
APEC: GROWING INDIGENOUS BUSINESSES THROUGH TRADE (PHASE 3) 2024

Business pitching resources

Business Pitching Resources

How to deliver an effective pitch using Pixar Method

PIXAR ELEMENTS	NEMO EXAMPLE	INDUSTRY EXAMPLE	SIMPLE ALTERNATIVE
ONCE UPON A TIME	Father (Marlin) extremely protective of his only son Nemo	There was an office worker, millions of office workers in fact who discovered that they can't start the day without coffee	What is the PROBLEM (you are seeking to solve)?
EVERYDAY	Marlin warned Nemo of the dangers of the world and not to swim far away	They drink coffee and use disposable Styrofoam or plastic cups	What is the SIZE of the problem or market (or rather, how much money can you make from addressing the problem)?
ONE DAY	Nemo ignores his dad's warnings and swims into open waters	Million tonnes of coffee grounds and materials begin to pile up and pollute waters	What is your SOLUTION and what is unique about your solution?
BECAUSE OF THAT	Nemo is captured and taken away (to Sydney)	Animals are harmed and the planet start to suffer, which pollute other food (such as fish)	Who are your STAKEHOLDERS such as customers and your partners? And what CHANNELS will you use to reach them?

BECAUSE OF THAT	Marlin sets off to find him and experiences adventures along the way	Consumers start to understand the impact of their behaviour and governments put new regulations in place	How do you MONETISE the venture, or how will you sell or make money from the idea?
UNTIL FINALLY	He finds Nemo. Nemo now understands his father's points and demonstrates his love.	Consumers change their behaviour, and producers develop environmentally friendly paper cups and cafes encourage customers to bring their own cups	How have you CHANGED the world? You can think of this as your vision for your company

Pitch Criteria- Guideline

How will it work?

- In your pitch, please indicate your target audience- such as a buyer, partner or investor.
- Ensure that you include an 'ask' in your pitch. What do you need from your target audience? Is it financial support, introductions, partnerships etc.?
- You will max. 2.5 minutes to deliver your pitch (max. 2 people presenting per company).
- If you'd like to use a PPP, please don't use more than 3 slides.