

STRONGER ROOTS
PITCH TRAINING

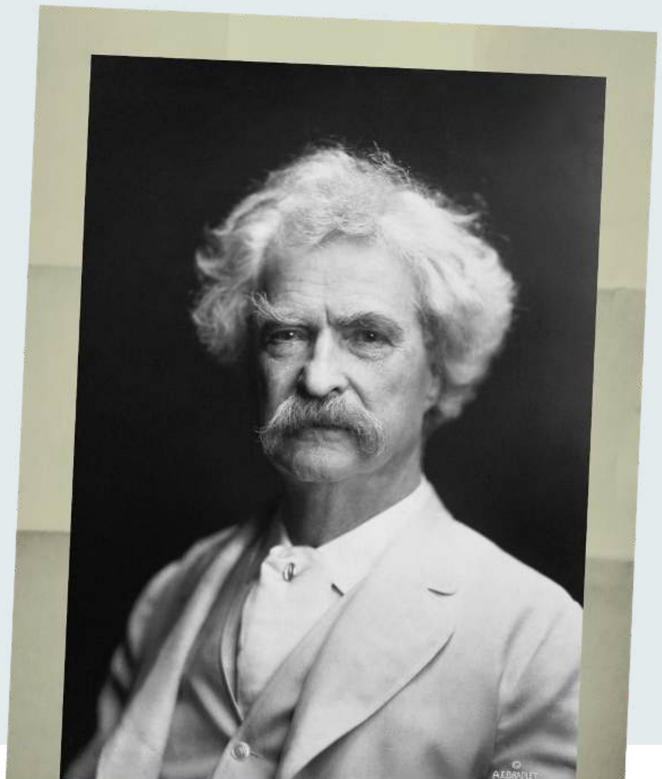
Mastering public speaking & transforming ideas into powerful talks.

2026

Mathias Haas

“Excuse the long letter. I didn‘t have time to write a shorter one.“

MARK TWAIN



MATHIAS HAAS



WU EXECUTIVE ACADEMY

EASY GERMAN

supersocial

FACHHOCHSCHULE WIENER NEUSTADT
University of Applied Sciences - Austria



TEDx Donauinsel

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http:/at.linkedin.com/in/haasmathias

INFO

- ALL MATERIALS WILL BE PROVIDED
- ASK QUESTIONS ANY TIME
- TELL YOUR OWN EXPERIENCE

SPEED INTRO PITCH

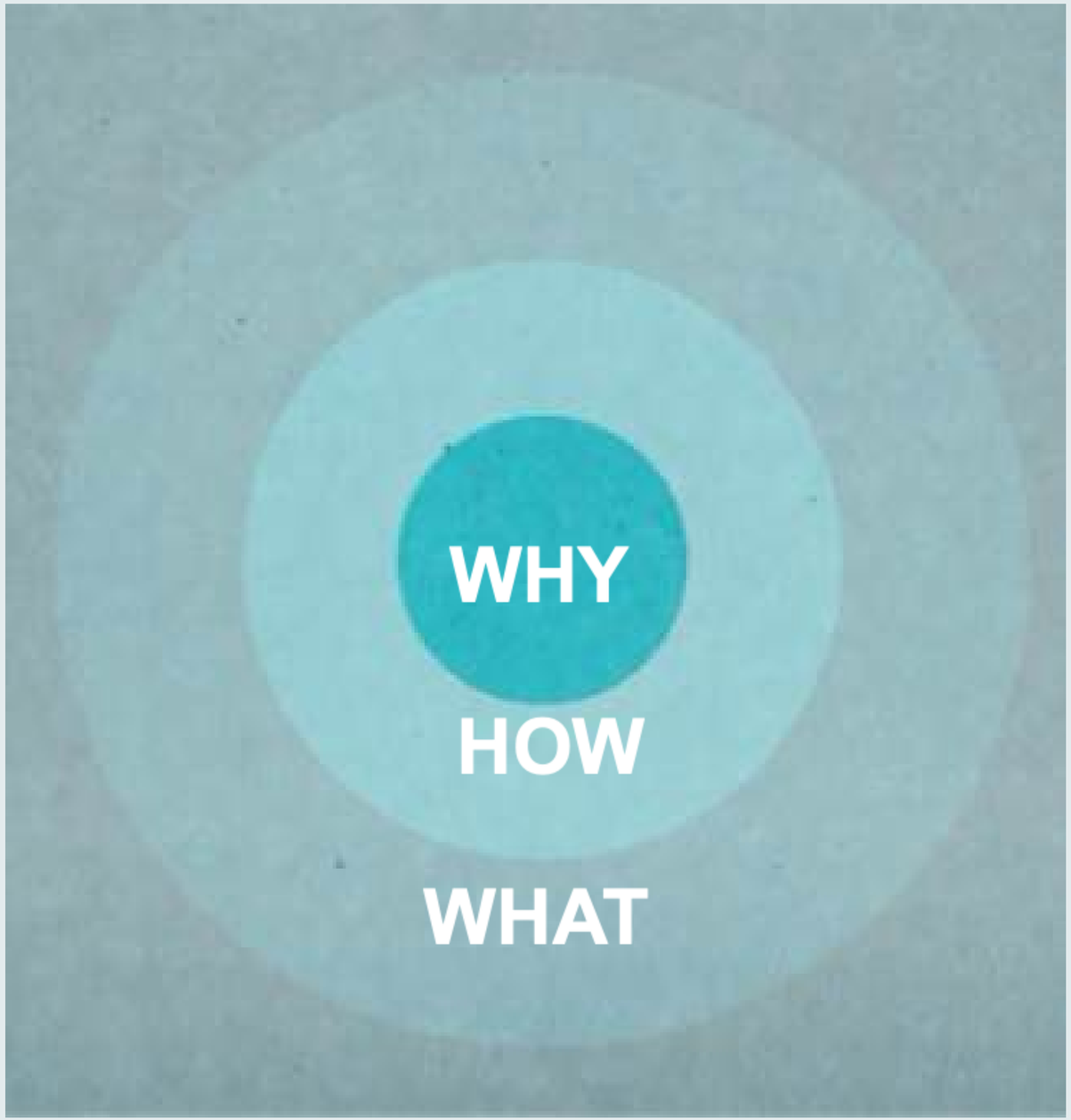
PLEASE INTRODUCE YOURSELF



GOLDEN CIRCLE



SIMON SINEK



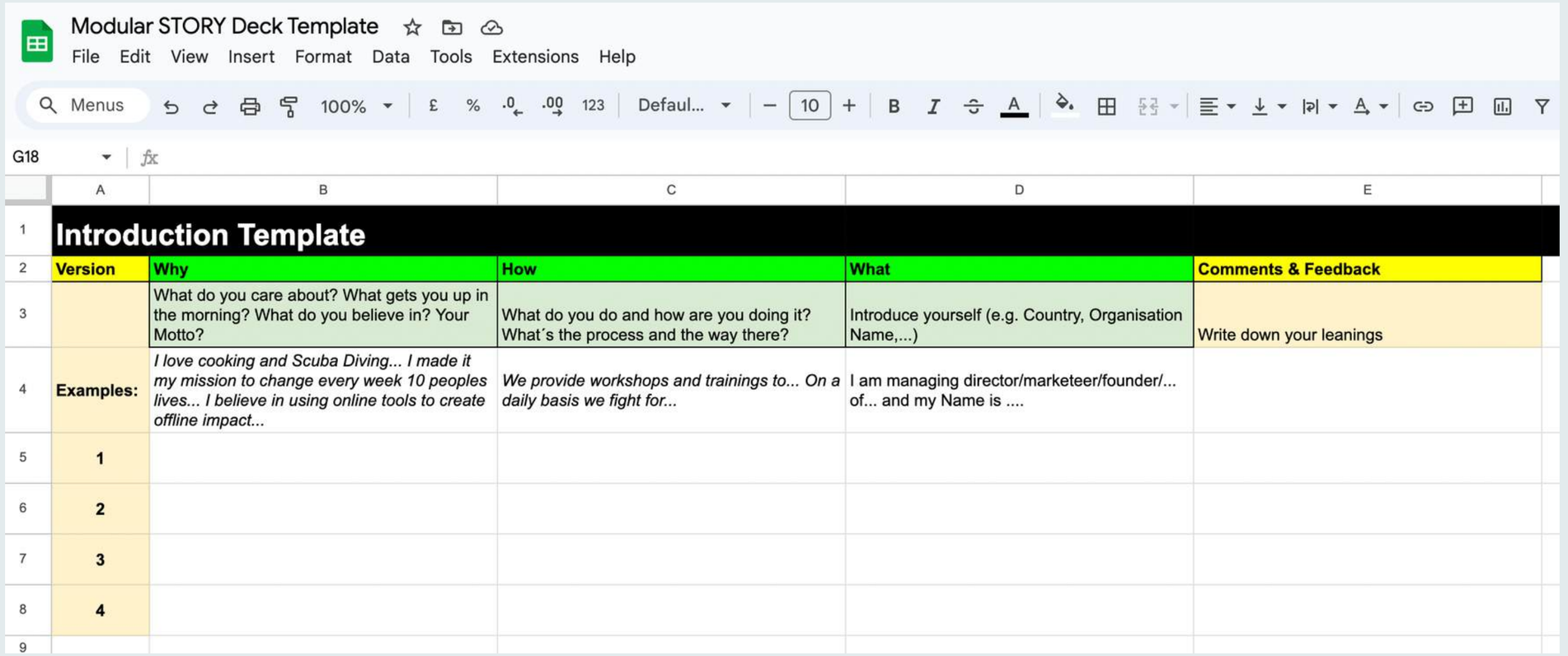
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SPEED INTRO PITCH

