

The logo for PitchUp features a blue speech bubble icon on the left, followed by the word "itch" in white lowercase letters, and "Up" in blue uppercase letters on the right.

« Everyone can be convincing and even exciting, whatever their style ...





Pitch Up is an innovative e-training tool for mastering every speech, even at a distance.

- Helps your employees to **master** their speaking skills in an **autonomous** way.
- **Facilitate feedback** from managers and internal or external trainers.
- Allows everyone to make sure they are **ready** (self-assessment, virtual audiences, ...).
- Makes it easy to **create** and **share video presentations** with embedded slides.

*Pitch Up in **english** and **french** is up and running in **48 hours***

1. What is the problem?
2. How Pitch Up fixes it?
3. Business model
4. References
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1 What is the problem?

The Finding

In theory, presentations, pitches, speeches are powerful means of getting key messages across in the company ...

Structured
and synthetic



Suitable for
the interlocutor



100%
understandable



Decision
oriented



... and by the way, their use is massive!

External

Internal

Product launch

Developing a sales pitch

Short version of the leaflet

Responding to major objections

Present product or service positioning

Pre-Sale Action

Competition counter-argument

Justifying a price increase

Accompanying punch action

Fund raising Pitch

Response to a call for tenders

Forum or media speech

Defusing a rumour publicly

Presenting the company

Crisis communication

Introduce oneself (Personal Pitch)

Annual results presentation

Project validation

Explain team's performance

Interview in a foreign language

Defending one's budget

Board communication

Presenting strategic information

Motivate the team in a seminar

Onboarding new employees

Participate in a Pitch contest

Propose an idea spontaneously

Facilitating a meeting

But too many presentations are poorly mastered!



The consequence? « *Withdrawn Value* »



Business under-performance



Loss of time for the teams



Deteriorated brand image



Poorly advised decision making



Discredit of the speaker



Scrambled corporate messages



Individual initiatives nipped in the bud

Why ?

Lack of **operational solutions** to help teams master their presentations

Management

- Lack of **validation process** for presentations
- Highly targeted support **budgets** (seminars, top manager coaching)
- Lack of availability of **managers** to give **feedback** to their teams

