



THE SCALE INSTITUTE



UN Cybercrime Hackathon Safeguarding Southeast Asia

Gaddie Pitch Playbook



Australian Government
Department of Foreign Affairs and Trade



UNODC

United Nations Office on Drugs and Crime



**TRƯỜNG CAO ĐẲNG
AN NINH MẠNG iSPACE**
Learning by Doing

“

“Pitching.. is a necessary, but not sufficient, part of raising capital. More important are the realities of your organisation: Are you building something meaningful, long lasting, and valuable to society?”

Guy Kawasaki



Gaddie Pitch

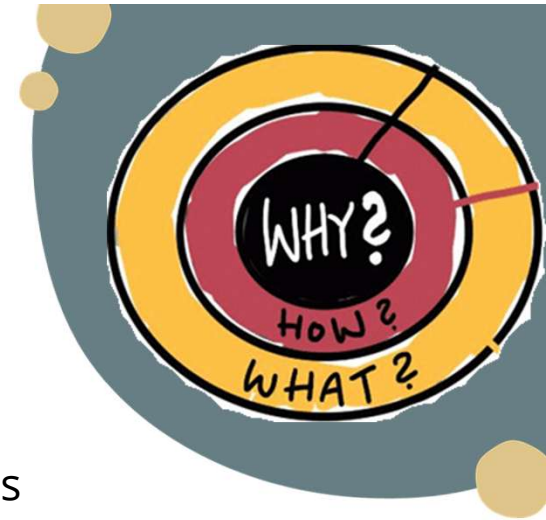


DEFINE CONNECT IMPACT

Why

With your pitch you aim to:

- Tell people the story of your venture
- Get your manager, team, partners, investors or other stakeholders to buy into your story.
- For that you need to 'show and tell' them in a succinct and impactful manner that your venture is desirable, feasible and viable. The lean canvas and other tools help you learn and explore the SWEET SPOT.
- The structure of the elevator pitch and 3-minute pitch helps convey your value proposition (and all the hard work you have done) with a persuasive rationale and impact.



PRESENTING VS. PITCHING VS. STORYTELLING

THE
STARTUP
PODCAST

ASPECT	PRESENTING	PITCHING	STORYTELLING
Purpose	To convey information or data	To persuade the audience to take a specific action	To engage, inspire, and emotionally connect with the audience
Structure	Often lacks a clear structure and can be information-dense	Structured with a problem-solution approach, focusing on key points	Follows a narrative arc with a clear beginning, middle, and end
Content	Data-heavy, focuses on delivering facts and figures	Includes essential information but aims to be concise and impactful	Balances information with emotions, using anecdotes and vivid details
Audience Engagement	May overwhelm the audience with too much information	Seeks to capture interest quickly and maintain attention throughout	Creates a memorable and immersive experience for the audience
Tools	Relies heavily on slides and visual aids	Uses slides to support the main points but not as the focal point	Minimal reliance on slides; the storyteller is the main focus
Emotional Impact	Limited emotional connection; focuses on rationality	Aims to evoke some emotional response to drive decision-making	Strong emotional connection; aims to resonate and stay memorable
Feedback and Audience Adaptation	Less responsive to audience reactions; more rigid	Somewhat adaptable, may adjust based on immediate feedback	Highly responsive and adaptable, engaging directly with audience reactions
Use Cases	Best for detailed updates, internal meetings, or training sessions	Ideal for investor pitches, sales presentations, or fundraising events	Perfect for keynote speeches, investor pitches, brand building, or user engagement
Key Pitfalls	Over-reliance on slides, lack of emotional engagement	Information overload, lack of clear narrative	Risk of being too vague or overly emotional without substance
Preparation	Focus on slide creation and data compilation	Focus on structuring key points and preparing for questions	Focus on crafting and rehearsing the narrative, understanding the audience

Episode Credit: Edu: Startup Storytelling -- F*ck the Slides w/Nir Zavaro

DEFINE CONNECT IMPACT



What is a pitch?

A clear, concise & persuasive way of communicating your startup or business idea!



Pitching tips

Tell a story

Keep it simple – pare it back, essentials only!

Outline how the solution will work

Everyday language

Talk about your experience / your team

Address competition head on

Give the numbers

Show your prototype or the user experience



3 aspects of every presentation



CONTENT



AUDIO



VISUAL



DEFINE CONNECT IMPACT

Content



Purpose



Audience



Format



DEFINE CONNECT IMPACT

Content: purpose



What you want (vision)

What you want them to do (their action)

This affects included content and tone



Content: audience



What do you know about your audience?