1. WHAT DO YOU CARE ABOUT?
2. HOW DO YOU DO IT?
3. WHAT‘S YOUR ROLE AND YOUR NAME?



MODULAR PITCH & STORY DECK



Modular STORY Deck Template

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G18

	A	B	C	D	E
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SPEED INTRO PITCH

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WHAT IS
PITCHING &
PUBLIC SPEAKING?

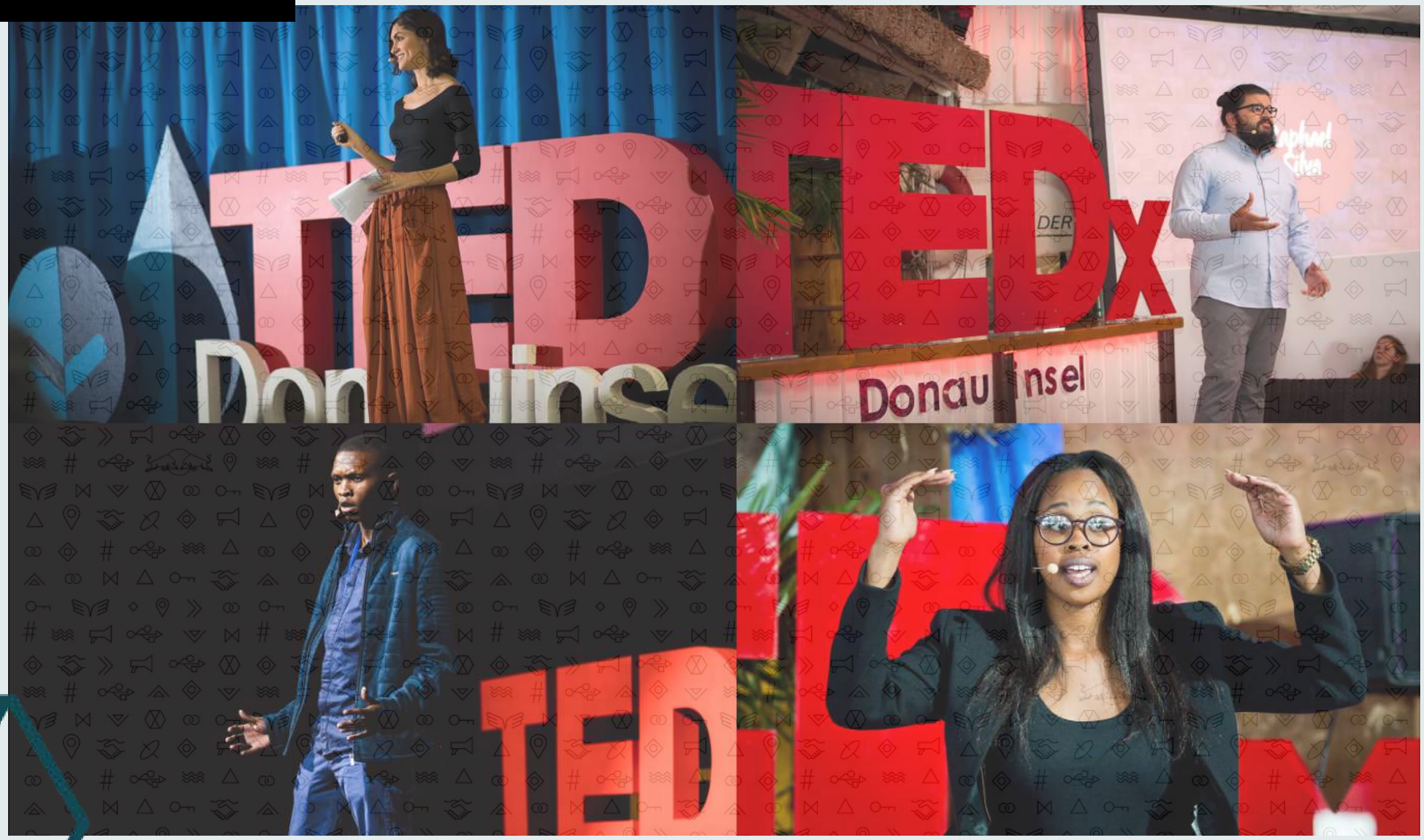
MENTIMETER



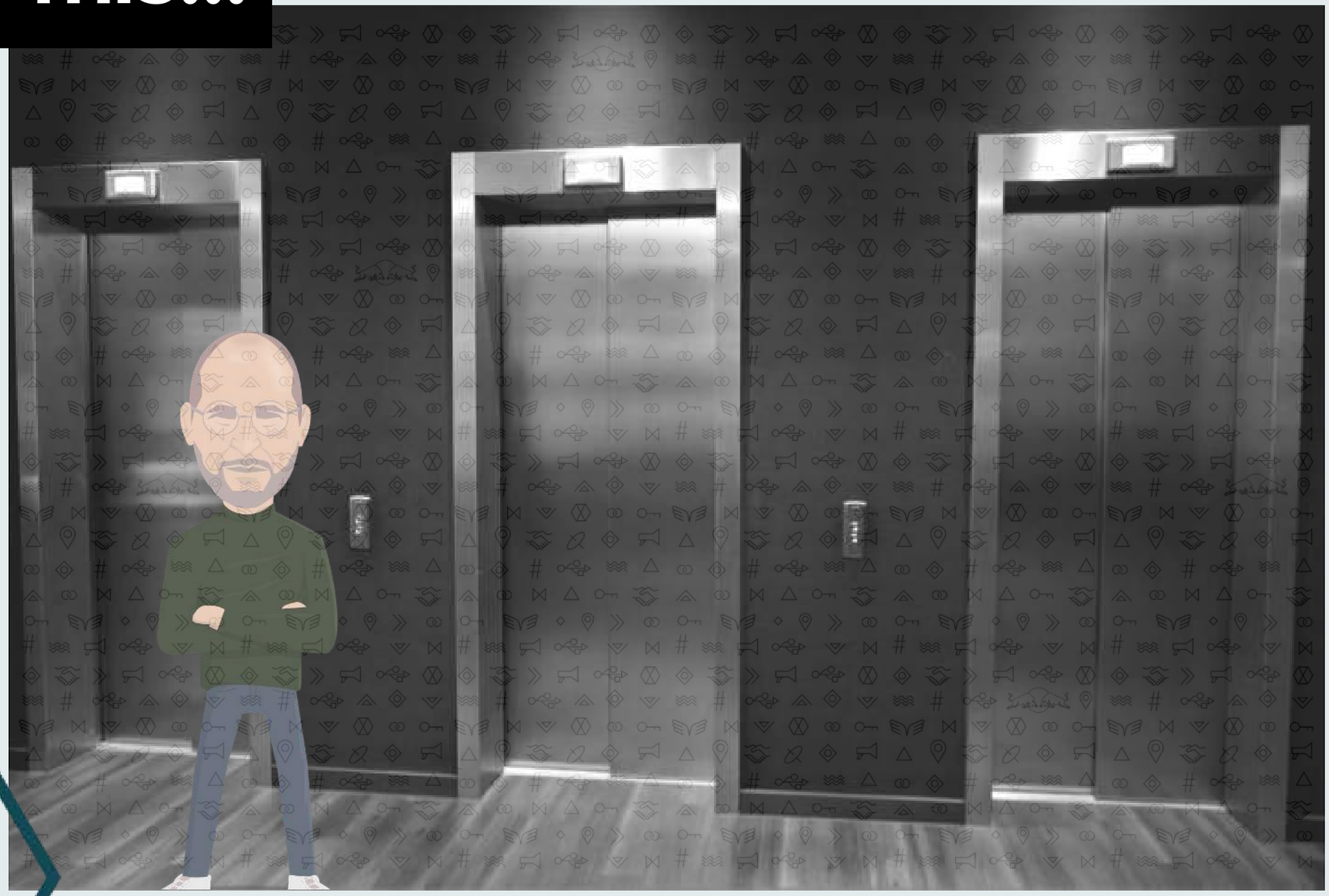
THIS IS PITCHING



...AND THIS...