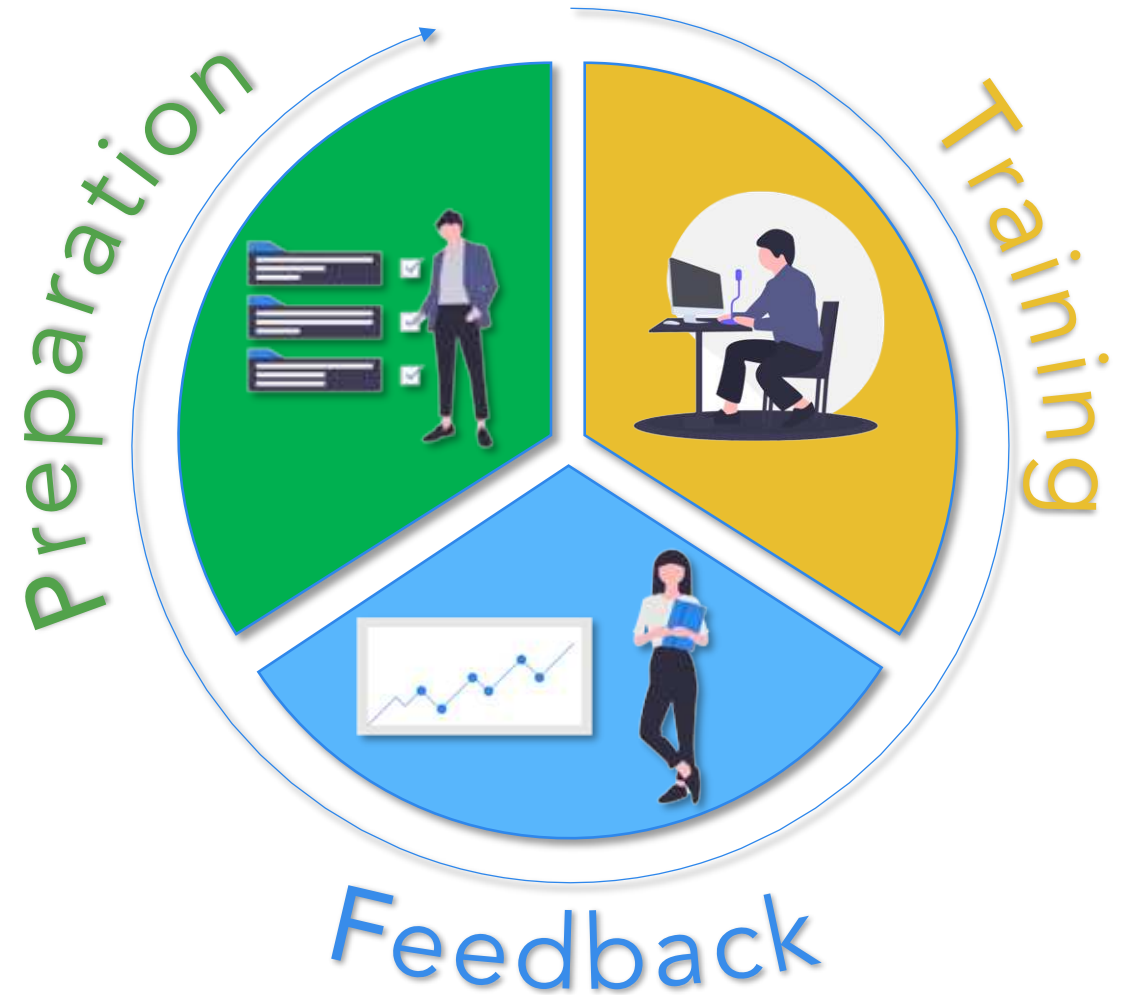
Collaborators

- **Belief** that preparation = waste of time
- **Fear of confrontation** during rehearsals
- **No method** or **unsuitable methods** to prepare oneself
