



Pitching

Speaker

Ing. Salvatore Modeo

23.04.2025 | ORE 15.00 - 16.00
Live

About Me



Educazione

LM in Ing. Gestionale @UniSalento,
Scuola Superiore Isufi in e-Business,
Master in Innovation Management @UniSalento
Certificazione PMP presso PMI

Esperienza

Software Analyst **SAP AG** (2010)
Business Analyst **Dhitech SCARL** (2010)
Founder & CEO **MRS srl** (2010 → 2022)
Resp. Puglia - **PMI** (2022 → 2024)
Founder **The Qube, TQC SRL (2013 →)**

Agenda

Parte 1 - Fasi

Parte 2 - Elevator Pitch

Parte 3 - Pitch Deck



UNIONCAMERE



SERVIZIO NUOVE IMPRESE
La piattaforma delle Camere di Commercio

PARTE 1

Fasi di presentazione



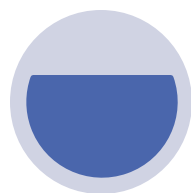
Primo Incontro

Obiettivo:

Ricevere un appuntamento

Strumento: EP

Tempo: 2'



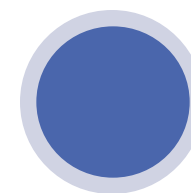
Secondo Incontro

Obiettivo:

Interessare l'interlocutore al Business.

Strumento: PD
(Pitch Deck)

Tempo: 15'



Terzo Incontro

Obiettivo:

Entrare nel vivo del business con analisi economico-finanziarie

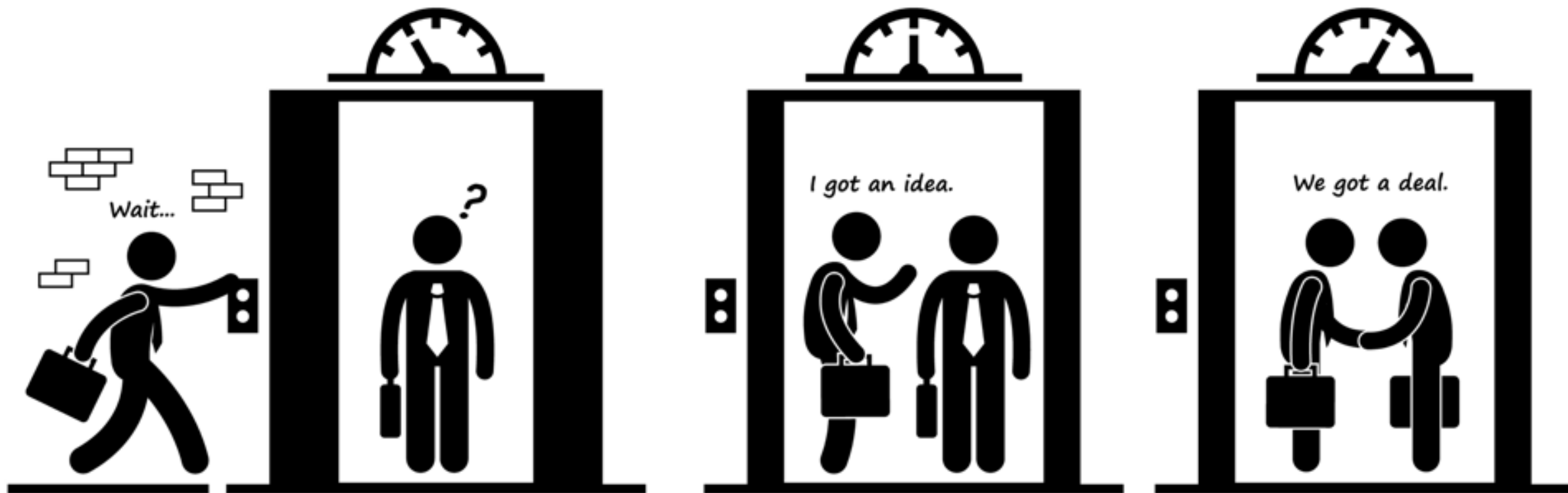
Strumento: BP

Tempo: 1-2h

PARTE 2

Elevator Pitch

Elevator Pitch (EP)



Formula EP

Per (**CLIENTE**) che ha (**PROBLEMA**), il (**NOME PRODOTTO**) è un (**CATEGORIA**) che offre (**BENEFICIO**).

A differenza di (**COMPETITOR**), il prodotto è migliore perché (**DIFFERENZA**).

PARTE 3

Pitch Deck

Pitch Deck (PD)



Un **pitch deck** è una breve presentazione che offre ai potenziali investitori / clienti o partner una panoramica del tuo piano aziendale, dei prodotti, dei servizi e dello sviluppo.

PARTE 3.1

Struttura del Pitch Deck



NOME STARTUP

ONE SENTENCE PITCH

**SPEAKER, TITOLO
DATA - LUOGO**

PROBLEMA

Individua il problema per inquadrare la
soluzione

In cosa consiste il problema?

Chi avverte il problema?

Quali le conseguenze del problema?

SOLUZIONE

Una volta individuato chiaramente il problema,
la soluzione fluisce logicamente.

MERCATO

Chi sono i clienti del progetto?

Chi sono gli utenti?

Quanto è grande il mercato?

COMPETITORS

Chi sono i competitor principali?

Quali caratteristiche hanno?

Come mai non risolvono bene lo stesso problema?