...AND THIS...



...AND THAT.



DEFINITION

A LINE OF TALK OR A PRESENTATION OF AN IDEA TO AN AUDIENCE IN ORDER TO ACHIEVE AN OBJECTIVE (PERSUADE SOMEONE OR SOMETHING).



MENTIMETER



AUDIENCES

- INVESTORS
- JURY
- EMPLOYEES
- FRIENDS & FAMILY
- MEDIA
- BROAD AUDIENCE



MENTIMETER



OBJECTIVES

- MONEY
- VOTES
- PARTNERSHIPS
- NETWORK
- RECOMMENDATION
- AWARENESS



PITCHING IS A PROCESS

1. FOOT IN THE DOOR



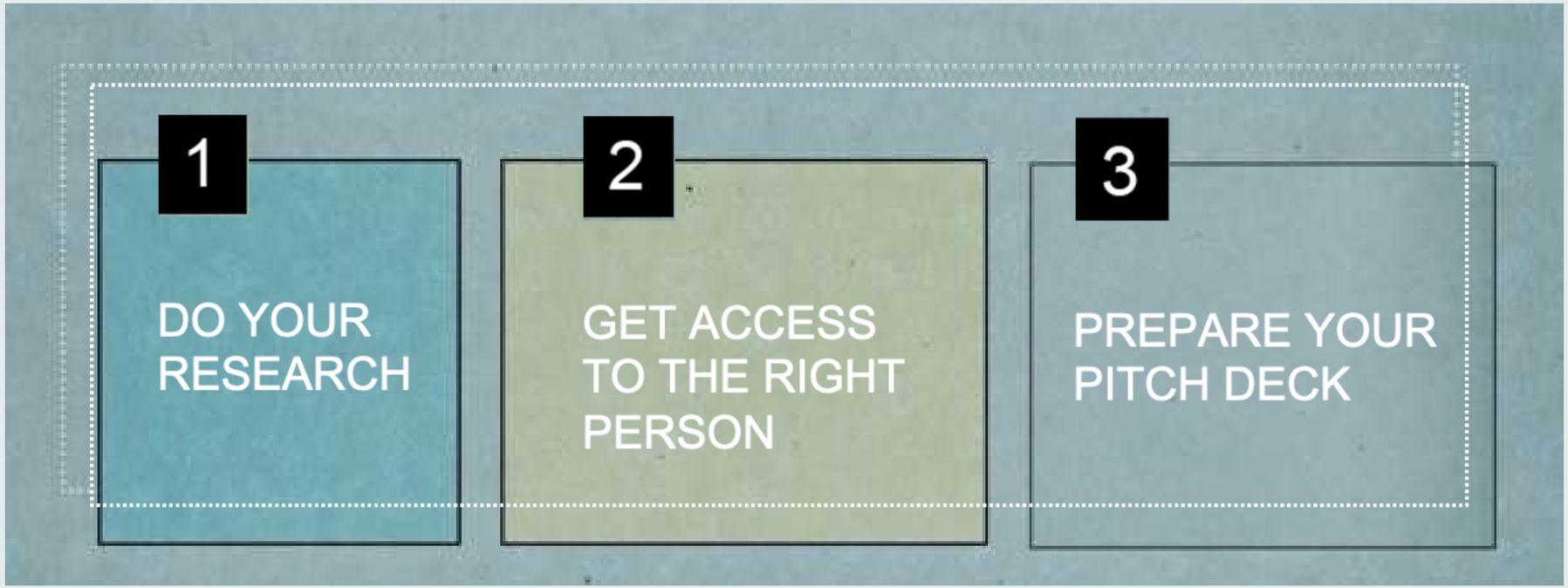
2. SHOW TIME



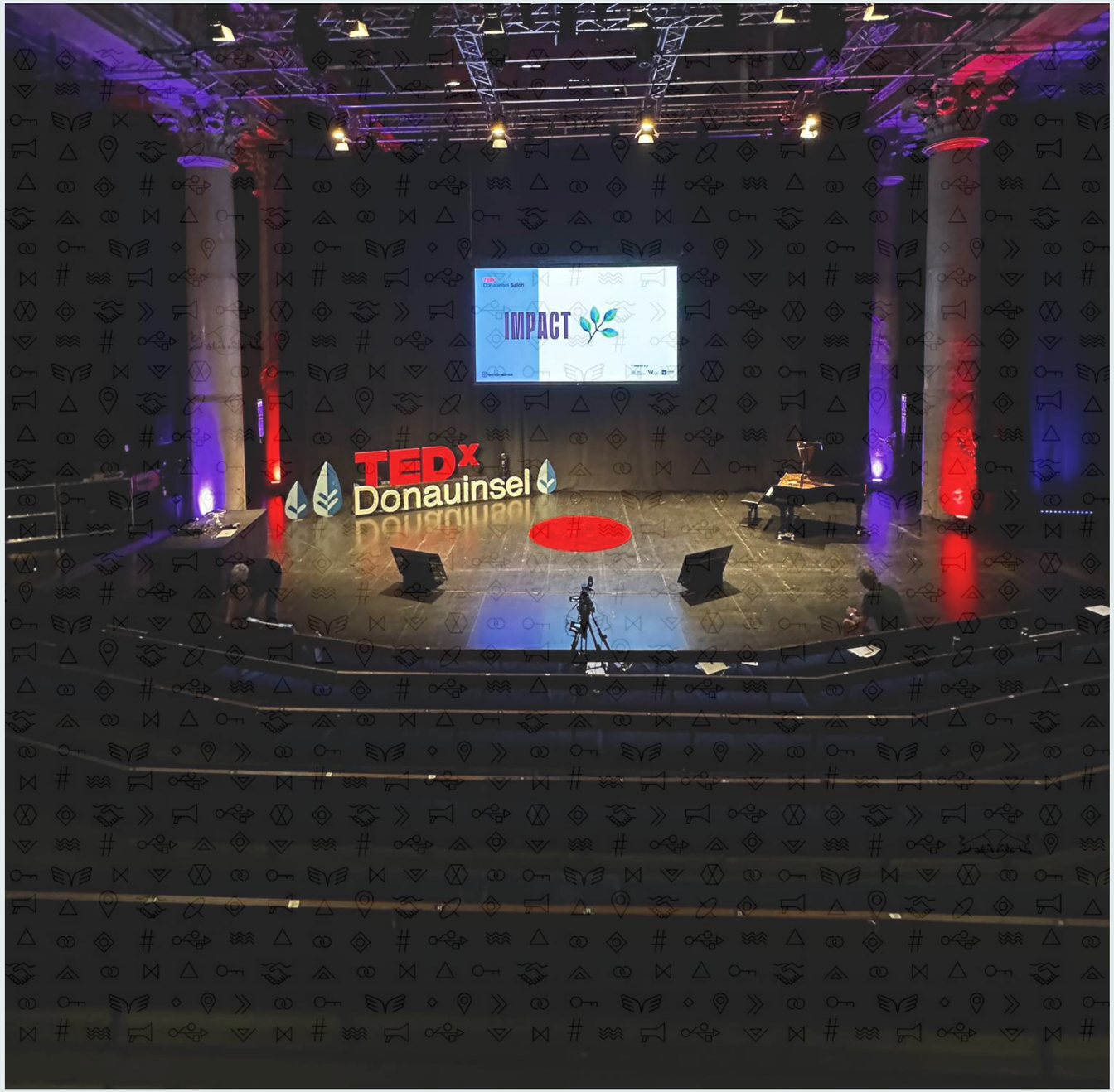
3. CLOSING THE DEAL



FOOT IN THE DOOR

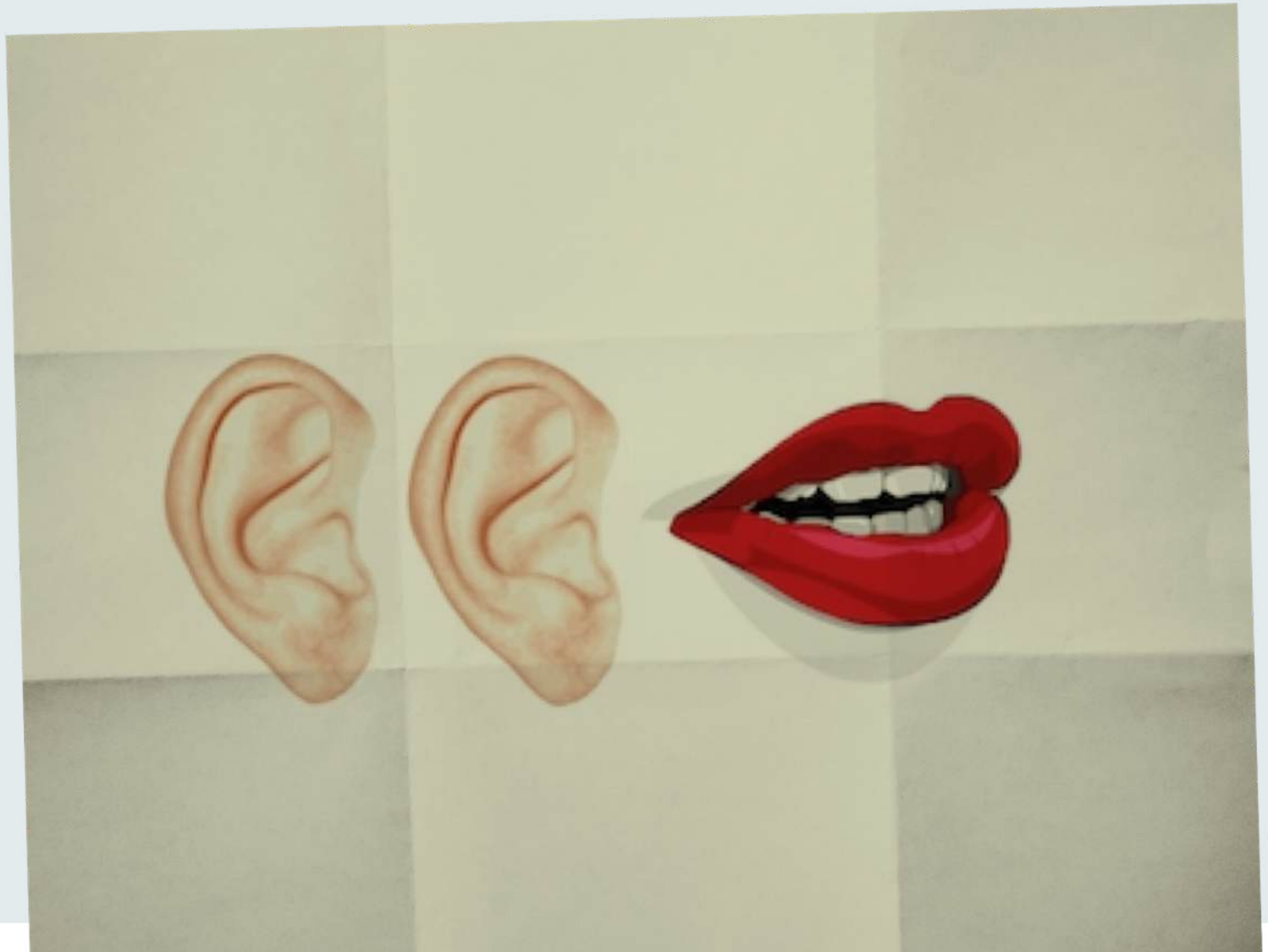


SHOWTIME



CLOSING THE DEAL





CLOSING THE DEAL

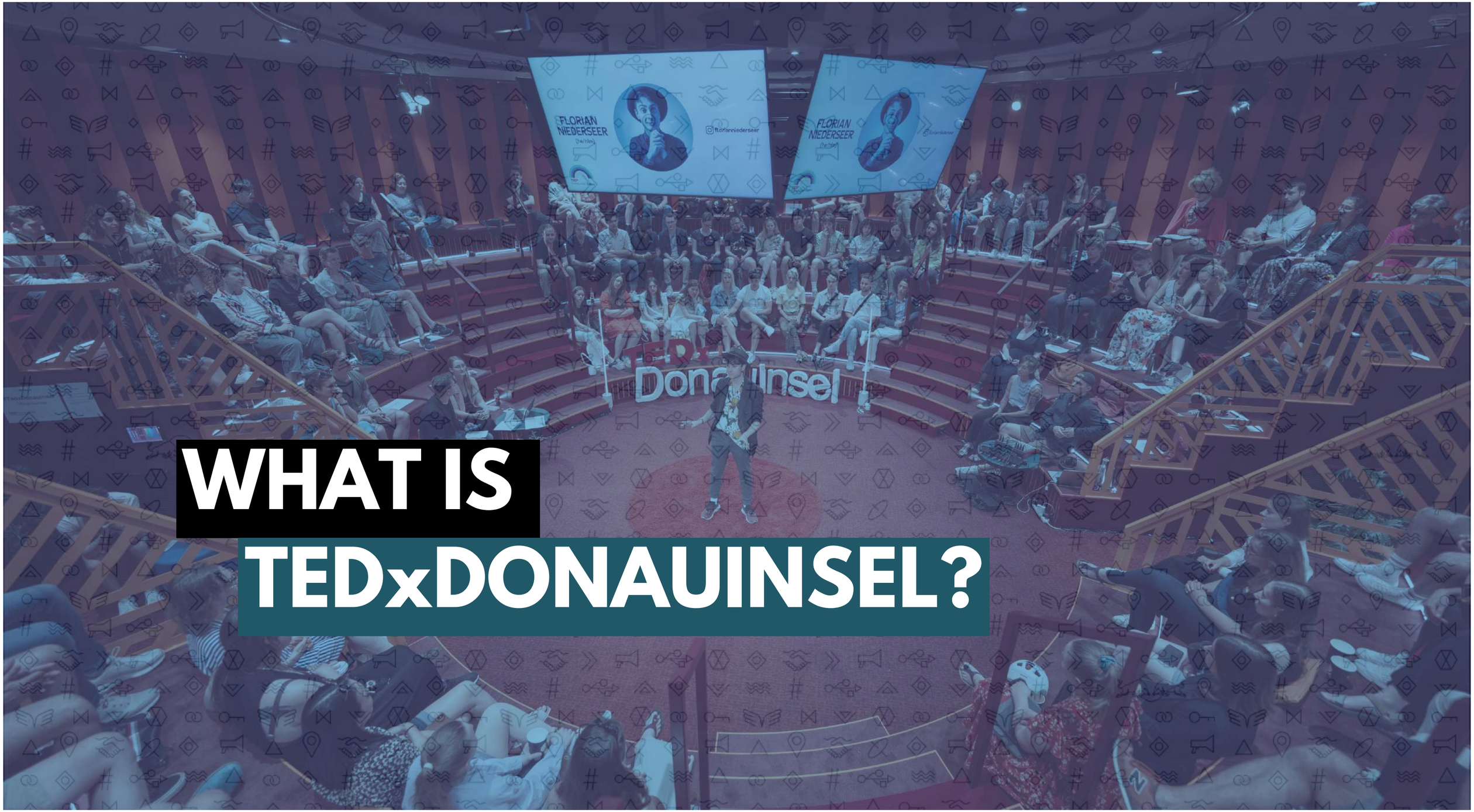




CLOSING THE DEAL

- BUSINESS CARD
- LEAVE WITH A COMMITTMENT
- FOLLOW UP
- PREPARE NEXT PITCH





WHAT IS TEDxDONAUINSEL?