- **No feedback / advice**

2 *How Pitch Up fixes
the problem?*

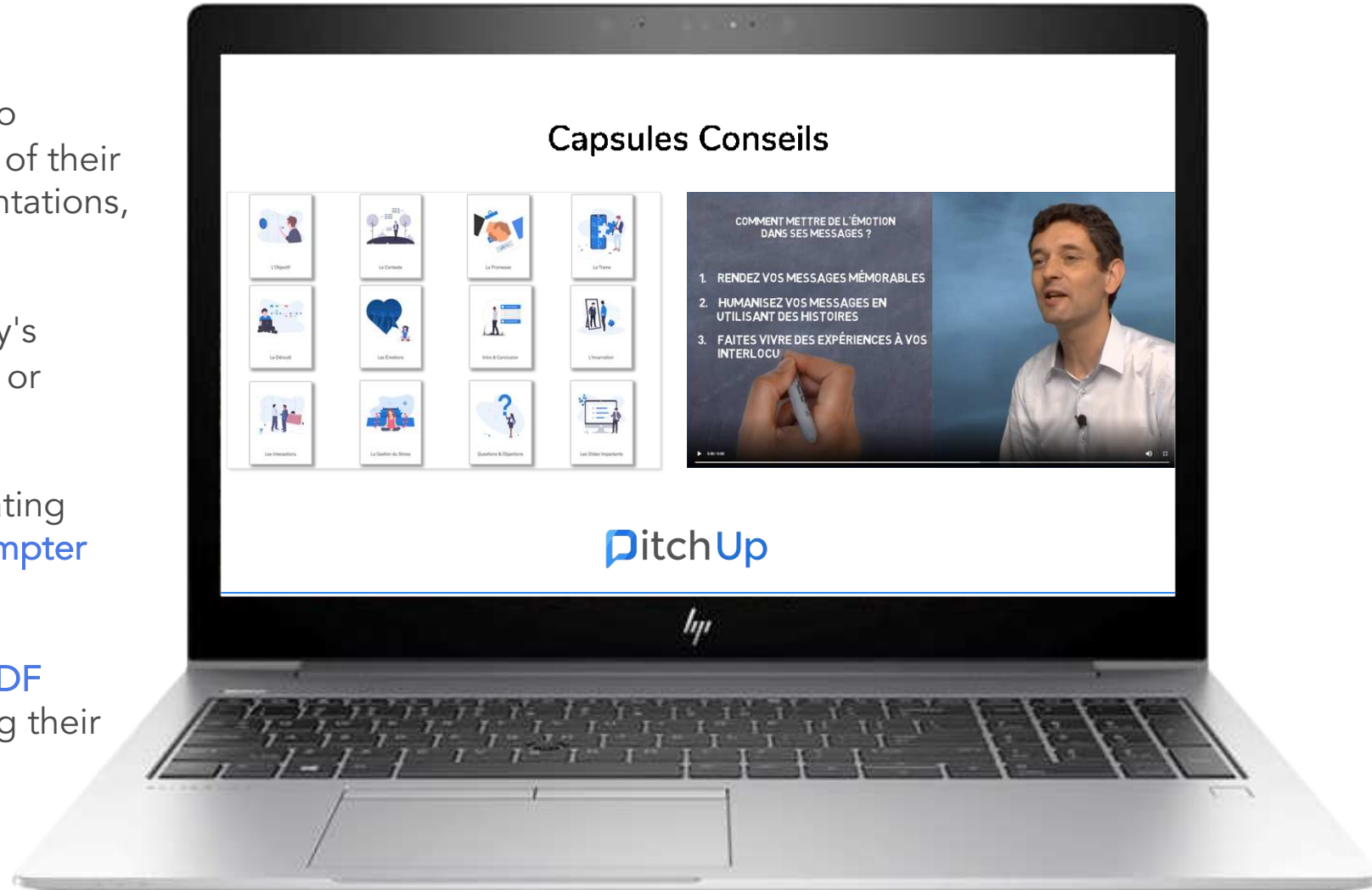
Pitch Up is the e-training tool
for mastering every speech,
even from a distance