How can you use that to enhance your pitch.

This is how you gauge how much jargon to use.



Content: format



Pre-recorded?

Location / Setting Slides?

Microphone?





Content: things to avoid

Ambiguity

Complexity / mystery

Ignorable information

Jargon

Preamble



Audio: speed



Slower

Importance
Sadness
Confusion
Introduction of new ideas



Faster

Excitement
Passion
Emotion
Indication of Urgency



Audio: clarity

Articulate clearly and carefully



DEFINE CONNECT IMPACT

Audio: pitch



Higher



Question?

Lower



Statement



Audio: volume



Punctuation

Engagement

Intimacy



Audio: tone



Persuasive Emotive Tone
=
Tells audience how to feel



Tone of Voice Dimensions

Refine your tone of voice dimension by choosing more specific tone characteristics from the list.

Tone of Voice Characteristics	Funny Serious		Formal Casual		Irreverent Respectful		Matter-of-fact Enthusiastic	
	Cheerful		Trustworthy		Authoritative		Dry	
	Conservative		Conversational		Caring		Enthusiastic	
	Fun		Casual		Irreverent		Matter-of-fact	
	Funny		Formal		Provocative		Passionate	
	Humorous		Professional		Edgy		Upbeat	
	Playful		Frank		Respectful		Trendy	
	Serious		Sympathetic		Unapologetic		Nostalgic	
	Informative		Friendly		Sarcastic		Romantic	
	Quirky		Smart		Snarky			
	Witty				Coarse			





Title

Body Language

Lighting

Clothing

Background

Slides

Prototypes



Visual: body language



Eye contact



Hands



Smile



Posture



5 golden rules

Tell a story that is relevant to the audience

Tell me the highlights, not the full story

Think about how you want to make the audience feel

Don't make the audience do the homework

We can't relate to numbers if there is no context



An “Gaddie” Pitch



You know **HOW**...
*(Target user and
problem, you are
solving)*



WHAT we do is...
*(Benefits and feelings
to the customer)*



In Fact this is
WHY...
*(Tell your pre-mortem
story)*



Pitch example: Share with Oscar

You know how ... in the middle of summer it can be a nightmare to find a carpark at the beach and yet you see a heap of driveways and carports empty.

Our big idea is to ... connect owners of those driveways with people looking for a park via our on-demand parking app.

In fact, this is why ... there were 10,000 happy drivers you used our parking app last year generating over \$200k in earnings for the parking spot owners