ABOUT TEDX

TED
TEDx

3.300
Events
/ Year

180
Countries

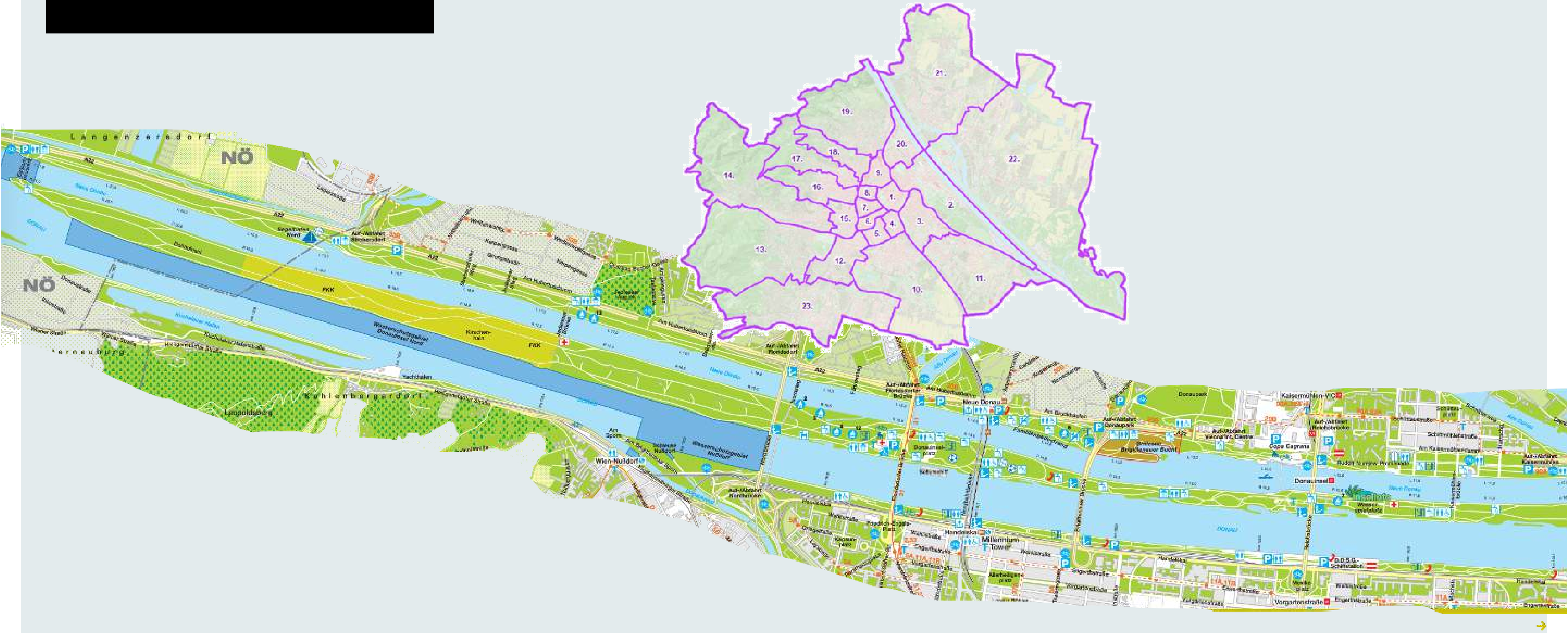
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DONAUINSEL



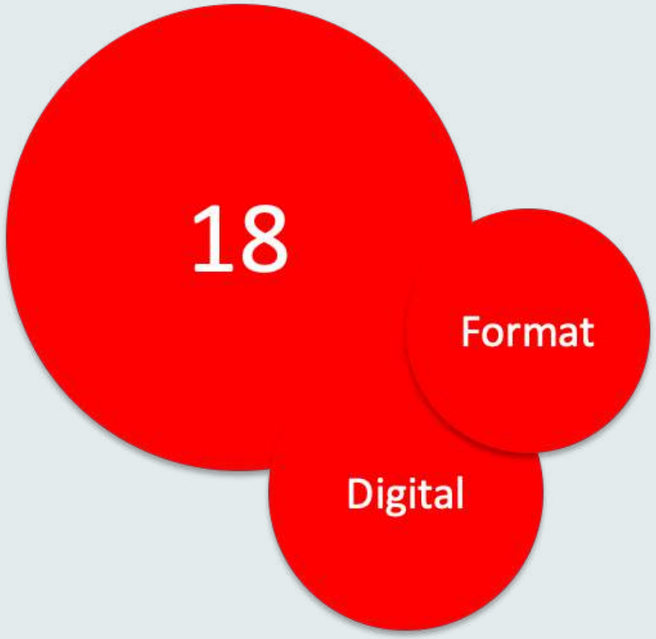
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FKK
FKK
Millennium Tower
Donauinsel

ABOUT TEDX





ABOUT TEDX



It [18 minutes] is long enough to be serious and short enough to hold people's attention. It turns out that this length also works incredibly well online. It's the length of a coffee break. So, you watch a great talk, and forward the link to two or three people. It can go viral, very easily. The 18-minute length also works much like the way Twitter forces people to be disciplined in what they write. By forcing speakers who are used to going on for 45 minutes to bring it down to 18, you get them to really think about what they want to say. What is the key point they want to communicate? It has a clarifying effect. It brings discipline.

TEDX DNA?


How to sound smart in your TEDx Talk | Will Stephen | TEDxNewYork
TEDx Talks
Watch on YouTube

TEDX DNA?


TED's secret to great public speaking | Chris Anderson | TED
TED
Watch on YouTube

EVERYTHING AVAILABLE



TEDx SPEAKER GUIDE

YOU'VE BEEN SELECTED TO GIVE A TEDx TALK.

→ PROPS TO YOU ←

YOU'RE DOING GOOD WORK. KEEP IT UP.

AS YOU PREPARE FOR YOUR TALK, KEEP IN MIND THESE

★★★ GUIDING PRINCIPLES ★★★

THEY'VE WORKED FOR OTHERS. THEY'LL WORK FOR YOU.

★1 GET FAMILIAR WITH THE FORM 18:00

★2 DEVELOP AN IDEA

★3 MAKE AN OUTLINE AND SCRIPT

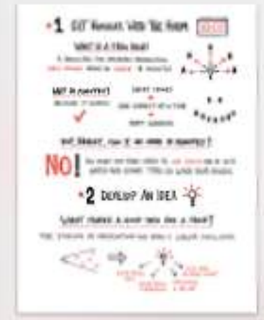
★4 CREATE SLIDES KEEP IT SIMPLE

★5 REHEARSE

★6 GIVE YOUR TALK

★7 SAVOR THE GLORY

THIS ILLUSTRATED GUIDE WAS ADAPTED FROM THE TEXT VERSION (TED.COM). IT WAS CREATED BY DOUG NEILL (THEGRAPHICRECORDER.COM) IN CONNECTION WITH TEDXCONCORDIAUPORTLAND (TEDXCONCORDIAUPORTLAND.COM)



2



3



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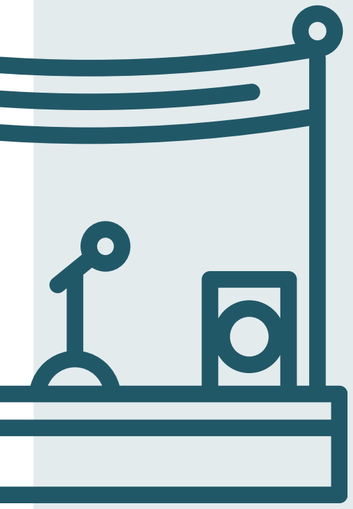
https://storage.ted.com/tedx/manuals/IllustratedTEDxSpeakerGuide.pdf

MENTIMETER



TYPES OF TEDX TALKS

- The big idea
- The tech demo
- The performance
- The artist's statement
- The "dazzle with wonder"
- The small idea
- The "issue" talk



THE BIG IDEA

The talks that make one or two very strong points, and it’simportant.



1,823,276 views | Onora O'Neill • TEDxHousesOfParliament

What we don't understand about trust

Trust is on the decline, and we need to rebuild it. That's a commonly heard suggestion for r
philosopher Onora O'Neill, we don't really understand what we're suggesting. She flips the c
common ideas about trust are actually misdirected.



8,328,885 views | Bryan Stevenson • TED2012

We need to talk about an injustice

Read transcript

In an engaging and personal talk -- with cameo appearances from his grandmother and Rosa Parks -- human rights lawyer Bryan Stevenson shares some hard truths about America's justice system, starting with a massive imbalance along racial lines: a third of the country's black male population has been incarcerated at some point in their lives. These issues, which are wrapped up in America's unexamined history, are rarely talked about with this level of candor, insight and persuasiven...



THE ISSUE TALK

These talks expose your audience to an issue that they may not otherwise know much about.



2,536,398 views | Rodrigo Canales • TEDSalon NY2013 Like (76K)

The deadly genius of drug cartels

Up to 100,000 people died in drug-related violence in Mexico in the last 6 years. We might think this has nothing to do with us, but in fact we are all complicit, says Yale professor Rodrigo Canales in this unflinching talk that turns conventional wisdom about drug cartels on its head. The carnage is not about faceless, ignorant goons mindlessly killing each other but is rather the result of some seriously sophisticated brand management.





Everything you think you know about addiction is wrong

21,887,381 views | Johann Hari | TEDGlobalLondon • June 2015

Share Save Like Comment Read transcript

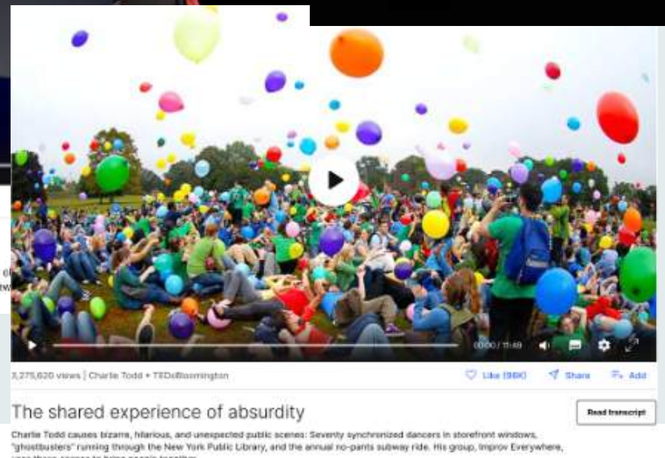
What really causes addiction -- to everything from cocaine to smart-phones? And how can we overcome it? Johann Hari has seen our current methods fail firsthand, as he has watched loved ones struggle to manage their addictions. He started to wonder why we treat addicts the way we do -- and if there might be a better way. As he shares in this deeply personal talk, his questions took him around the world, and unearthed some surprising and hopeful ways of thinking about an age-old problem.

