



# Workshop Pitch Bootcamp

**Q** What percentage of startups succeed in raising capital to get their businesses off the ground?

**A** .05%,\* That's 1 in 2,000 – which means that the competition is getting even tougher every day!

A surprising number of startups I've mentored in the last decade do not value pitching. This is misguided, especially if you hope to change the world (or your small corner of the world) with your Big Idea.

Aside from a well-formulated business plan and a solid financial model, a stellar pitch is the third most important element to raising money in today's competitive environment. No startup will succeed if its founders can't express what's interesting about their companies and how they stand out from their competition.

JDC Pitch Bootcamp can run in conjunction with one-on-one mentoring.

*\*according to The Corporate Finance Institute.*

## Deliverables



- Framework for developing a watertight 3-minute and 30-minute pitch
- Attention grabbing openings
- Storytelling for business
- Polished on screen/onstage delivery
- Vocal modulation and body language
- Powerful visual deck
- Actionable closings

## How it works:

- Time: 8 hours over 6 weeks
- 6-10 people held weekly .Each session is highly
- immersive -- everyone participates  
Assignments between sessions reinforce
- learnings and prepare participants for the next workshop

## Syllabus

• Week 1

**What is your one great idea -- in 15 seconds or less?**

• Week 2

**Connect to your audience with a strong opening**

• Week 3

**Turn data and numbers into a compelling story**

• Week 4

**Closings: Motivate your audience to action**

• Week 5

**Slides: Adding WOW to your POWERpoint**

• Week 6

**Delivery: Body language, voice modulation, kill your jargon**

• Week 7

**Final 3-minute pitch**

Let's talk.

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