We want you to be successful

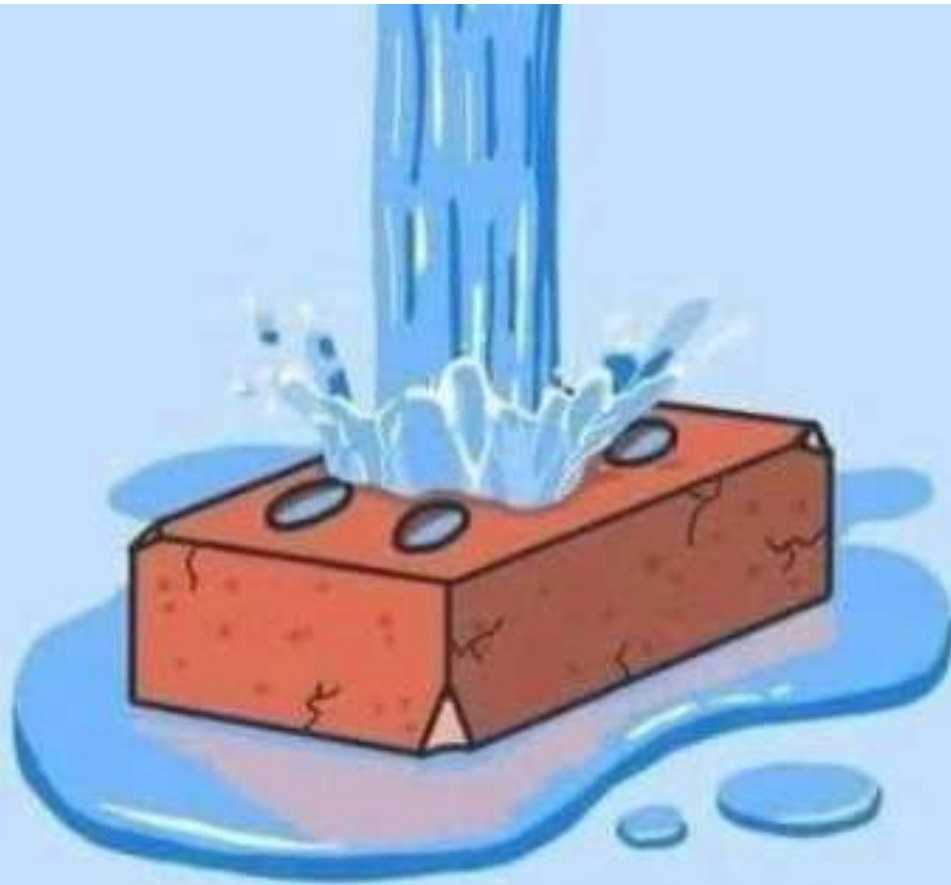
CRITICS

- FIND YOUR FLAWS
- WANT TO WIN
- HOLD YOU BACK
- WILL CHANGE YOUR MOOD
- WILL MAKE YOU SWEAR

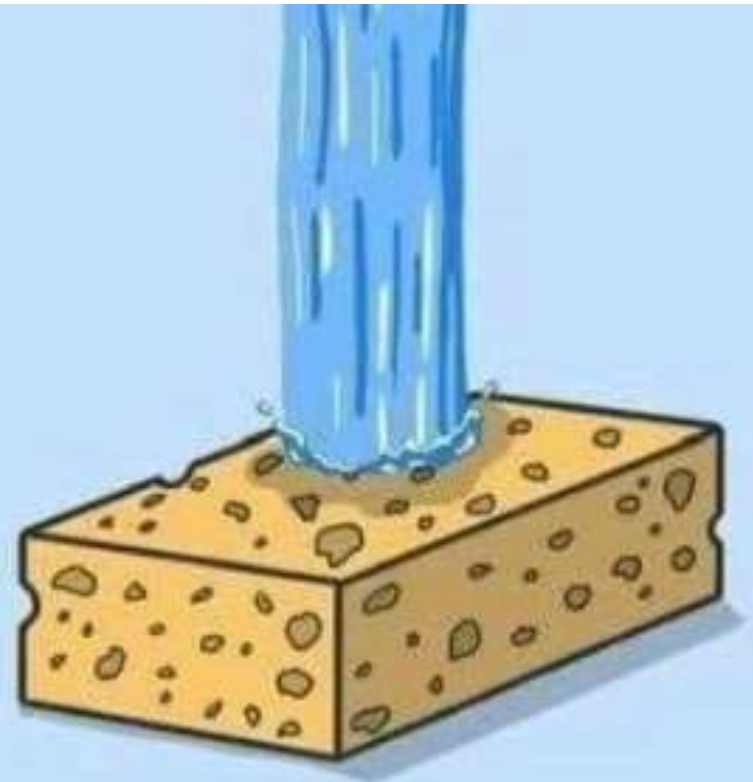
CRITICAL FRIENDS

- SEE YOUR STRENGTHS
- WANT TO HELP
- MOVE YOU FORWARD
- CAN CHANGE YOUR MIND
- CAN MAKE YOU SMILE





**LISTENING TO
RESPOND**



**LISTENING TO
UNDERSTAND**

It is your choice how to use feedback

Common things we say (or think) when hearing negative feedback, ie:

Play victim: "Yes, that's true, but it's not my fault"

Take Pride: "Yes, that's true, but it's a good thing"

Minimise: "It's really not such a big deal"

Deny: "I don't do that!"

Avoid: "I don't need this job!"

Blame: "The problem is the people around me. I hire badly"

Counter: "There are lots of examples of me acting differently"

Attack: "I may have done this, but you did this"

Negate: "You don't really know anything about X"

Deflect: "That's not the real issue"

Invalidate: "I've asked others, and nobody agrees with the feedback"

Joke: "I never knew I was such a jerk"

Exaggerate: "This is terrible, I'm really awful"

DEFINE CONNECT IMPACT



Additional resources: Entrepreneurship

Reading:

