

# Pitching Lessons

Everything you ever needed to know about  
pitching but were afraid to ask?

Part I

What is it not about?

It is not about you.

# KARACHI CROSS COUNTRY CHAMPIONSHIP



**PAIN IS TEMPORARY. PRIDE LASTS FOREVER.**



Or the product



It is about what your  
customer wants.

Do you really know who  
your customer is?





And his pain?



Validated  
assumptions  
on his  
needs and  
wants?





If you do, share it with  
an engaging storyboard



# DISCOVER. LIMITS. TALENT. POTENTIAL.

## Age Categories

Men Under 20. Women Under 20

## Events

Track - 100m, 200m, 400m, 800m  
and 4x100 relay

## Field

Long jump and Shotput

## CASH PRIZES & TEAM TROPHIES.

Register as an individual or as a school  
or college team.

**9 am till 4 pm, Saturday,  
1st October 2016**

**National Coaching Center, Karachi**

## SINDH TRACK AND FIELD CLUB

in collaboration with Pakistan Sports Board announces  
the Discover champions athletic challenge series.

**Organizers:** Sindh Track Field Club | Roma, Ahmed, Abdullah



**f** /SindhTrackFieldClub  [www.sindhtrackfield.org](http://www.sindhtrackfield.org)

**Contact:** 0321-8297923, 0321-2962165, 0333-3455697



# It is about Selling

Without really  
selling



How do you sell  
without really selling?

Tell great stories.

Tell great stories.  
About customers,  
pain and how  
your idea will  
resolve that pain.

# Rules for telling great stories

Engagement

Plot

Respect my intelligence

Get to the point

Roadmap to credibility





# Engagement

Visuals

Copy

Potential

Relevance

Connection





# Plot

Who is the hero

What does he or she needs

How does our idea help

If this was mission impossible?

# ONE FIELD. EIGHT LANES. AND THE FASTEST KIDS IN KARACHI.

Open (*men and women*) colleges, universities and club teams  
Under 17 (*boys and girls*) school students



## BREAK THE BARRIER

IN 100M, 200M AND 400M SPRINTS



Reporting time: 8:30 AM | Event starts: 9:00 AM | 7th Nov, 2015  
Venue: Pakistan Sports Board's National Coaching Center (NCC)

