

9.2 PITCH LANGUAGE

Don't

Should/would

Buzzwords (holistic, qualitative, innovative, organic, ...)

Passive structures

Be the cheapest

Help/support

Highlight only the positive things

I (throughout the pitch)

Past tense

Actually, in fact

Conservative language (maybe, if, possibly, eventually, ...)

Table of content

Slide numbers

Words that invoke effort and pain (have to, pay, ...)

'There is no competition'

Bullet points

Use only features

Ask questions

Use jargon

Multiple messages on one slide

Do

Work on/doing

Be concrete

Active structures

Create value

Build/realise

Insert conflict

We (inclusive)

Present tense

Highlight alternatives when no direct competitors

Icons

Turn features into advantages

Use statements

KISS principle

One slide = one purpose

9.2

PITCH LANGUAGE

Pitch!