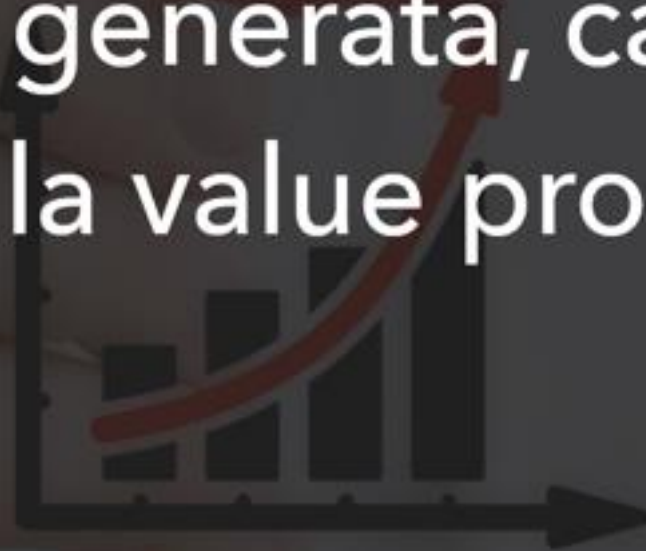
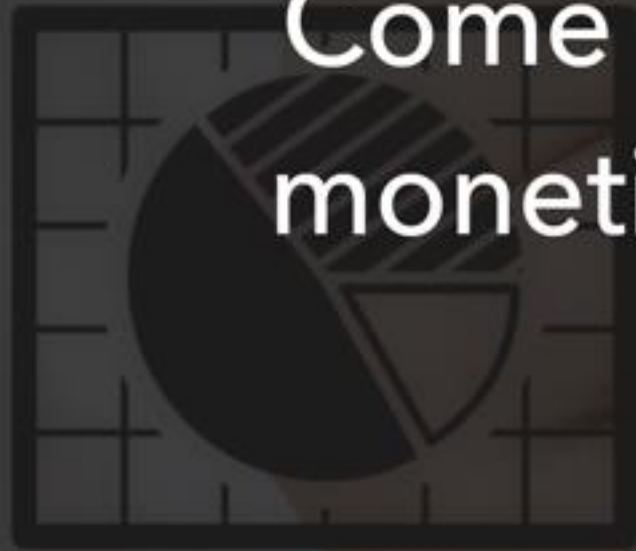
COMPETITORS

	PUNTO1	PUNTO2	PUNTO3	PUNTO4
 VOI	●	●	●	●
 DOLOR	●	●	●	●
 LOREM	●	●	●	●
 IPSUM	●	●	●	●
 ELIT	●	●	●	●

REVENUE MODEL

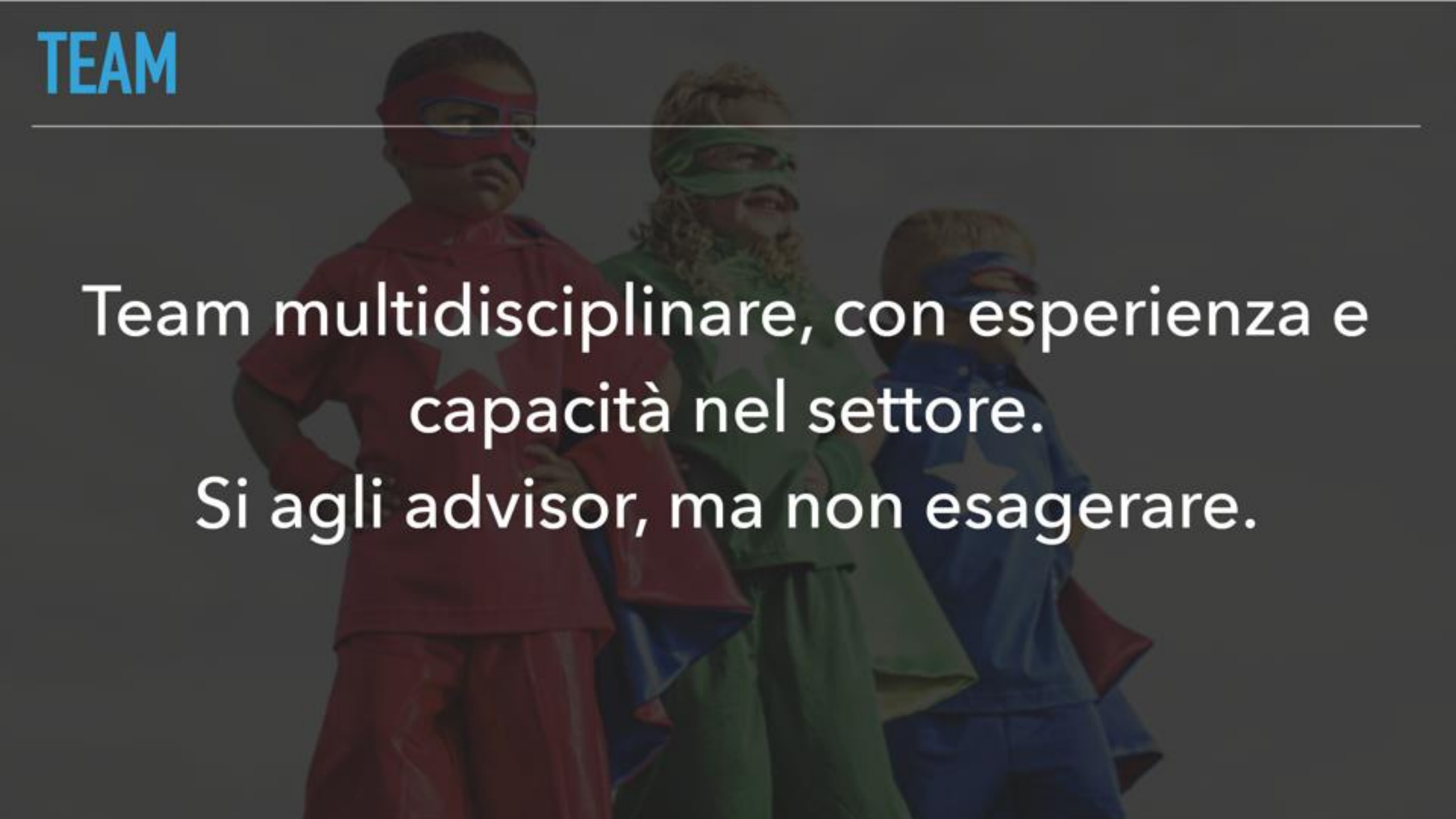
Qual è il modello di business del progetto?