Pitch Up brings
together the three
drivers of impact



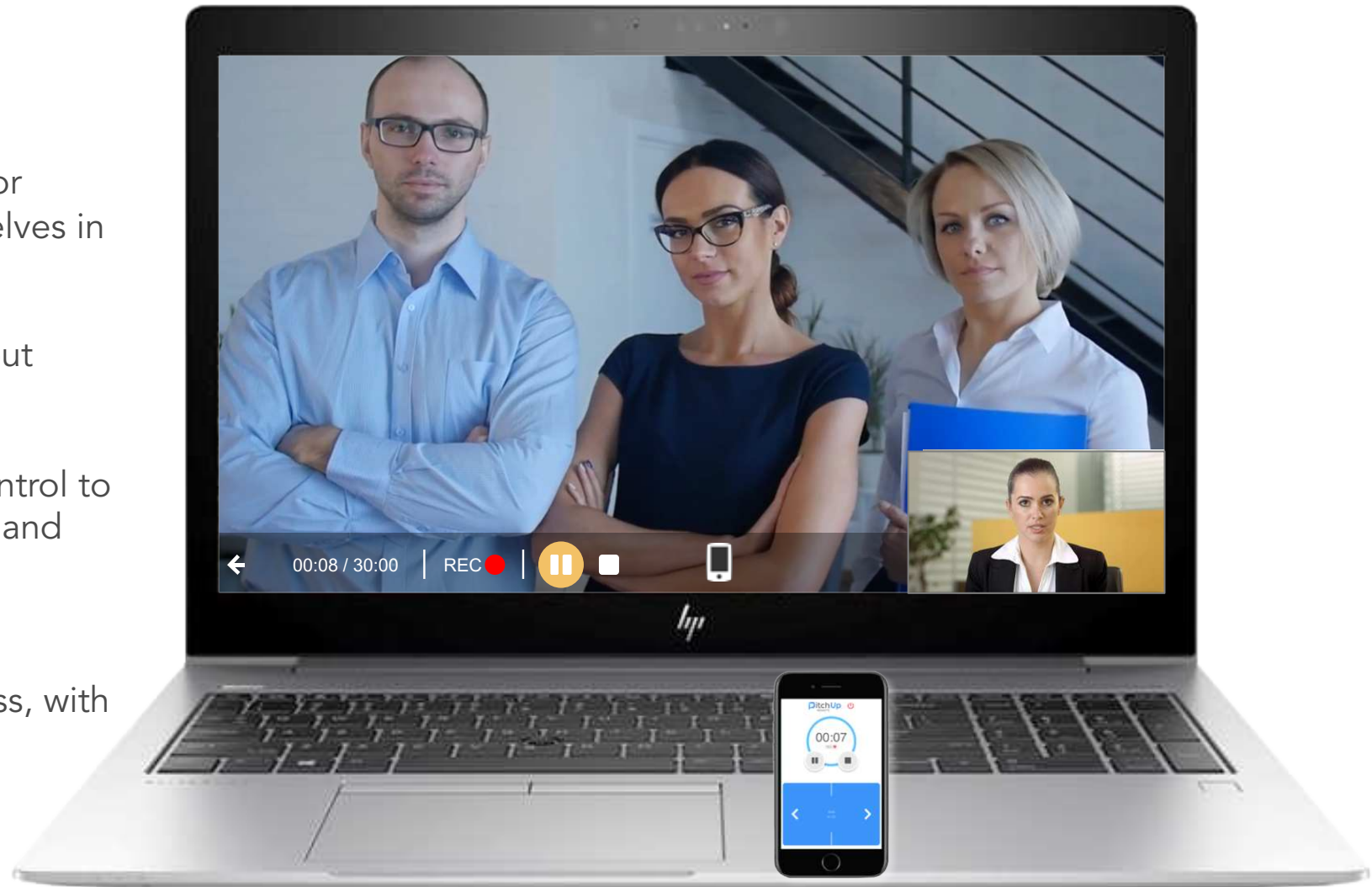
1. Preparation

- Employees use the **Pitch Up tips capsules** to improve the construction and embodiment of their face-to-face or remote interventions (presentations, speeches, etc.).
- The Pitch Up team integrates your company's **existing teaching resources** within 48 hours or **creates them with you**.
- Employees structure their speeches by creating **presentation notes** that can be used in **prompter mode**.
- They import and edit their **PowerPoint** or **PDF** presentations to use them as support during their recordings.



