BUILD A BUSINESS · BEGINNER · 12 MIN READ

Pitch and present your project

A simple story for any pitch, a live demo that doesn't break, slides that help, and how to practise with AI.

Pass the check (4 of 5) online to earn the “Confident Presenter” badge:
https://digitalbuilders757.com/university/study/pitch-and-present-your-project

A story people can follow

Whether it's a class demo day, a pitch to a customer or a two-minute intro at a meetup, the same shape works: the problem (who has it and why it hurts), your solution (what you built), a demo (show it working), proof (anyone who's used it, a number, a quote) and the ask (what you want next: feedback, a pilot, a sale, a partner). Keep it about the person with the problem, not the tech.

Demo, don't describe

- Show one path from start to the 'wow' moment. Skip settings and sign-up screens.
- Use realistic sample data, prepared in advance, never real customers' details.
- Have a backup: a short screen recording or screenshots in case the Wi-Fi or app fails.
- Rehearse the exact clicks, and close other tabs and notifications first.

Slides that help, not compete

One idea per slide, a few words, big text and a picture or screenshot. Five to seven slides is plenty for a short pitch. AI can draft your outline, speaker notes and a one-sentence elevator pitch, and can turn your notes into a slide deck, but you choose the story and check every claim.

Practise with AI, then with people

Paste your script and ask an AI to play a tough judge or a busy customer: 'Ask me the five hardest questions you'd ask.' Time yourself, then cut anything that doesn't help the story. Finally, present to one real person and ask what they'd tell a friend about it. That sentence is your real pitch.

Key terms

Pitch
A short, clear story about a problem, your solution and what you want next.

Elevator pitch
A one or two sentence description of what you do and for whom, short enough for a lift ride.

Demo
Showing your product working, live or recorded, instead of only describing it.

Call to action (CTA)
The one thing you want a visitor to do next, like 'Join the waitlist'.

Case study
A short story of a project: the problem, what you built, how, and the result.

Positioning sentence
One line on who you help, what result, and how: easy for customers to repeat.

Try it: Your two-minute pitch

1. Fill in the Pitch Outline template in the Builder Toolkit for something you've built (or want to build).
2. Ask an AI to turn it into a 2-minute script and five slide titles.
3. Ask the AI to play a tough judge and answer its five questions out loud.
4. Present it to one person and write down the sentence they'd use to describe it.

KNOWLEDGE CHECK

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5 questions. Circle one answer for each; 4 or more correct passes. Answers are at the back.

1. A good pitch usually starts with…

A. Your tech stack
B. The problem and who has it
C. Your pricing table
D. A long history of how your company got started

2. What's 'the ask' in a pitch?

A. A question you ask the audience at the start to warm them up and get them talking
B. Asking AI to write your slides
C. What you want next: feedback, a pilot, a sale or a partner
D. Asking the judges for a longer time slot so you can show everything

3. Best way to make a live demo safe?

A. Use real customer data so it looks authentic
B. Show every settings screen
C. Build a new feature right before presenting
D. Rehearse one path with sample data and keep a recorded backup

4. Which slide is most effective?

A. One idea, a few big words and a screenshot
B. A wall of small text
C. Ten detailed bullet points with animations, so nothing important is missed
D. Your full code

5. How can AI help you practise?

A. It can present for you, using an AI voice that sounds just like yours
B. Play a tough judge and ask you hard questions
C. Predict exactly which questions the judges will ask
D. Make up impressive numbers to prove your project works

Official sites

Y Combinator: How to pitch your company: https://www.ycombinator.com/blog/how-to-pitch-your-company/
Y Combinator: A guide to Demo Day presentations: https://www.ycombinator.com/blog/guide-to-demo-day-pitches/
TED playlist: Before public speaking: https://www.ted.com/playlists/226/before_public_speaking

Last reviewed 2026-11-25. AI tools change fast; check each tool's own site for current features, plans and prices.

ANSWER KEY

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1. B: The problem and who has it
People care about the problem first; then your solution makes sense.

2. C: What you want next: feedback, a pilot, a sale or a partner
Always end with a clear next step so people know how to help.

3. D: Rehearse one path with sample data and keep a recorded backup
Rehearsed, sample-data demos with a backup survive bad Wi-Fi and nerves.

4. A: One idea, a few big words and a screenshot
Slides support you; the audience should listen to you, not read.

5. B: Play a tough judge and ask you hard questions
Rehearsing answers to hard questions builds confidence. Never invent proof.