Come viene generata, catturata e monetizzata la value proposition?



TEAM

Team multidisciplinare, con esperienza e
capacità nel settore.
Si agli advisor, ma non esagerare.

The background of the slide features three children dressed as superheroes. From left to right: a child in a red suit with a white star on the chest and a red mask; a child in a green suit with a white star on the chest and a green mask; and a child in a blue suit with a white star on the chest and a blue mask. They are all standing with their hands on their hips, looking forward. The image is dimmed to allow the text to be the primary focus.

MILESTONE

OGGI

1

LOREM IPSUM

TRA UN ANNO

2

DOLOR SIT AMET

DA GRANDI

3

CONSECTETUR

FUNDING

Serve un investimento per raggiungere obiettivi e mantenere i tempi prefissati nella roadmap?

Come li investirete?

PARTE 3.2

Cosa fare e non fare



PITCH DECK

DO'S

1. TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

Everyone loves to hear stories, even the investors. So tell an exciting story about your startup.





2. LIMIT EACH SLIDE TO EXPRESSING ONE IDEA

You want to keep your entire audience on the same page



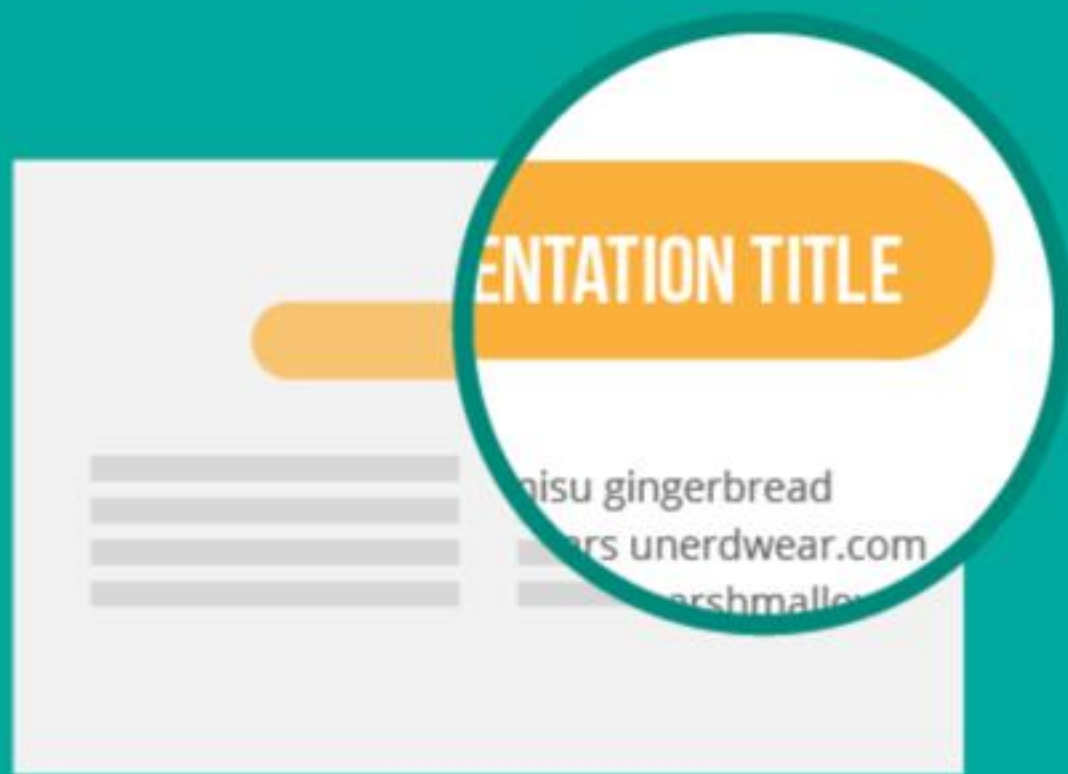
3. PREPARE TO MAKE A GREAT FIRST IMPRESSION

First impressions are powerful. Believe it.
The first 2-3 minutes are the most important

4. SHOW THE PEOPLE BEHIND YOUR IDEA

Focus on a significant, relevant accomplishment for each person in a team that identifies that person as a winner





5. KEEP A CONSISTENT LOOK IN PRESENTATION

Use the same font, size, color and capitalization format across all slides of your investment pitch deck.



6. KNOW YOUR METRICS BETTER THAN ANYONE

Traction speaks louder than words.



PITCH DECK
DONT'S

1. DON'T USE TOO MANY BULLET POINTS

Limit the bullets. Too many bullet points will kill a presentation.