Respect my intelligence

Get to the point

Roadmap to credibility











1600 meters

6:54:91

28 Nov 2016



1000 meters

3:18:70

6 Feb 2017

400 meters

1:15:82

21 Sep 2016



3000 meters

12:33:40

11 Jan 2017



SEP 2016

NOV 2016

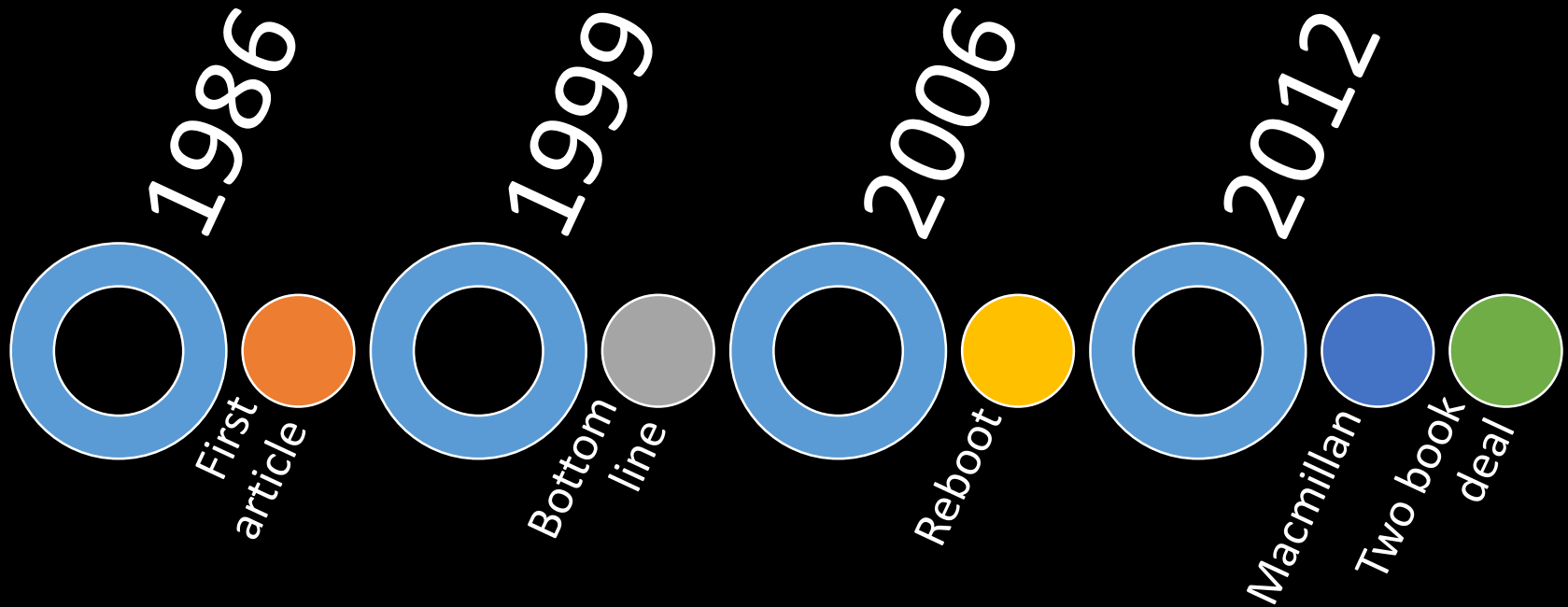
JAN 2017

FEB 2017





# Publishing timeline – 1986 - 2016

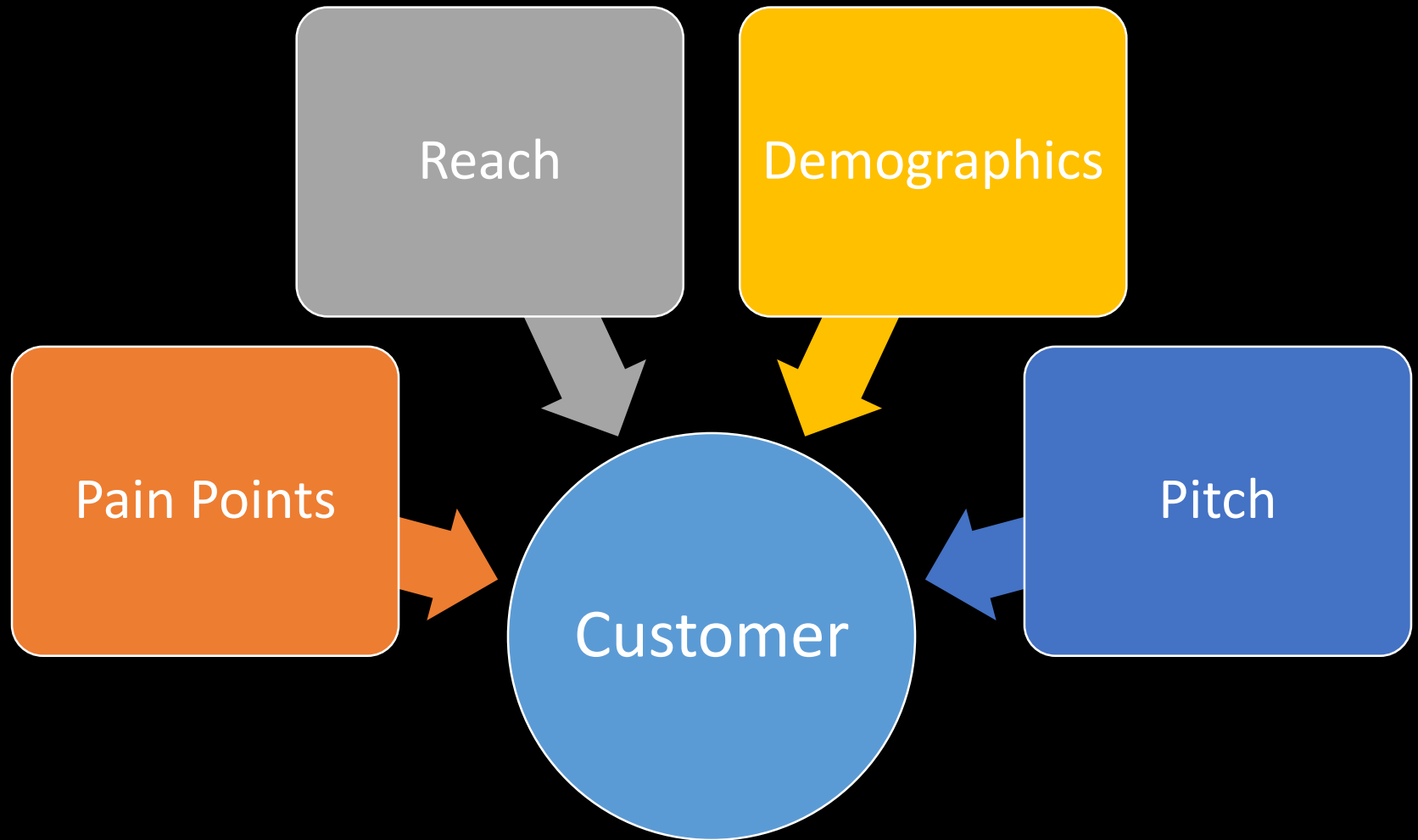


Close your eyes and  
visualize customers using  
your product...

