

RISE LAB "AU Go Gal" 2025: Dr. Clare Pitching Webinar

Prosperity

Deadline: 24 Sep 2025

Type: Webinar

Location: Web-based

Date: 24 Sep 2025

Duration: 2 Hours

Programme Area: Other

Website: <http://www.unitar.org/>

Price: \$0.00

Event Focal Point Email: rise@unitar.org

BACKGROUND

The webinar has been designed to help participants get familiar with different methods of communication for fund raising and investment.

EVENT OBJECTIVES

The purpose of this pitching presentation is to equip founders with the skills and confidence they need to communicate effectively with seed investors. During the

session, they will learn how to structure a clear and compelling pitch, articulate their value proposition in simple and persuasive terms, and translate technical features into concrete business benefits. The presentation also aims to help founders better understand how investors assess start-ups and to prepare them to handle questions from investor panels in a confident, professional way.

LEARNING OBJECTIVES

By the end of this 60-minute webinar, founders will be able to:

- Understand the **anatomy** of a compelling investor pitch
- Learn how to articulate the **value proposition** clearly and persuasively
- Be able to translate tech. features into **business value**
- Gain confidence in **structuring their story** to resonate with seed investors.
- Understand how investors **evaluate** the start-up.
- **Fielding questions** from investor panels.

CONTENT AND STRUCTURE

The webinar structure was online and the content has been developed by the resource person.

METHODOLOGY

Virtual presentation.

TARGETED AUDIENCE

Participants from different countries of Africa.