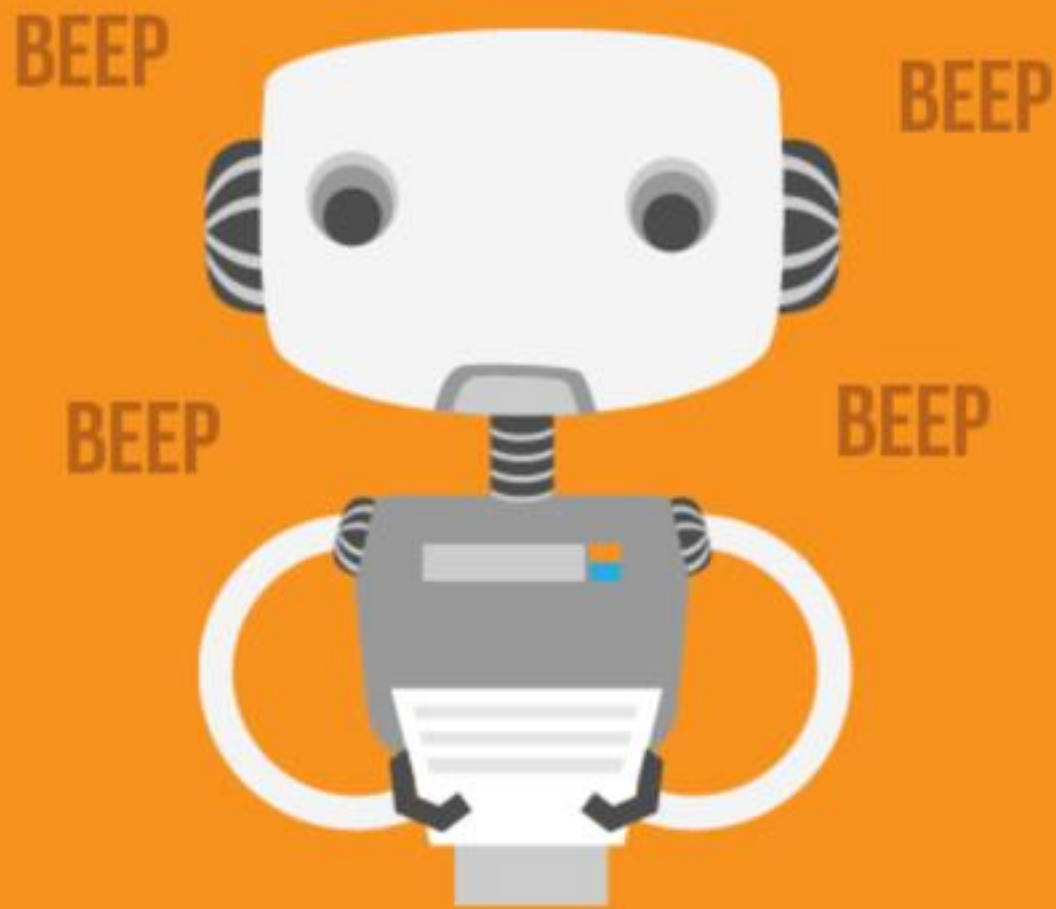


2. DON'T MAKE IT TOO LONG

Average entrepreneur pitch: 38 slides.

Average VC attention span/cranial

capacity: 10 slides. Do the math.



3. DON'T READ WORD BY WORD FROM YOUR SCRIPT.

You will sound like a robot and miss the all-important eye contact with the audience.

4. DON'T CREATE A TEXT-RICH, PICTURE-POOR PRESENTATION.

People cannot read and listen at the same time. Great visual inspire and engage people emotionally.





5. DON'T COME UNPREPARED

Try to anticipate the kinds of questions they might have and be prepared with answers.



6. DON'T USE SMALL FONTS

Always use a font large enough to be seen by all audience members. Use 32- to 44-point for titles and no smaller than 28-point for the text or bulleted items.

PARTE 3.3

Esempio di Pitch Deck



Airbnb Pitch Deck

Book rooms with locals rather than hotels

Problem

Price is an important concern for customer booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Lorem Ipsum dolor sit amet, consectetur adipiscing elit.



Solution



A web platform where users can rent out their space to host travelers.



Save money when traveling. Make money when hosting.



Share culture by making a local connection to the city.



Market Validation

couchsurfing.com



In SF and NYC from 7/9 to 7/16

craigslist.com



Temporary housing listings in SF
and NYC from 7/9 to 7/16

Market Size



\$2+ Billion
from trips booked (worldwide)