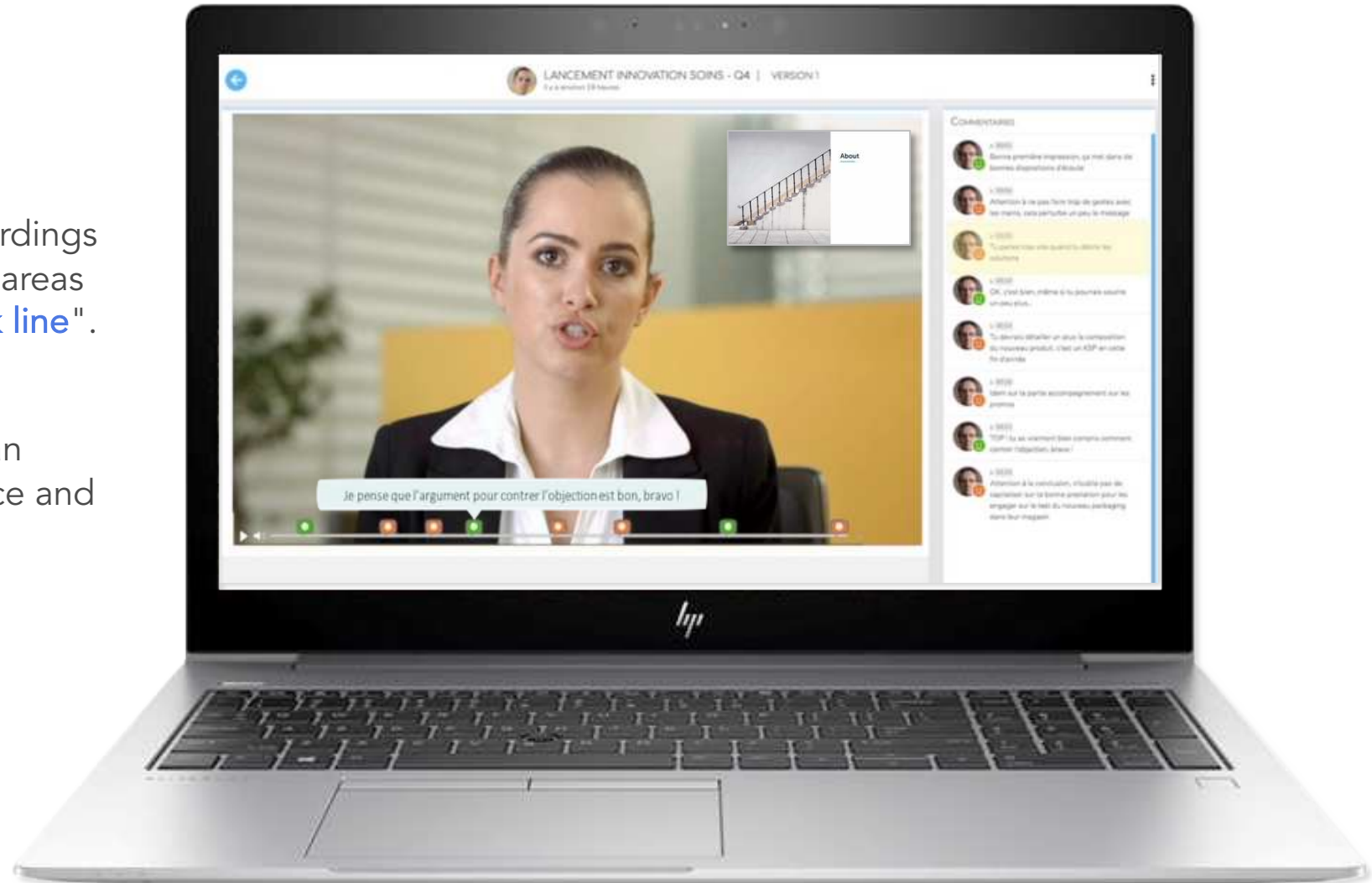
2. Training

- Thanks to the **video recording** with slides or prompter, employees can immerse themselves in their text and master it.
- They train in front of **virtual audiences** to put themselves in a situation.
- They use their **smartphone** as a remote control to control their recordings, even standing up and away from the camera.
- They can record themselves in complete confidentiality and allow themselves to miss, with kindness. There is no secret :
The more you train, the better you are!



3. Feedback

- **Self-feedback:** employees view their recordings and precisely identify their strengths and areas for improvement thanks to the "**feedback line**".
- **Additional feedback:** if necessary, they can benefit from precise and exhaustive advice and feedback directly in the video from their **managers, experts** or internal or external **trainers**.

