

The Pitch Game

Demo version

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Card **1**

Instructions

So, you've got a great idea? Or just starting a startup? Or are you already running a company?

And now you need to get others hooked on your journey — maybe investors, the perfect partners, your next employees, or an entire customer segment?

This game is all about your next pitch and how it can actually engage a target audience. Just follow the instructions on the cards.

Perfect! But we have a question:

Is your pitch all it can be?

Yes! Sweet! Just go and do it

No... Go to **2**

Card **2**

Your Pitch

What's the name of your company, startup, or idea?

.....

What's its superpower?

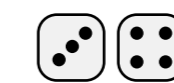
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You are about to pitch this to....roll the dice to find out!



Investors

Go to **3**



Partners

Go to **4**



Employees

Go to **5**



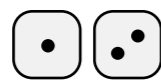
Customers

Go to **6**

Card **3**

The Investor

An investor seeks growth, stability, and profitability. They are emotionally driven by the thrill of smart investments and the satisfaction of supporting successful ventures. Roll the dice to find out character and drive of the investor you are about to pitch to!



The Risk-Tolerant Investor

Driven by excitement of high-risk, high-reward opportunities.



The Visionary Investor

Driven by the excitement for innovative ideas with transformative potential.



The Strategic Investor

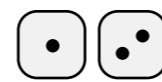
Driven by alignment with long-term goals and creating win-win partnerships.

Go to **7**

Card **4**

The Partner

A great partner values mutual benefit and collaboration. They are motivated by trust, synergy, and the potential for shared growth. Roll the dice to find out character and drive of the partner you are about to pitch to!



The Collaborative Partner

Driven by the pursuit of joint success and a strong, trusting relationship.



The Innovative Partner

Driven by a passion for exploring new ideas and pushing boundaries together.



The Strategic Partner

Driven by alignment with long-term goals and creating win-win partnerships.

Go to **7**

Card **5**

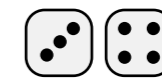
The Employee

An employee seeks security, growth, and fulfillment. They are motivated by belonging, development opportunities, and a sense of purpose. Roll the dice to find out character and drive of the employee you are about to pitch to!



The Growth-Oriented Employee

Driven by the desire for continuous learning and career advancement.



The Committed Employee

Driven by dedication to contributing to the company's long-term success.



The Purpose-Driven Employee

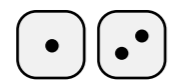
Driven by the need to work on meaningful projects that align with their values.

Go to **7**

Card **6**

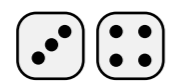
The Customer

A customer wants value, satisfaction, and trust. They are driven by the desire for quality experiences, reliability, and long-term relationships with products, services and brands. Roll the dice to find out character and drive of the customer your are about to pitch to!



The Value-Conscious Customer

Driven by a focus on getting the most out of their investment.



The Curious Customer

Driven by an eagerness to explore new products and services that offer unique value.



The Engaged Customer

Driven by the need to work on meaningful projects that align with their values.

Go to **7**

Card **7**

The Setup

The setup for your upcoming pitch is...and please fill in the gaps along the way:

I'm about to pitch

with the superpower of

.....

to the

His/her name is:

The **most important aspects** of the

superpower that will emotionally

engage him/her is:

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Go to **8**

Card **8**

Starting The Pitch

Create the very first sentences, that captures most important aspect from The Setup on page 7, and sets the stage for rest of the pitch:

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