\$560+ Million
Budget & Online



\$84 Million
15% Share of the Market

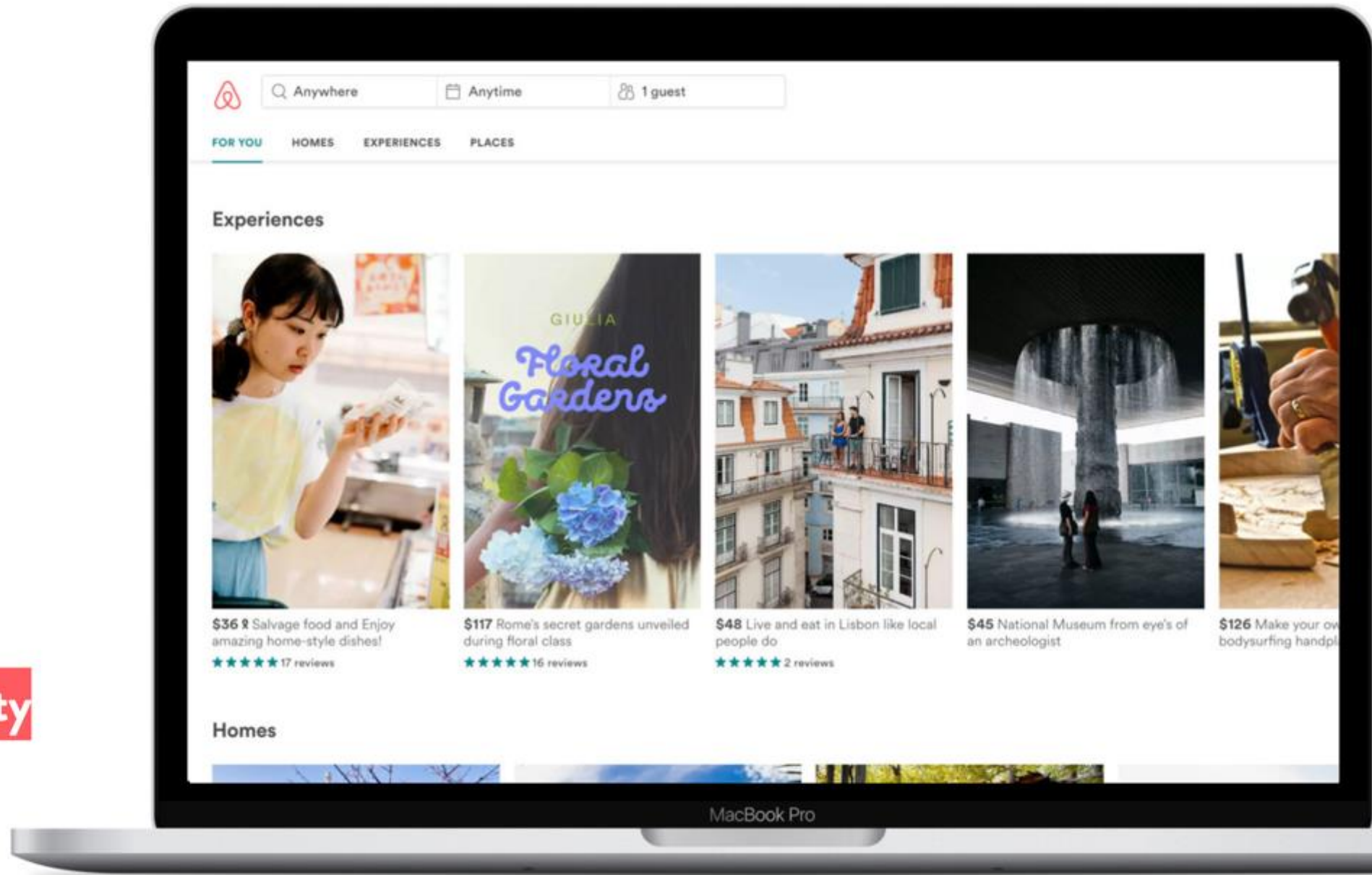


Product



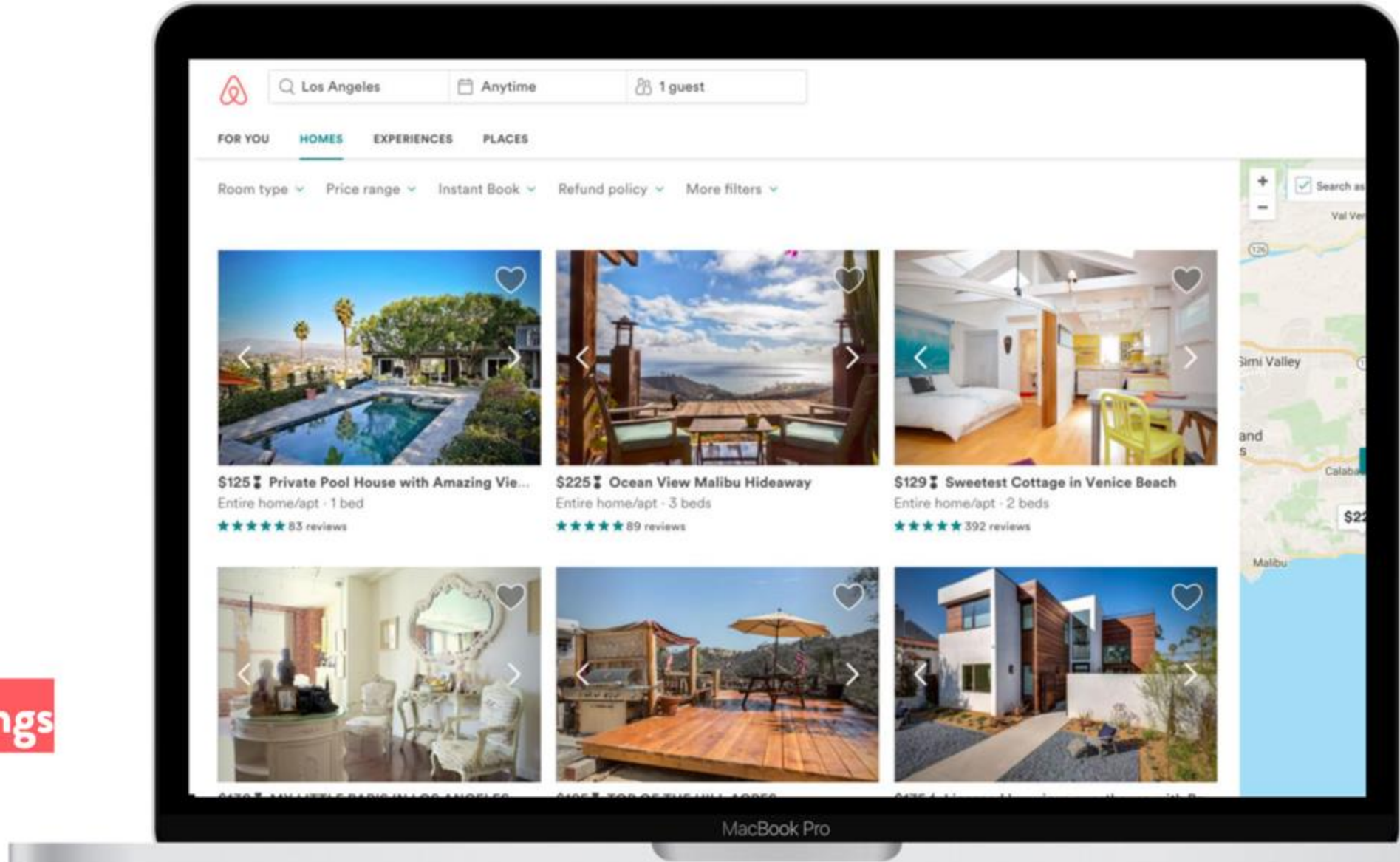


Search by city



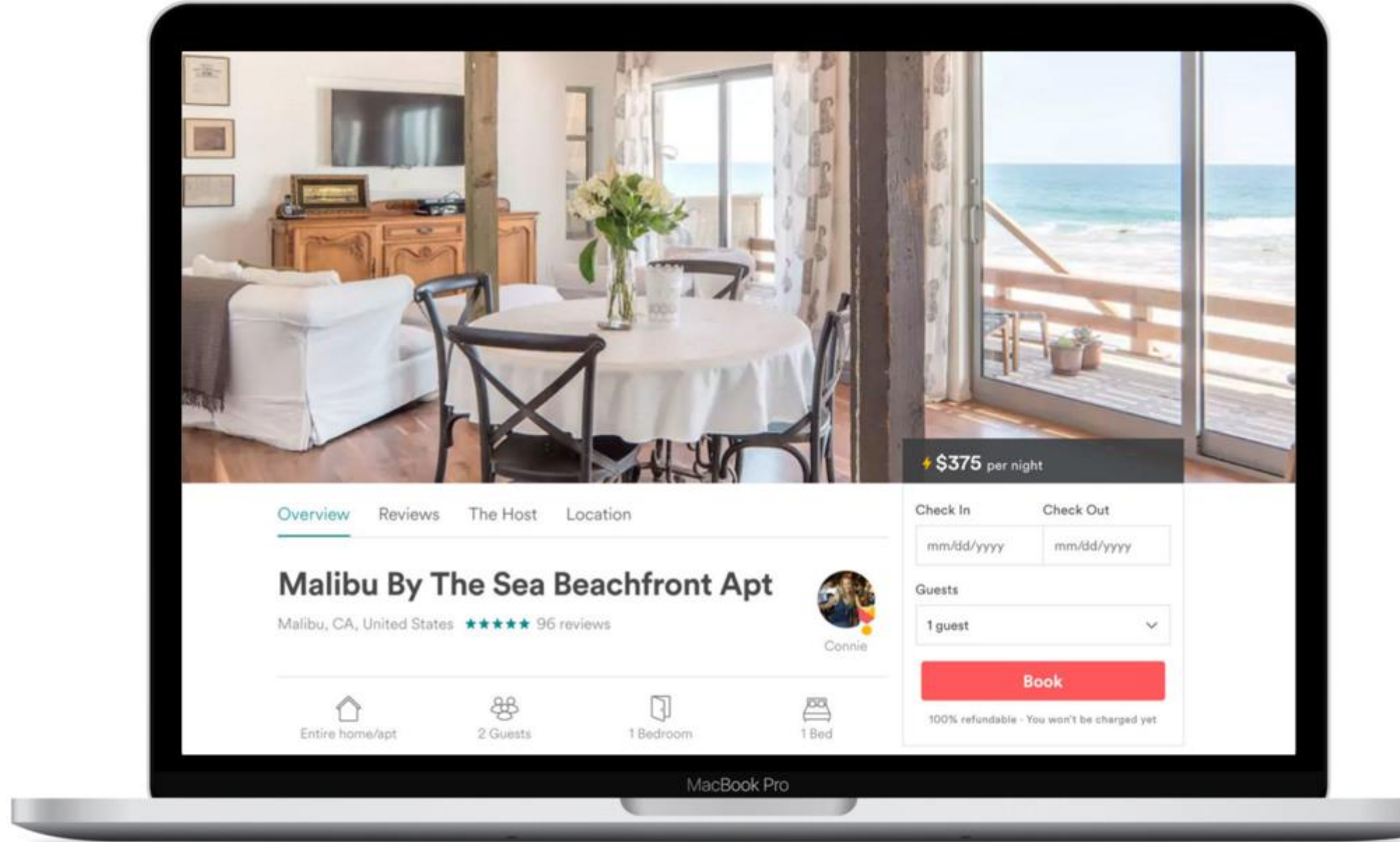


Review Listings





Book It!



Business Model

We take a 10% commission on each transaction

\$84 Million
Dollars

Trips with AirBnB

15% of Available Market

\$25
Dollars

Average Fee

\$80/night for 3 nights



Market Adoption



Events

Target events
monthly

Octoberfest (6M)

Eurocup (3M)



Partnerships

Cheap/alternative
travel

Kayak

Go loco



Craigslist

Dual posting
feature

Affordable



You



Competitor

**Offline
Transaction**

**Online
Transaction**



