

Event Pitchfest

Date July 2019

Audience size 150

Guests

Funders, Councils, Investors, Community

Location

Benalla Town Hall, North East Victoria

Why is this event so successful?

Startup Shakeup Coordinator Emma Jones ensures everyone involved in the initiative's success - from funders to volunteers and community members - is recognised for their role in the innovation ecosystem.

Speaking services provided:

- Individual pitch coaching
- Group public speaking workshop
- Stage and tech run-through
- Speaker coaching for MC and Startup Shakeup chair

Rachael helped me focus on my strengths and to utilise these in my business pitch. She was always welcoming as we worked through and adapted key words, using tone and body language to bring the pitch together.

Tanya Bruinier, Founder Gourmet You, winner Pitchfest 2019

Startup Shakeup's showcase event, Pitchfest, **celebrates emerging and established entrepreneurs** in North East Victoria, and the diversity needed to grow a regional innovation ecosystem. As a startup themselves, Startup Shakeup wanted to show funders and community how much they had achieved for the region's future. **I provided pitch coaching and speaker training to help Startup Shakeup attract the support and investment that will enable more of their great work.**



Image courtesy of Richard Iskov, Enhance Medi

Pitch nights are often theatre and this was no exception, albeit high country style. With just 3 minutes to pitch, each entrepreneur had to deliver a focused, engaging message. **Coaching helped them with everything needed for their pitch to hit its mark** - from closing out gaps in business strategy, to using audience-appropriate language and demonstrating their social and economic contribution to the region. I then led speakers through a rigorous stage and tech run so stage fright didn't send their great preparation out the window.

Coaching for Startup Shakeup's chair and Project Manager turned their funder-critical closing speech upside down, leading to a convincing address of the potential for this entire region of Victoria if innovation has what is needed to flourish.

Guests were still kicking on way past event close - a pretty good sign of a great pitch night!

...the end result being sharp, interesting, and well paced with a strong story telling component. Rachael's assistance has moved how I present to a totally new level.

Ilena Young, Chair, Startup Shakeup