

## How to pitch

- I. There is **no wrong answer**.
- II. The **first thing that pops into your mind** is most of the time the right answer.
- III. If you can't be serious, **be funny, blunt, rude, or smart**.

## Six Waypoints

1. **Define** – What is your company? Which goals do you have?
2. **Discover** – Who is your customer? Why should they care?
3. **Design** – What are you going to do for your customer? What does your product or service look like?
4. **Develop** – Bring it together. Prioritize the tasks and dare to choose.
5. **Deliver** – Organize it. Determine the resources and people you need.
6. **Drive** – Keep it in motion. Promote and sell.