



From left: Petar Ivanov, Lachezar Mladenov, and Atanas Todorov

#STORYTELLING / #PITCHING

ParknShare beating the odds.

By Juan Guerra
Photos by Innovation Starter

As we grab lunch together, the conversation starts, next thing I know I'm pulling out my microphone and start recording. You could just feel their determination to win the competition.

Their biggest challenge was where to start, what to say next, and how to stand out from the 30 different pitches the jury would hear and evaluate that day.

Based in Sofia, Bulgaria, ParknShare provides easy parking solutions by allowing drivers to book empty private parking spots.

"Juan showed us how to pitch our idea, how to structure our presentation, how to influence the audience and get their attention."

Knowing what you want to get out of your pitch will make all the difference. Without a clear destination, you can't develop the message that will get you there.

Next, figure out your audience and see how they can help you achieve your goal. That means, research the jury. You will probably find their names on the event's page, check their social media profiles, what are their areas of expertise? What are they interested in? What kind of network do they have? Past experiences? Adapt your pitch to make it relevant to them.

Last 2 points where, what to say and how to say it. Start by creating a gap between what they know and what you know. This is called an attention grabber

Follow it by telling them what you believe in or your vision in one simple line. This is where they connect with you, finally tell them what you do.

As to how to say it, keep in mind that pitching is selling your idea and public speaking is a performance. Don't be afraid to be bold or you will stop yourself from doing what you need to make your idea a reality.

Follow the link below to hear how I supported ParknShare in their journey to win.



"Last but, not the least, our team became the winner of the competition. This speaks for itself."