THE SMALL IDEA

These talks are not about one big, world-changing idea, but instead a very engaging take on an interesting topic.



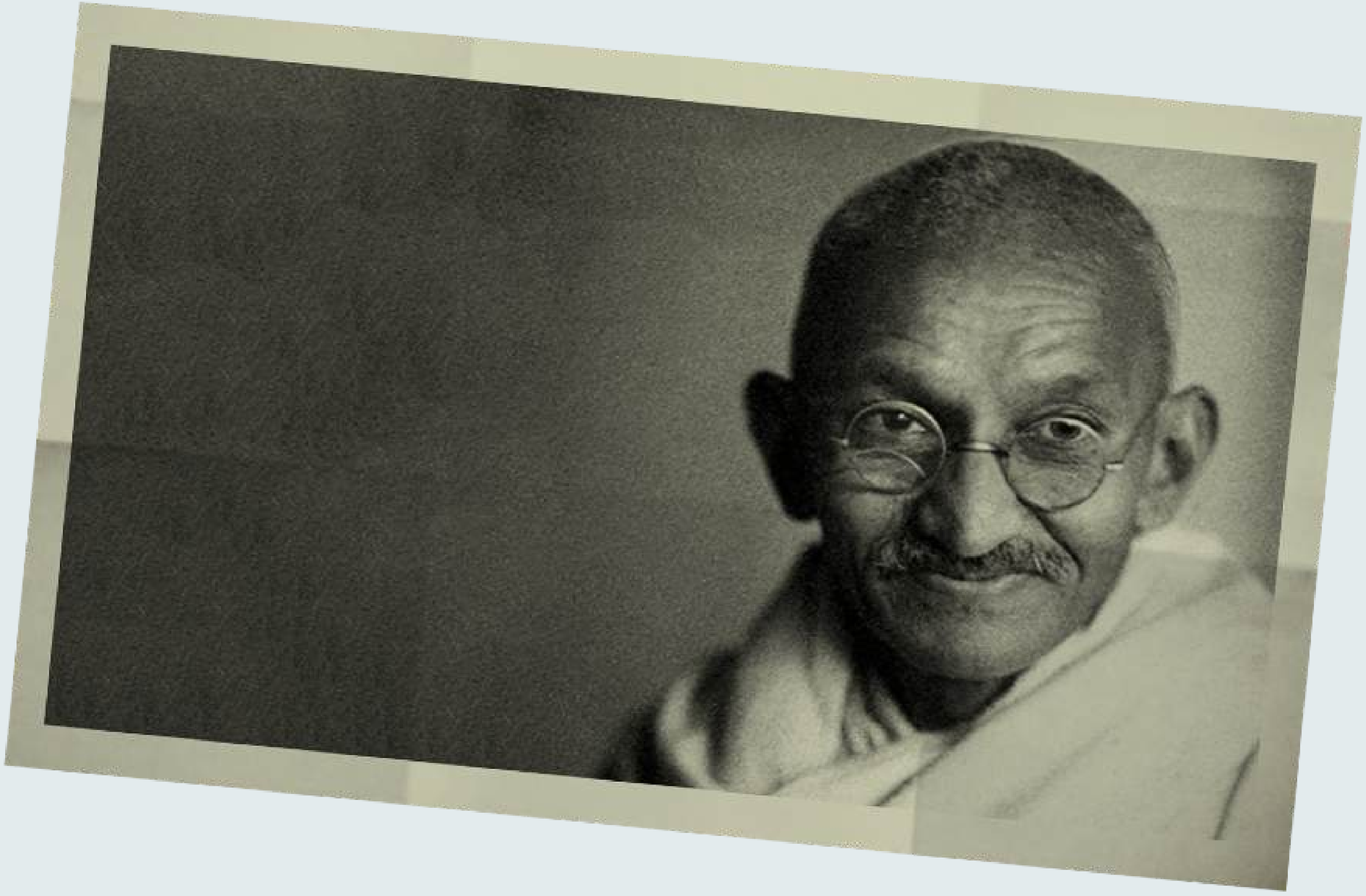





HERO'S
JOURNEY

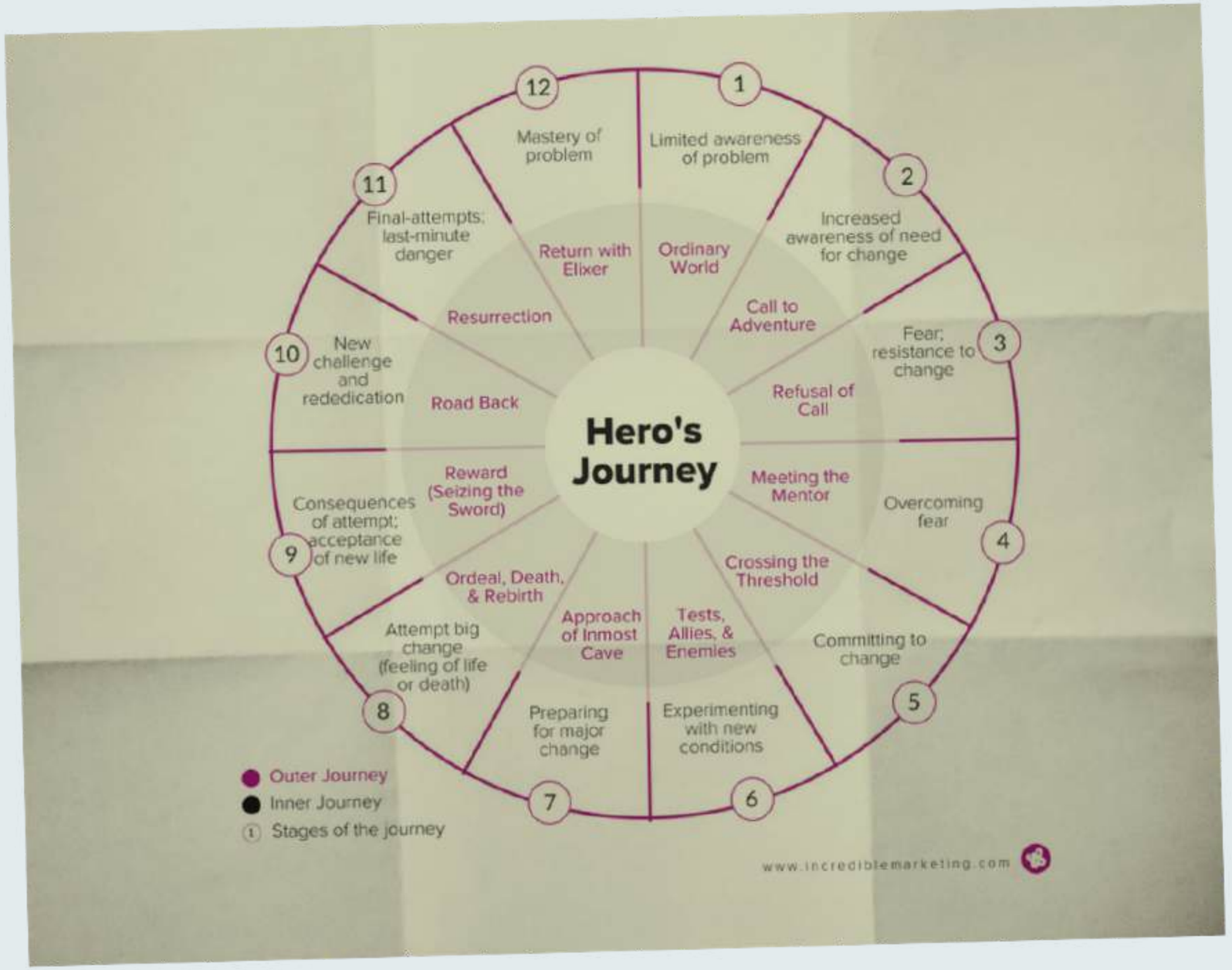








TEMPLATE



https://www.incrediblemarketing.com

TEMPLATE

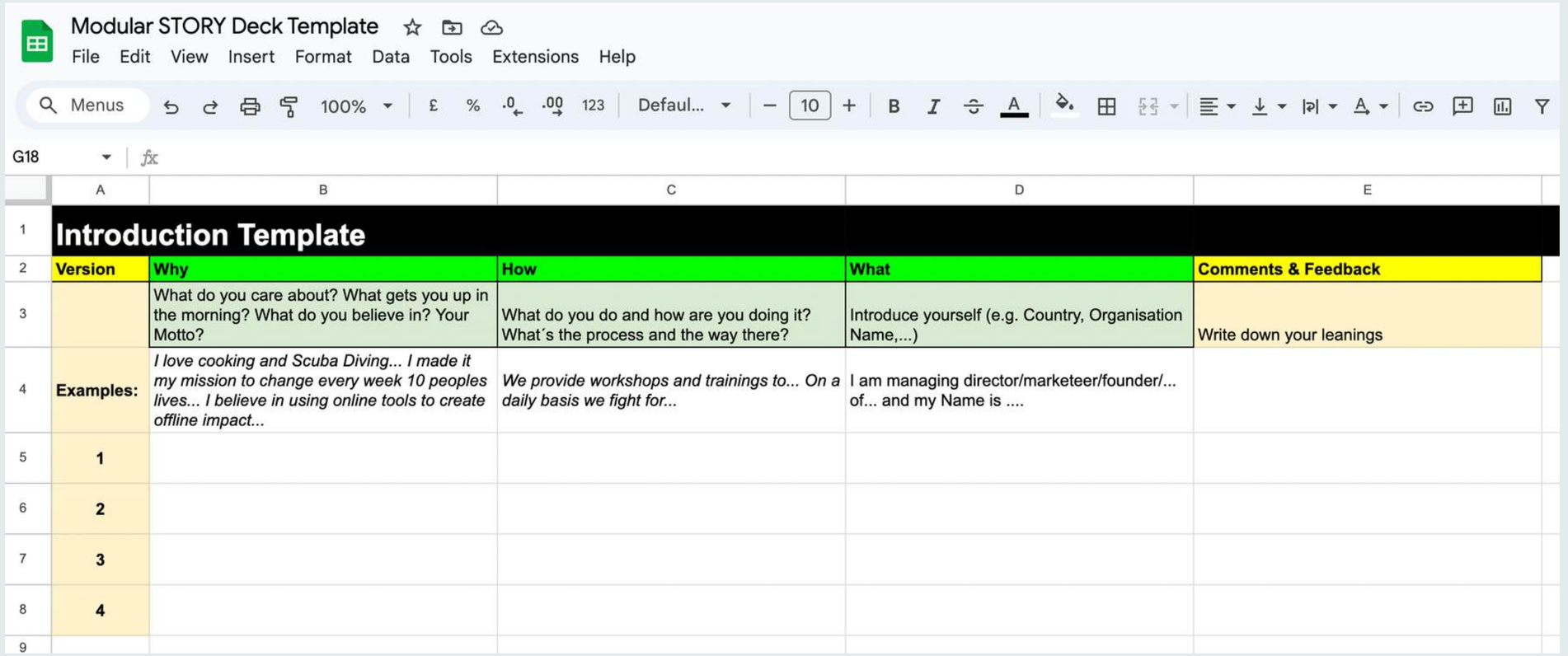


https://www.incrediblemarketing.com

TEMPLATE

ONCE UPON A TIME…	WHAT WAS THE PROBLEM THAT EXISTED?
AND EVERY DAY…	BRING THE PROBLEM TO LIFE IN A DRAMATIC WAY
UNTIL ONE DAY…	INTRODUCE YOURSELF AND HOW YOU ADDRESSED THE PROBLEM?
BECAUSE OF THIS…	WHAT WAS THE FIRST EFFECT OF THIS?
BECAUSE OF THAT…	WHAT WAS THE BIGGER CONSEQUENCE OF THIS?
BECAUSE OF THAT…	WHAT WAS THE BIGGER CONSEQUENCE OF THIS?
UNTIL FINALLY…	WHAT WAS THE FINAL RESULT OF THIS?
EVER SINCE THEN…	WHAT DOES THE FUTURE NOW LOOK LIKE FOR THE BENEFICIARIES OF THE PROJECT?

MODULAR PITCH & STORY DECK



Modular STORY Deck Template

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YOUR
STORY-PITCH

TIPS

+ Focus on one main idea
+ It’s about the Idea (not necessarily about you)
+ Grab their attention
+ Why should the listener care?
+ Keep it short and simple
+ Take the listener step by step



STRUCTURE

- OPENER
- THE WHY
- THE HOW
- THE WHAT
- USP
- IMPACT
- CTA

OPENER

A powerful statement or a critical question to grab the Attention. Be creative.

„In 2050 there is more plastic in the sea than fish.

„Have you ever loved?“