Competitor



Competitor

Expensive

Competitive Advantage



First to Market

for transaction-based temporary housing site



Host Incentive

they can make money over [couchsurfing.com](https://www.couchsurfing.com)



Profiles

browse host profiles, and book in 3 clicks



Ease of Use

Search by price, location.

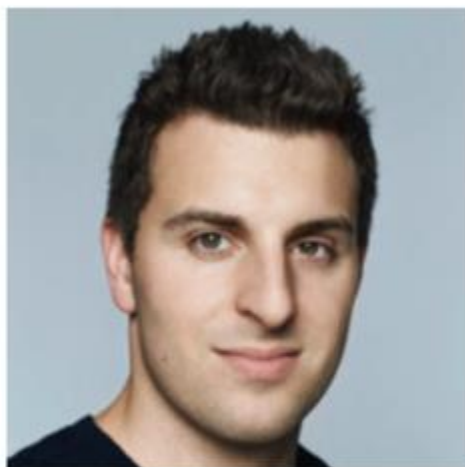
Team



Joe Gebbia

User Interface & PR

Holds a patent for his product, Critbuns(R). Has dual BFA's in graphic design and industrial design from Rhode Island School of Design (RISD).



Brian Chesky

Business Development & Brand

Founder of Brian Chesky Inc, industrial design consultant. Has a BFA in industrial design from RISD.