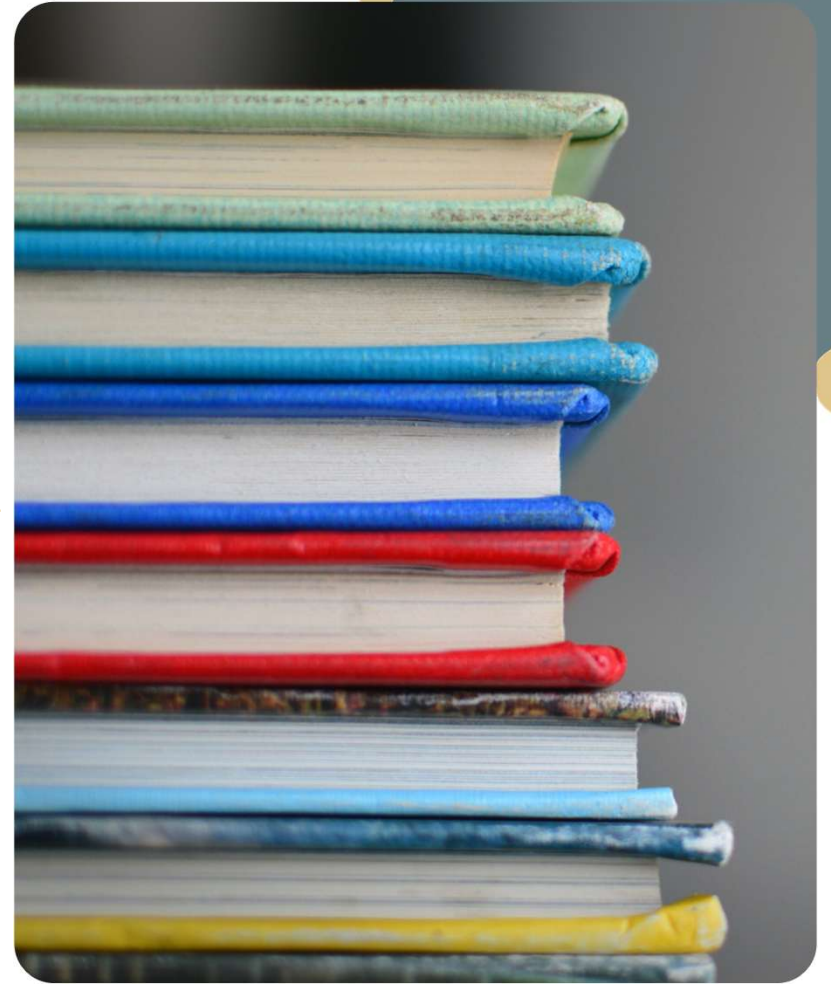
- [Lean Canvas template](#)
- [Gaddie Pitch playbook](#)
- [Positioning: The Battle for Your Mind](#)
- [The Brand Canvas.- how to create a compelling brand?](#)

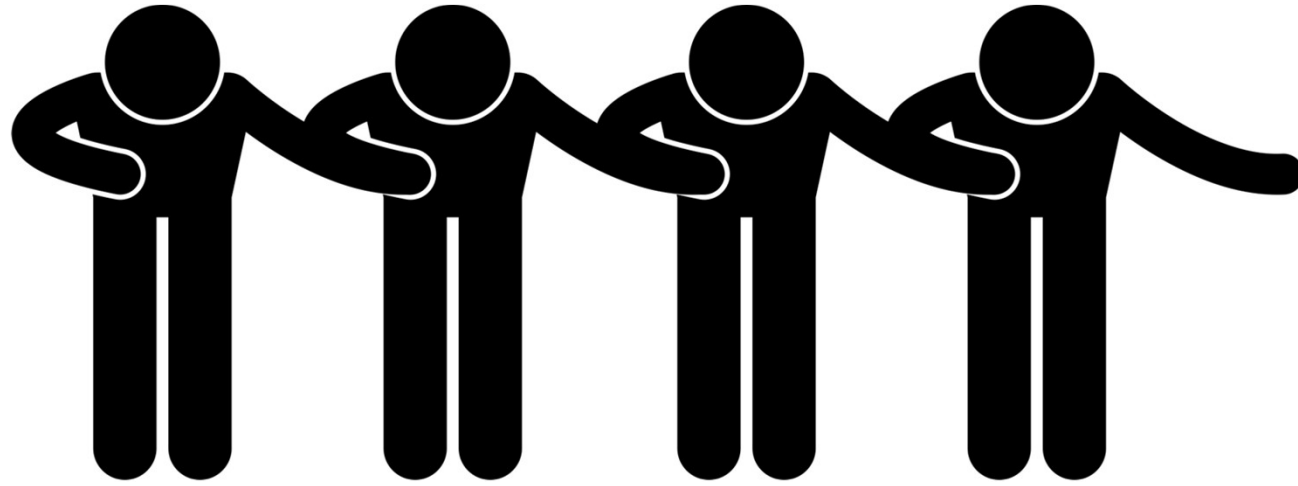
Watch:

- [The Lean Canvas in 20 minutes](#)

Listen:

- [Introduction to Lean Startup](#)





**Thank You and
Good Luck!**

