

60-Seconds Pitch Deck

What's in it for me? What is your <i>Why</i> or what is the audience's <i>Why</i> ?	
Product or Service Explain your product/service in 2-3 sentences	
Target Audience Describe the target audience/market for you product/service	
Marketing How do you reach your clients? How do you market your product to your clients?	
Why? Why should clients come to you? What problem do you solve?	
Activation What do you want your audience to do or remember?	



Pay attention to:
Emotion = Energy = Passion = Pride = Enthusiasm = Fun.
Silences create impact. Don't tell too much. Use pauses.
Text, Intonation, Body language and non-verbal behavior.
The 5 S's: Step, Stop, Stand, Silence, Speak.
Breathing.
Mirror your gestures.