Nathan Blecharcyk

Developer

Created Facebook Apps "Your neighbors" (75,000 users). Computer Science from Harvard Nate. Worked @ Microsoft, OPNET Technologies

User Testimonials



“ A complete success! It is easy to use and made me money.

Emily, Austin TX



“ It's about the ideas, the interactions, the people. You don't get that in a hotel room.

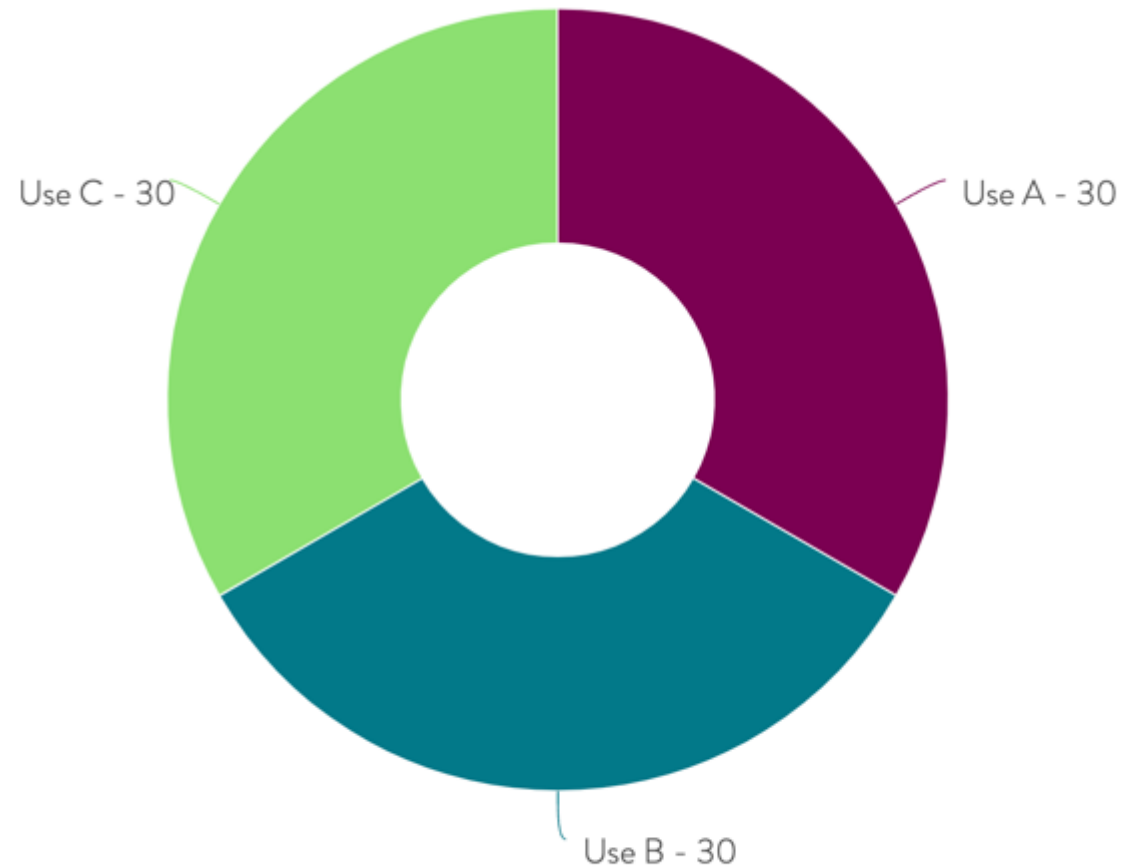
Dan, Ontario, Canada.

Financial

\$500K Angel Round

Initial investment opportunity

We are looking for 12 months' financing to reach 80,000 transactions on AirBed&Breakfast. That translates into \$2M Revenue over 12 months



PARTE 3.4

Esempio di Talk

Esempio Talk

Link:

<https://tinyurl.com/55dmjcfm>



PARTE 3.45

Strumenti Utili

Template



Explore Templates

Salvatore

Content templates are a great way to start ahead and save time. Unlock all of our premium templates for unlimited usage. [Unlock full experience](#)

