

Perfectly PITCHED

imagine your pitch

PERFECTED



OUR SERVICES

SUPPORTING THE BEST & BRIGHTEST ENTREPRENEURS



PITCH DECKS

The heart & soul of what we do at Perfectly Pitched is help you tell your company's story to unlock your future success. Below you'll find the packages we offer to support your pitch efforts, no matter what stage of development you find yourself in. Naturally we're always happy to create custom proposals to suit your needs, always at a flat fee so you *never* face surprise billing.

- **2-Hour Deck Facelift • \$750**

Watch live over Zoom as we go over your deck with a fine-tooth comb to improve its aesthetic appearance & punch up its visual impact. *If you're confident in how you're telling your story, but need help tightening up your layout, this is a great option for you!*

- **Storytelling Consult • \$1000+**

Every company addresses a Problem with a unique Solution. How you tell that story will determine your company's future. *Let our storytelling wizards craft a compelling narrative to propel your future growth. We can craft a story and/or develop visuals.*

- **Intensive Deck Facelift • \$1500**

Begins with a 1-hour meeting, then up to 5-hours of work on your deck's imagery. This is great if you need a bit more aesthetic help than we can tackle in only 2 hours. *If your script is hitting a home run, but your slides are striking out, this is the package for you.*

- **Pitch Deck Overhaul • \$5000+**

We help you craft a new perfect pitch, with proposals based on the estimated number of hours it'll take to create your deck. Our Overhaul clients raised over \$7 million last year & won many of the best pitch contests in the world. *Don't you deserve that too?*



ADD-ONS

Level up your Deck & Presentation skills with these add on services.

- **Email Deck Version • \$800**

If we've created your Presentation Deck, add this to receive an email-able version of your deck. Rather than the cinematic experience of a Presentation, this is the beautiful coffee table book designed to be read at your audience's own pace. *It's the perfect companion to ensure your message is suited to every possible situation.*

- **Pitch Practice Coaching • \$250**

As a Presentation Deck client, get a discount on a 1-hour practice & coaching session! Heather will work with you to practice your pitch & perfect your software set up to enable smooth deliveries. It's a blend of pitch practice & public speaking coaching, designed to instill confidence & mastery.

- **Original Illustration • \$175+**

Take your imagery & design assets to the next level by graduating beyond stock imagery. Let our resident Illustrator, Sarah Black, create custom art to visualize your unique story & brand identity.

Options include:

- Character-based Illustration
- Mascot Development
- Storyboards
- Asset Packages
- Scenery/Design Elements
- Custom Iconography
- Backgrounds



BRANDING

Based on our proprietary **Brand Model Canvas** methodology, we'll help you better understand your story, your customers, and your overall vision for the future of your company. Your business model will become the guide to creating a brand that's both visually beautiful and authentically meaningful.

• **Complete Brand Creation • \$5000+**

We'll work with you to develop a strong brand foundation, including an original logo, color scheme, typography, and overall brand voice archetype. We can also assist with naming your company, if needed.

Deliverables Options:

- High-Res Logo in PNG/SVG
- Logos in color, black & white
- Color Scheme with Hex Codes
- ADA-Compliant Usage Guide
- Typography suite
- Slogan(s)
- Brand Archetype
- Mini Brand Book
- Social Media Avatars
- Social Media Post Templates
- Company Naming

• **Brand Improvement • \$1000+**

Did you have a logo made, but you don't know what fonts were used? Do you have an existing color scheme, but need help finding accent colors? If you already have the beginning stages of a brand, we can help fill in the gaps! We'll assess where you are, determine what you need, and develop a package to achieve your branding goals.

• **Materials Add-On • \$150+**

If we've already helped to develop your brand or have worked on your pitch deck, we can apply our understanding of your brand & company to the creation of custom marketing materials.

Options:

- Brochures
- Executive One-Pager
- Business Cards/Letterhead
- *And much more!*



PUBLIC SPEAKING COACH

Do you hate public speaking? Tired of being overwhelmed by nervous butterflies? Are you frustrated by endless um's, ah's, or uh's? Whatever your challenges are, Perfectly Pitched is here to help! Begin with a **free initial 15-minute consultation**, then purchase however many sessions you prefer to feel confident & command the stage.

• **1-Hour Coaching Session • \$300**

• **Three 1-Hour Sessions • \$800 (Save \$100!)**

• **Five 1-Hour Sessions • \$1200 (Buy 4, Get 1 Free!)**

Perfectly PITCHED

Our 2022 Services



CLASSES

Our engaging, crowd-pleasing classes have been enjoyed by countless accelerators, incubators, VC groups, private events, and universities. Our Founder, Heather Lawver, uses her unique background in entrepreneurship, design, education, and television to instill participants with vital skills to help them stand head & shoulders above the competition. As a compelling & dynamic speaker, she'll keep you entertained, informed, and motivated!

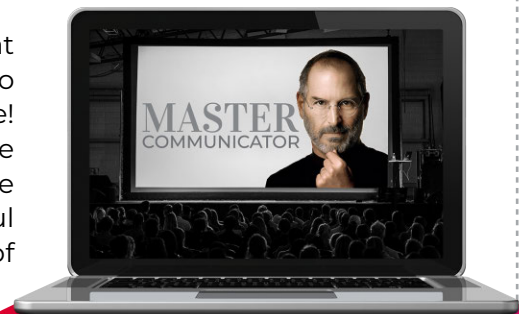
• **Class Packages** • \$500+

• **Duration** • 20 - 45 Minutes



THE ART OF PITCHING

Learn how to command a stage like Beyoncé, what made Steve Jobs a master communicator, and how to build a pitch deck worthy of the star that you are! We'll go over principles of storytelling, how to manage your audience's attention as a presenter, and the building blocks of design to help you craft impactful slides. You'll emerge with a greater understanding of how to tell your story & unlock your success!



WHY DESIGN MATTERS

We know entrepreneurs are so busy, their heads are practically on fire! Why should they take precious time to care about design? Like the name suggests, we'll explain the importance of meaningful design & the impact it has on your company's future. You'll learn how to tell a visual story, how to craft a meaningful brand built on your business plan, and how to design the company of your dreams.



Be sure to check out our class add-ons!

Perfectly PITCHED

Our 2022 Services



CLASS ADD-ONS

There are countless ways to customize our programming to suit your unique needs and enrich your audience's experience! Whether it's as simple as adding an inclusive workshop, as fancy as creating custom branded handmade notebooks, or as elaborate as developing entirely new class experiences, Perfectly Pitched is here to support your organization's ideal learning goals.

Add-On Options:

- Q&A Sessions
- Workshop Sessions
- Panel Appearances
- Pitch Frameworks
- Branding Canvas & Quizzes
- On-Going Online Resources
- Curated Free Resource Lists
- Branded Wire-Bound Notebooks
- Negotiated Service Discounts
- Recording Rights
- Custom Courses



Please email us at Heather@PerfectlyPitched.co to schedule a live demo & find out how you can join the ranks of our many happy audiences:



SEED-SPOT



MARYLAND
INSTITUTE
COLLEGE
OF ART

