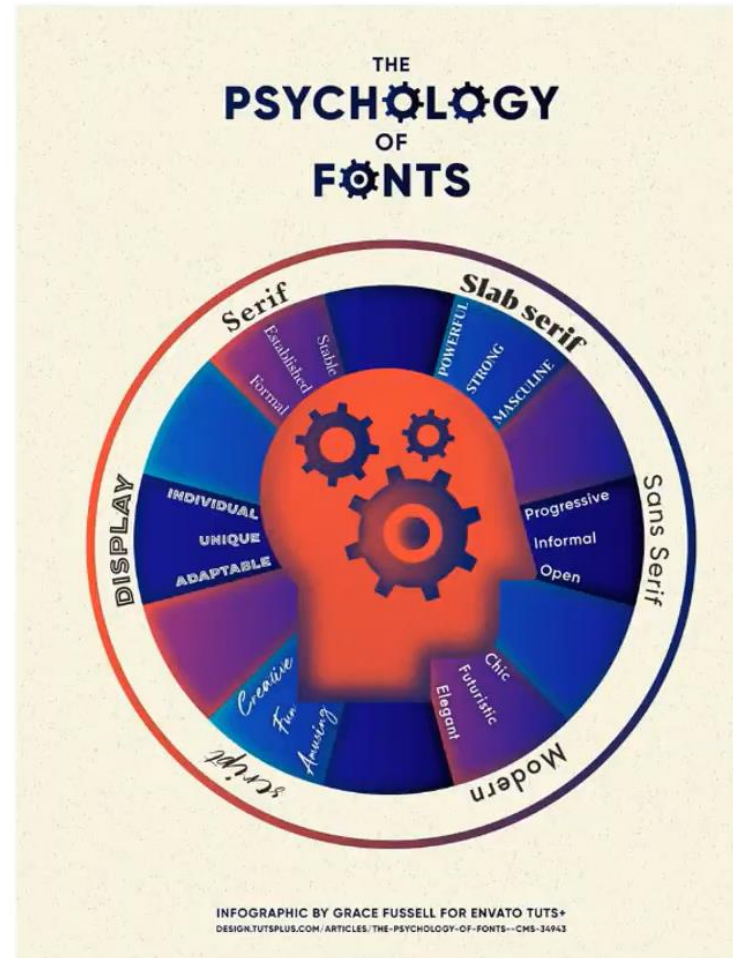
Building a Pitch Deck

- Plan out the framework
- Adopt a single theme, font and colour palette
- Keep it clear and simple
- Have a clear call to action

Framework

- Capture the interest
- Present the Value Proposition
- Pricing Model
- What's the Ask?

Tips and Tricks



Tips and Tricks

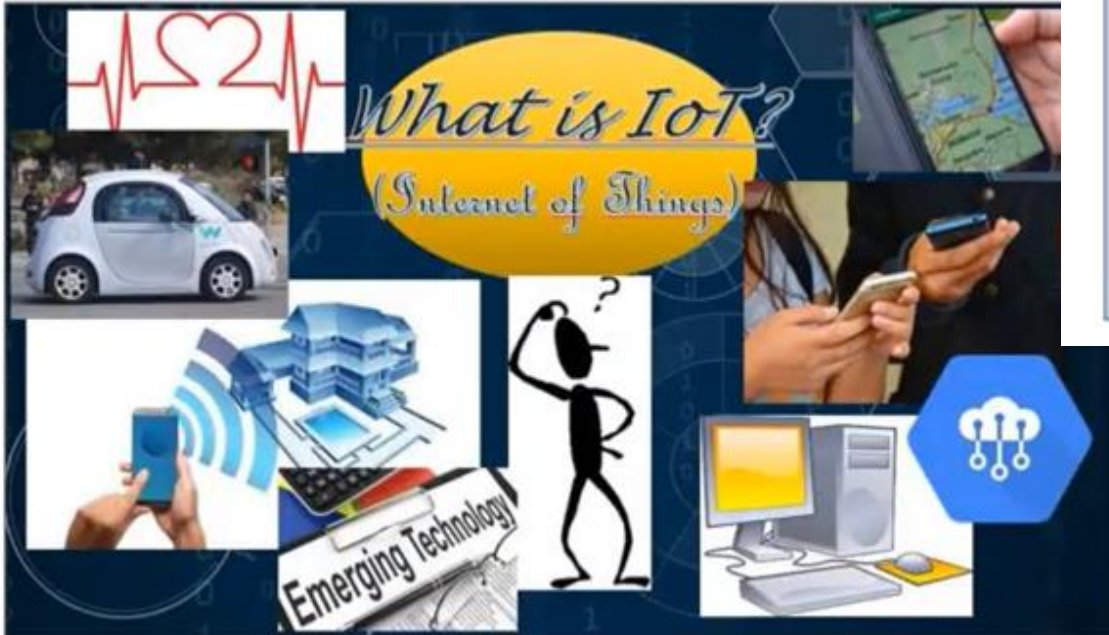
■ The Psychology of Colours

Red	Blue	Purple	Orange	Green	Pink	Black
Excitement Strength Love Energy Danger	Trust Loyalty Competence Masculinity IT	Royalty Spirituality Ambition Luxury	Confidence Success Happy Warmth Autumn	Nature Healing Freshness Quality	Compassion Sincerity Femininity Innocence	Formality Drama Luxury Power

Source: londonimageinstitute.com

Tips and Tricks

■ Clear and simple



How to make a Good First Impression



Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.
- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!
- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person's appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.
- Take into consideration non-verbal communication. You might be feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.

Images from The Fundamentals of Pitching

Tips and Tricks

- 3 minutes = 390 words
- 390 words = 27 sentences
- Pause for impact
- Practice

Resources

- You Tube: The Art of Pitching
- The Art of the Pitch, Persuasion and Presentation Skills that Win Business; Peter Coughter (2012)
- The Pitch Canvas – Entrepreneurial Tool; Best3minutes.com

Individual Activity:

Please prepare a 3 minute pitch to present your idea, product or service.

Pitch it and have the audience provide feedback based on the NBE Pitching Workshop Scorecard.

ACTIVITY



NbE Pitching Workshop Scorecard

Element	Comments / Observations
Was the problem clearly identified? And those impacted by the problem?	
Was the solution and competitors clearly explained?	
Pricing or Impact ? Value capture?	
Was there a clear ask?	
Delivery Visuals Timing	

Final Reflection: Pitching for Nature-Based Enterprises

Reflect on your learning:

- What is your key takeaway from this lesson?
- What new information will you share with others?



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Thank you!

Credit for this learning unit content: Horizon Nua

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