- ALL
- POPULAR
- STARTUPS
- BUSINESS
- MARKETING
- ACADEMIC
- SALES

POPULAR

BROWSE MORE



Airbnb Pitch Deck Template

Airbnb Pitch Deck Template

832,168 uses | 1,849 files



12 Slides Investor Pitch Deck
by 500 Startups

12 Slide Investor Pitch Deck by 500 Startups

630,921 uses | 1,118 files



Elevator Pitch Deck

Elevator Pitch Deck

330,709 uses | 661 files

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pitching

Tutte le immagini

Tutte le immagini

Orientamento

Dimensione

Colore

Data di pubblicazione

1.105 Immagini gratis di Pitching

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sport

leggere

gioco

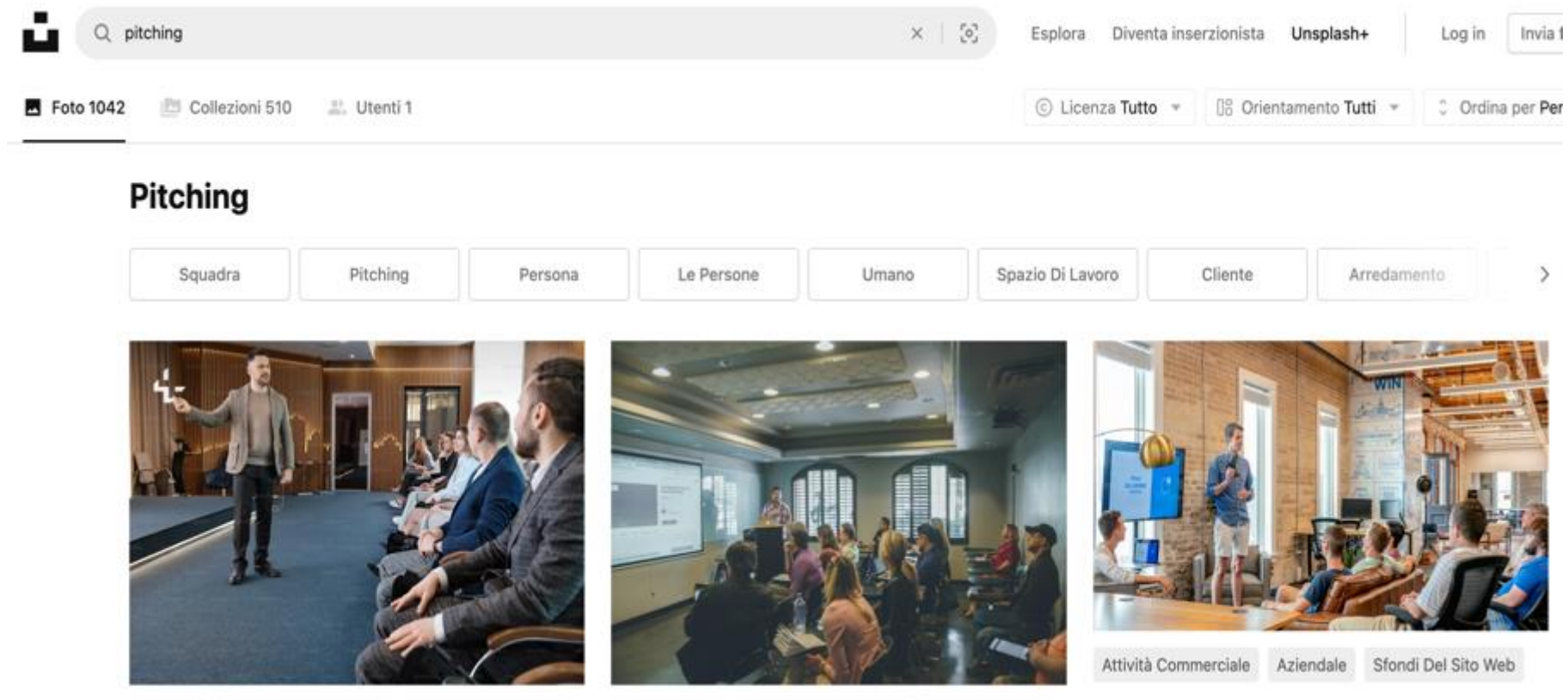
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Il mio profilo | Registrazione

English Français Español Deutsch Italiano Português

dafont.com

Write, plan, share. With AI at your side, using Notion. ADS VIA CARBON

Temi Autori Forum Carica un carattere
Novità Top FAQ Strumenti

ABCDEF GHIJKLMNOPQRSTUVWXYZ#

Fantasia Animazione Fumetto Groovy Old School Arricciato Western Consumato Distorto Rovinato Horror	Fuoco, Ghiaccio Decorativo Macchina per scrivere Stampo, Esercito Ritro Iniziali Griglia Varie	Stranieri Cinese, Giapponese Arabo Messicano Romano, Greco Russo Varie	Techno Squadrato LCD Fantascienza Varie Bitmap Pixel, Bitmap	Gotici Medievale Moderno Celtico Iniziali Varie	Basico Sans serif Serif Ampiezza fissa Varie	Script Calligrafia Scuola Manoscritto Spazzola, Pennello Scarabocchio Graffiti Old School Varie	Simboli Alieno Animali Asiatico Antico Rune, Elfico Esoterico Fantastico Horror Giochi Forme	Codice a barre Natura Sport Teste Bambini TV, Cinema Luoghi Soxy Esercito Musica Varie	Vacanze San Valentino Pasqua Halloween Natale Varie
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Come installare un carattere (dettagli nella sezione [Aiuto](#))
Estrai i file scaricati, poi:

- Windows 10/8/7/Vista: Fai clic col tasto destro sul file del carattere > "installa"
- Mac OS X: Fai doppio clic sul file del carattere > seleziona "Installa carattere". [Altri Sistemi Operativi...](#)

84.836 caratteri dei quali:
32.839 con accenti
42.124 con il simbolo dell'Euro

Caratteri aggiunti recentemente

Super Ocean di fsuarez913 in Fantasia > Animazione

30.959 scaricati (4.917 let) Gratis per uso personale

Scarica
Dona all'autore



The screenshot shows the Font Squirrel website interface. At the top, there is a navigation bar with the logo and links for "FREE FONTS FOR COMMERCIAL USE" (Hot, Recent, Popular, Tags) and "FONT RESOURCES & TOOLS" (Webfont Generator, Font Identifier, Font Talk, Creative Market Fonts). A search bar is located on the right side of the page.

Free Font Utopia

Free fonts have met their match. We know how hard it is to find quality freeware that is licensed for commercial work. We've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. Here are some of our favorites:

Acherus Grotesque AaBbCcDdE
Acherus Grotesque > Horizon Type > 2 Styles > [DOWNLOAD OTF \(OFFSITE\)](#)

INTRO RUST ABCDEFGHIJKLMN
Intro Rust > Fontfabric > 3 Styles > [DOWNLOAD OTF \(OFFSITE\)](#)

Milkshake AaBbCcDdEeFfGgHhIiJj
Milkshake > Laura Worthington > 1 Styles > [DOWNLOAD OTF \(OFFSITE\)](#)

[m/fonts/list/popular](#)

Icone



Home Icons Photos Pricing Apps & Plugins API Lingo ...



Icons

pitch deck



Results for "pitch deck"

Icons (159)

Photos (346)

View by Icon Collection

deck

pitch

pitch deck

ppt

present

presentation

slideshow



Q&A



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