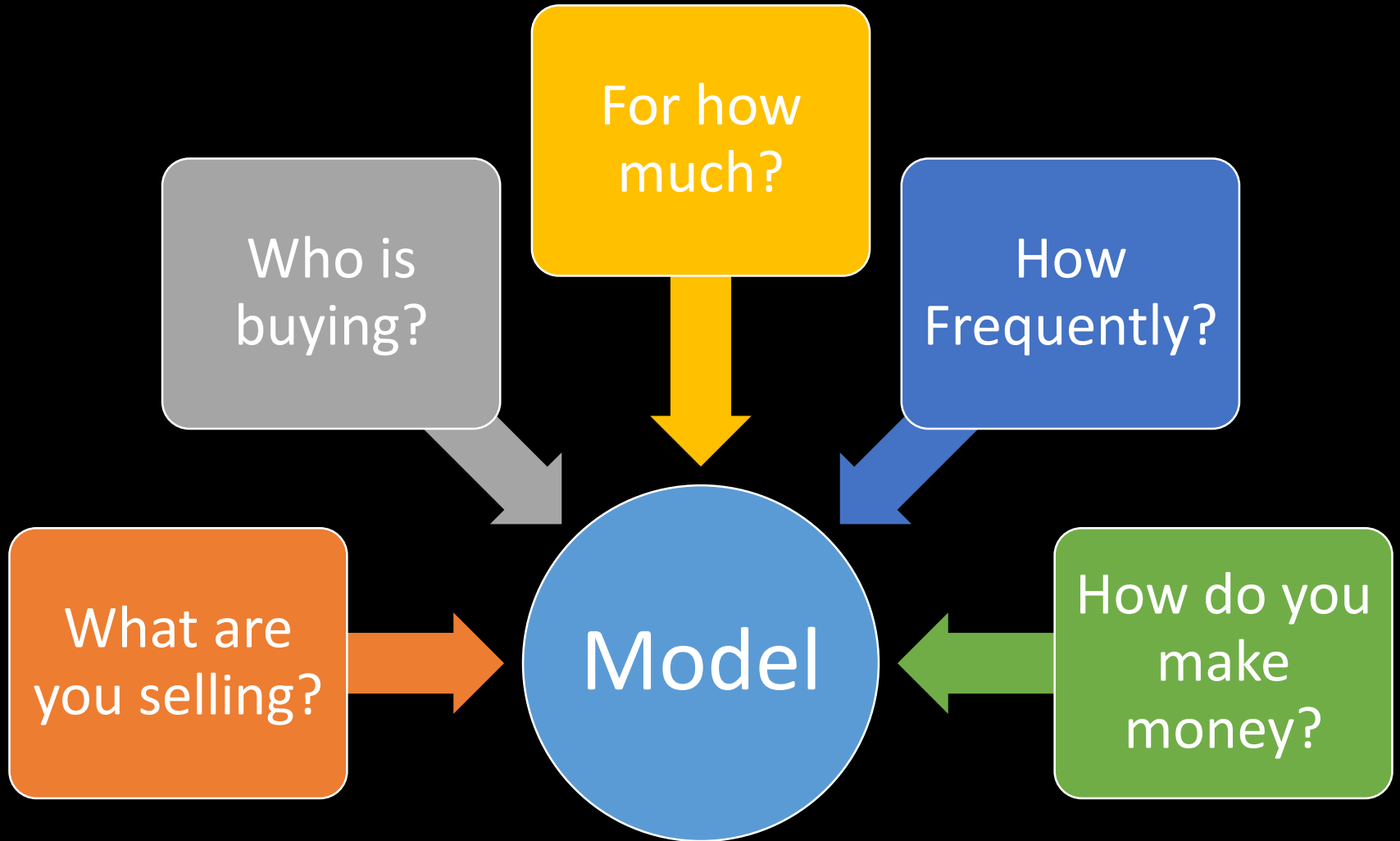
What do they look like?