„Every 6th person in Brazil lives with some kind of disability!“

THE WHY

Why do you care about it? What do you believe in?

"We believe that every person can be empowered to live up to their full potential"

"We believe in..." We deeply care about..."

THE HOW

How do you do it?

"We make our products easy to use and beautifully designed"

"We empower, by bringing people together and emphasize the great potential and expertise of disabled people & enable them to find creative solutions."

THE WHAT

What do you actually do? The product, service or solution?

"Our network offer workshops where "makers" and people living with disabilities come together and collaboratively create low-cost tech-solutions that help the disabled community with their daily challenges. (Pause) I am Marcos Beto and together with my team we are 'Meviro"

YOUR USP

What's your Unique Selling Point? Why can you do it? What qualifies you?

"Thanks to my education in social inclusion innovation and my passion as a maker, I was able to create the first hub for exchange and inspiration between people with disabilities and makers like me."

INVESTOR PICTH ADD ON

- CUSTOMER PROOF
- MARKET SIZE
- COMPETITION ANALYSIS
- SALES FORECAST
- USE OF FUNDS
- CAPITAL RISE – THE „ASK“
- FINANCIAL ROADMAP

YOUR IMPACT

What impact have you already created?
What impact will you achieve? (Outcome statement)

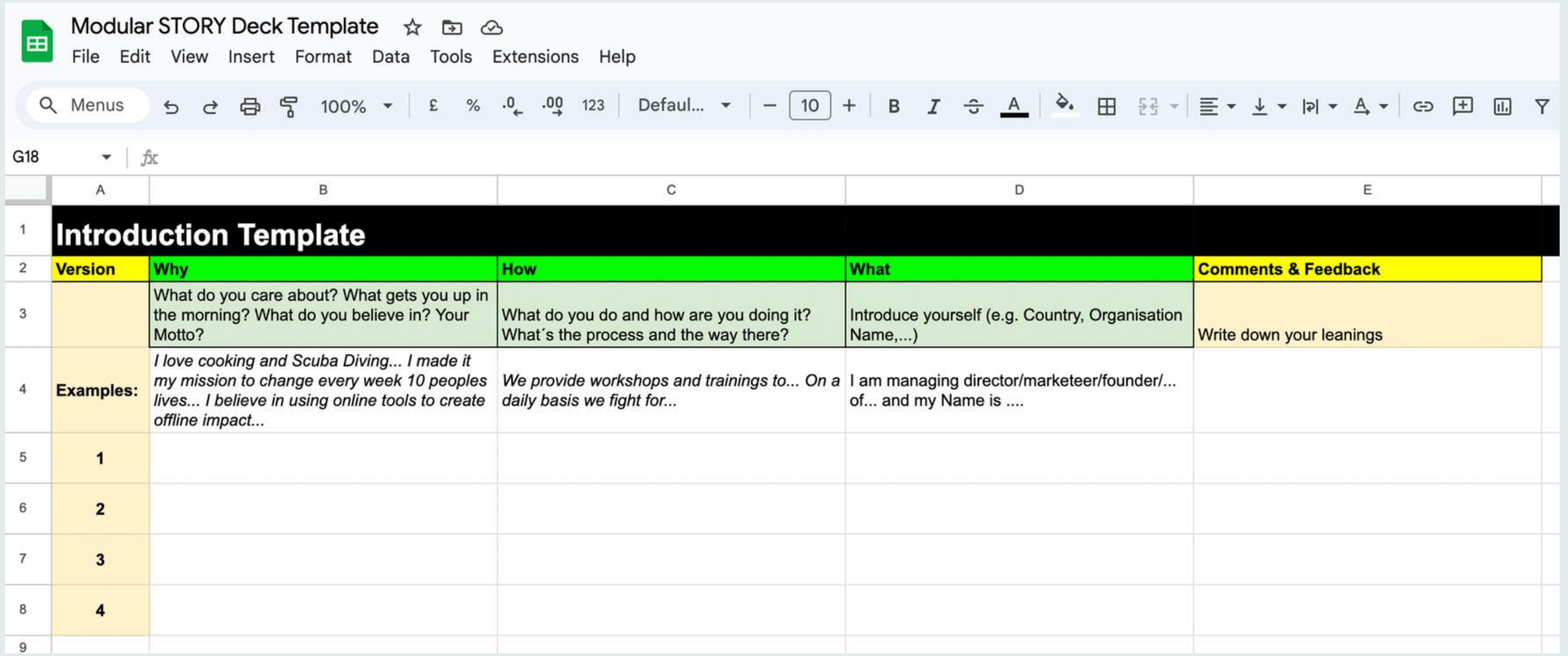


YOUR CTA

What do you want from the listener?
What is the call for Action?