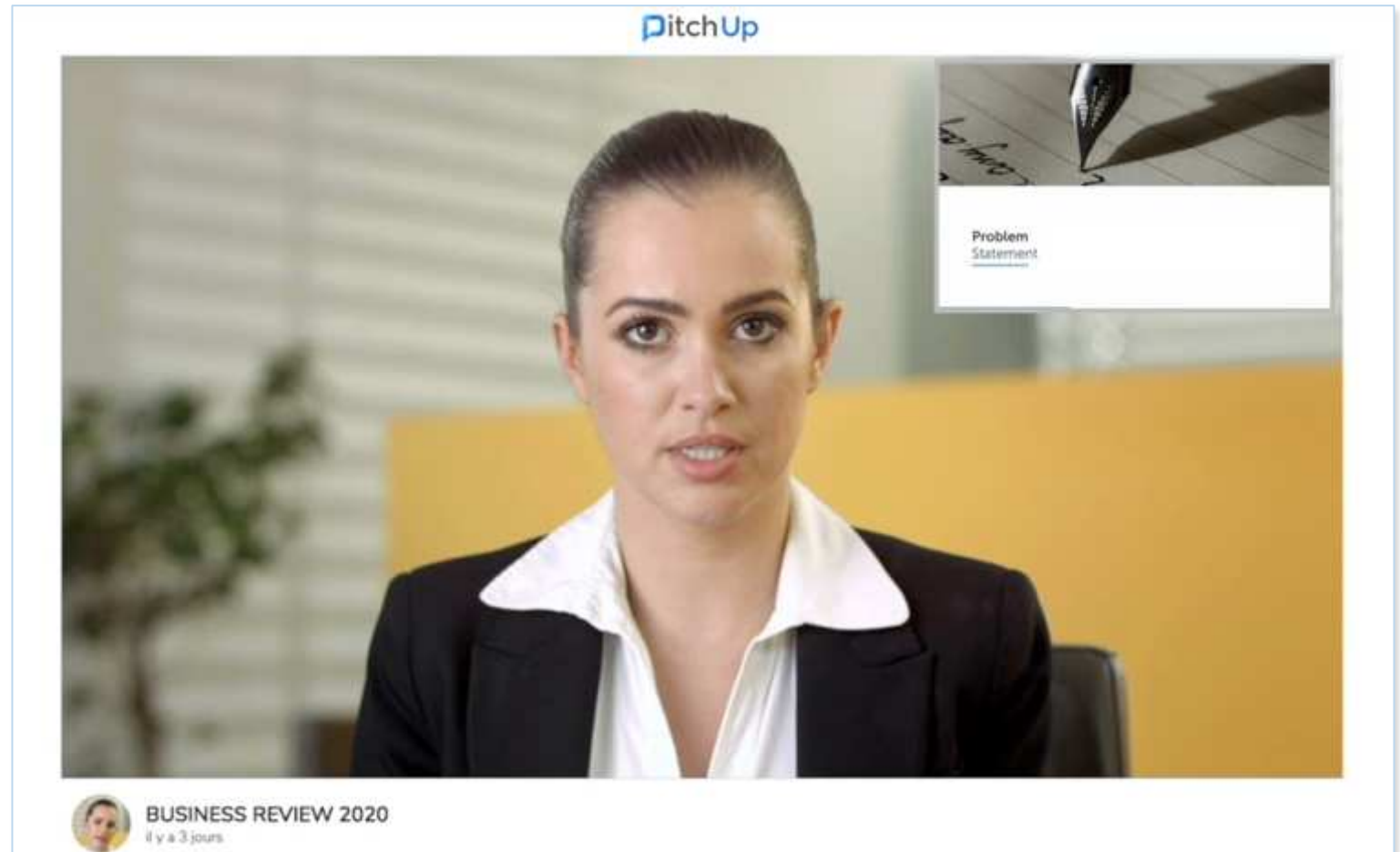


Create & Share

Thanks to Pitch Up you can easily create and share your video presentations.

- Share your videos outside Pitch Up thanks to a link, both internally (e.g. for your teams) and externally (e.g. for your customers).
- Easily create your videos, your slides are automatically embedded and synchronised.
- Your recipients will be able to freely switch the display of the slides and the recorded person

And in addition ...



One single platform – two usages!

1) Soft skills improvement

- ✓ Pitch Up is integrated into the training process.
- ✓ During and after the training, employees have access to the trainers' teaching resources and their feedback.

2) Operational performance

- ✓ For each deadline, the employee trains, make self-assessment to check that he or she is ready.
- ✓ He or she occasionally obtains feedback from managers, internal or external trainers.

PitchUp is operational within 48 hours



Fast and scalable **SaaS** deployment




Easily integrated into an existing IS and/or on dedicated servers (GDPR - Security - Performance)

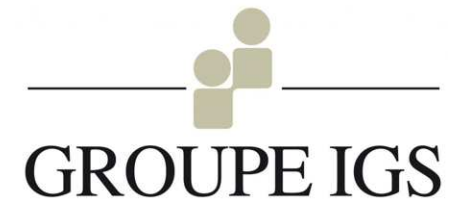


Less than 15mn to learn how to use Pitch Up

3 *Business Model*

Hosting	Dedicated server « company name ».pitchup.app
Back-Office	<ul style="list-style-type: none"> - Users creation / modification / deletion - Video Tips : management and assignment to user profiles - Monitoring the use of Pitch Up
Educational content (videos)	- Existing content and/or Company specific content (easy and scalable integration)
Introduction to Pitch Up	<ul style="list-style-type: none"> - Video group initiation for users and step-by-step tutorials - Assistance on request
Support	<ul style="list-style-type: none"> - Message (within Pitch Up or by email) - Answers within 24 hours (working days)
Pricing principle	
Standard setting (servers and Back-Office)	Offered
 1 token = 1 account for 1 month for 1 user	Purchase of sets of tokens - degressive rates
Billing	With the purchase of token sets
Additional services (on request)	<ul style="list-style-type: none"> - Creation or assistance to create video Tips to be integrated into Pitch Up - Integration of Pitch Up access into an existing Information System - Creation of customized utorials

4 *References*



5 *Contact*

CONTACT

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WEBSITE

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