# The voice of customer



# Business Model



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[Startup, Founders, Failures - resource](#)





# Roadmap

Check list to launch

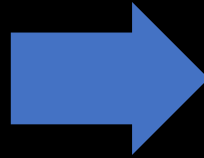
Habib University

Final Project



## Pitch

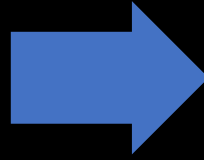
- Pain
- Persona
- Product
- Use case
- Validation
- Numbers
- Roadmap



## Idea Development

- Assumptions
- Validation
- Build
- Test
- Rollout
- Feedback
- Repeat

## Video

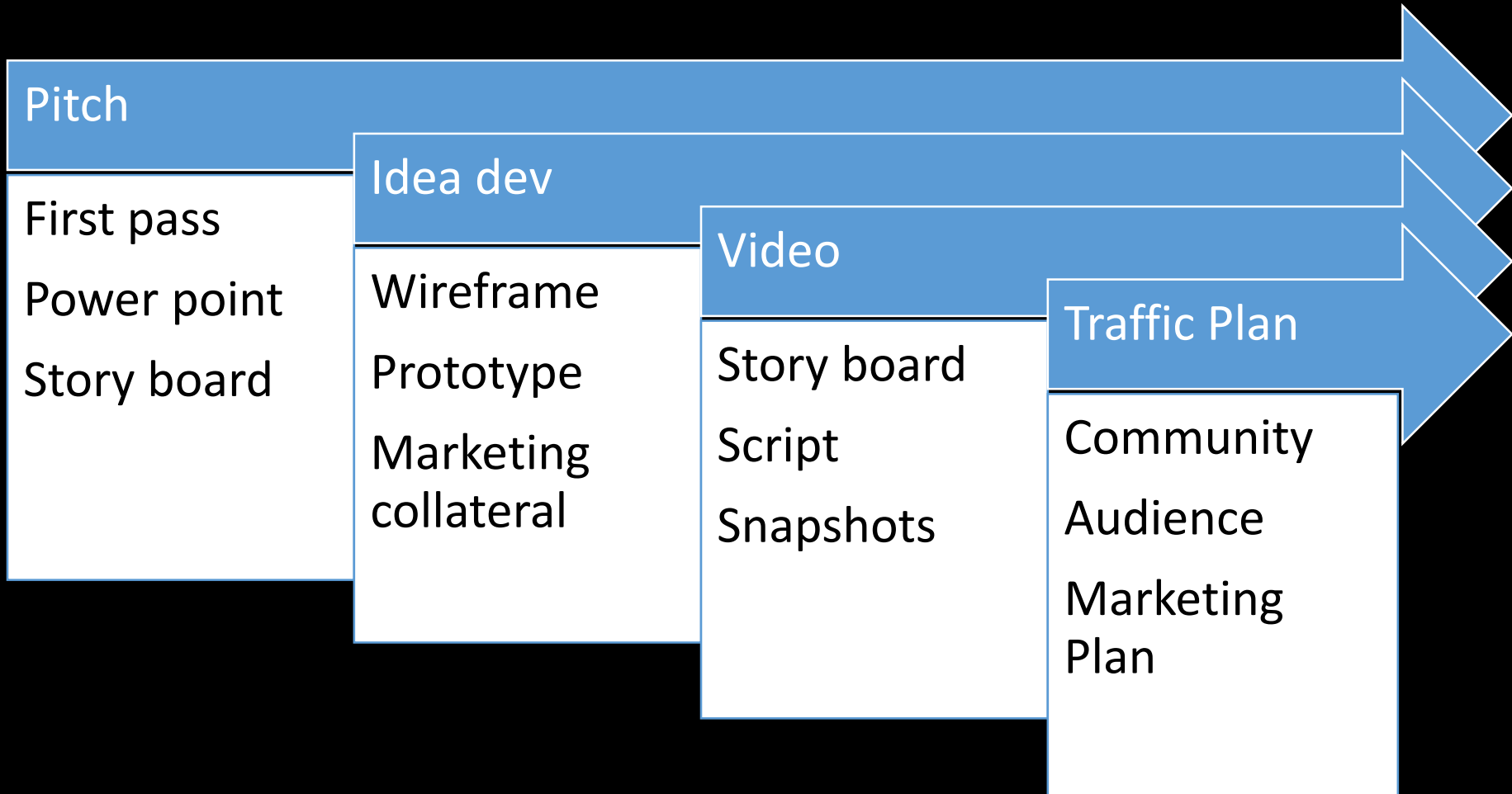


## Traffic

- Story board from pitch
- Snippets from Dev
- Shoot
- Edit Cut
- Screen
- Feedback
- Promote

- Social Platform
- Community Building
- Audience Selection
- Prime
- Launch

# Submissions – 4 weeks



# Recommended reading

Pitching

Viral Videos

Community Building

Growth Hacking

Customer Persona

Customer validation