"You have the chance to give wings to us, people with disabilities and contribute to a more inclusive and accessible world. Please vote for us!

MODULAR PITCH & STORY DECK



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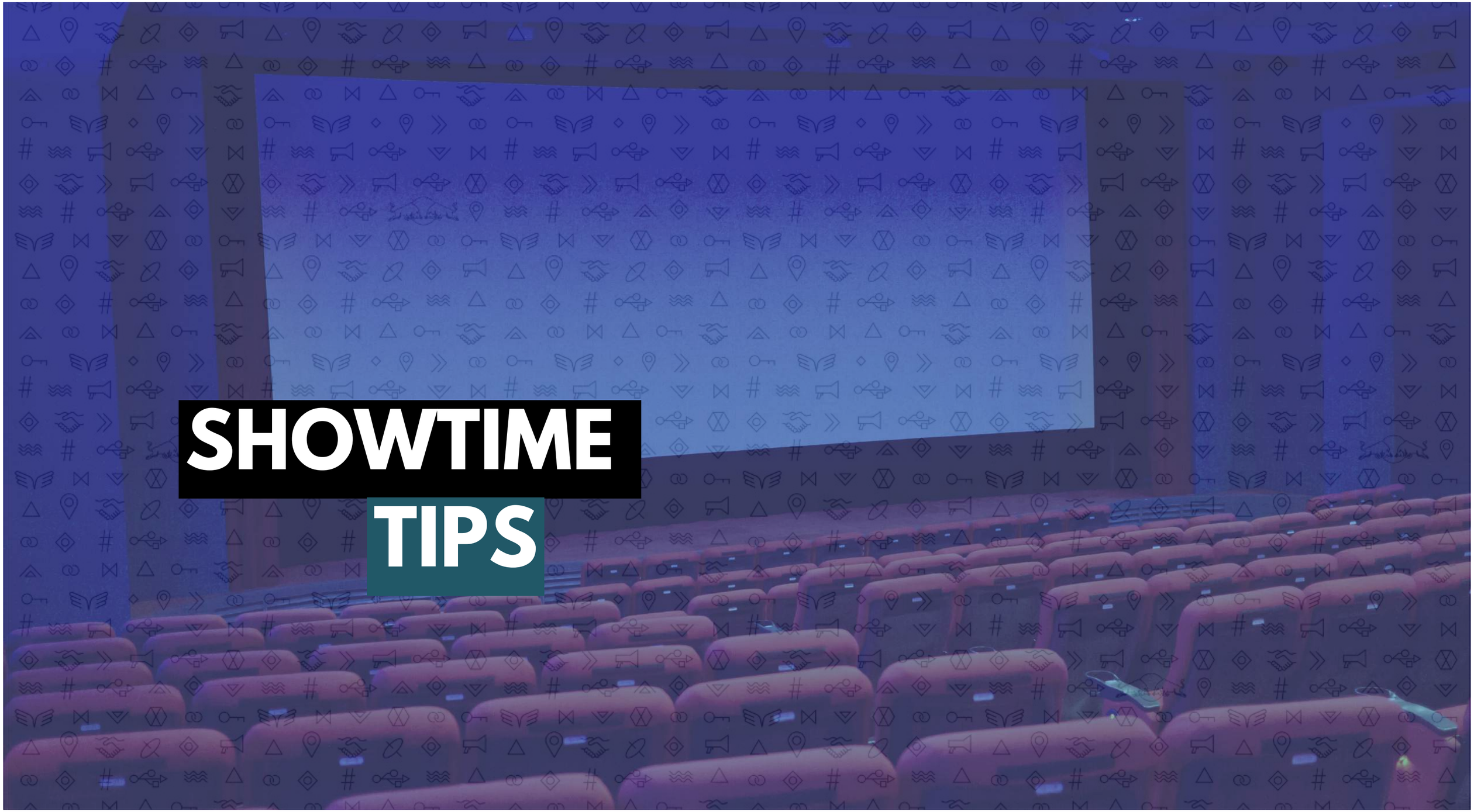
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SHOWTIME
TIPS

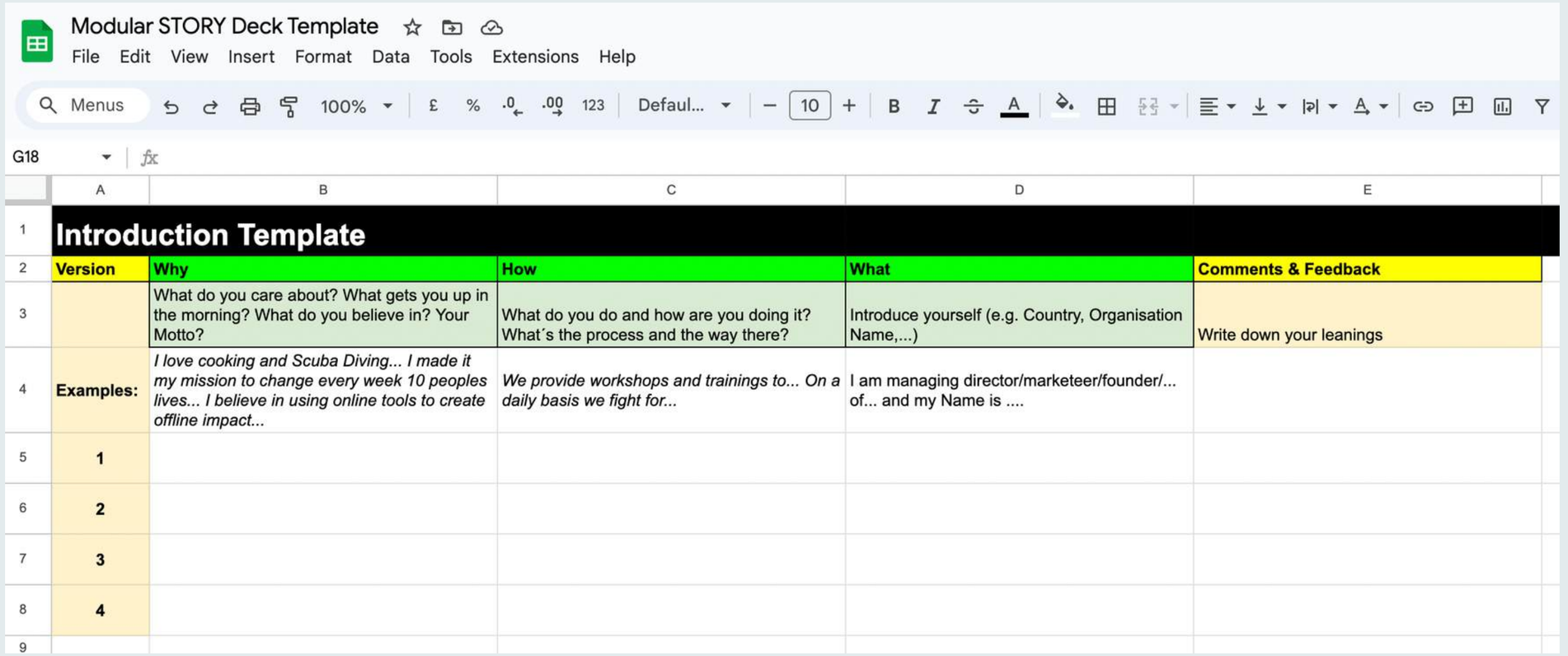
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SHOWTIME

- EYE CONTACT
- SMILE
- PRESENCE & PAUSE
- BODY LANGUAGE
- ENTHUSIASM
- LISTEN
- AUTHENTICITY!!!

MODULAR PITCH & STORY DECK



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WHAT IS THE MOST IMPORTANT LESSON / AHA MOMENT / TIP YOU WILL TAKE HOME FROM TODAY?



RESOURCES

LIKE ERASMUS FOR STUDENTS, JUST FOR ENTREPRENUERS (NO AGE LIMIT).



RESOURCES

APPLY FOR TEDX





STRONGER ROOTS
PITCH TRAINING

Mastering public speaking & transforming ideas into powerful talks.

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http:/at.linkedin.com/in/haasmathias