

Can Emotions Make a Business Pitch Deck that Persuades Investment?



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1. Purpose

A pitch deck, either in ppt or video format, has the primary job to do for entrepreneurs. It demands to persuade investors that an entrepreneur's idea is a good fortune and that they have what it takes to bring the idea to life. Creating a pitch deck that fulfils its mission can be challenging. But why do we need a persuasive pitch deck? In short, entrepreneurs demand a pitch deck because investors require one. A pitch deck is the standard form of presentation that start-up founders' practice to convince potential investors their business idea is a worthy investment. A pitch deck is ideally clear and straightforward, compelling, and easy to act on. Investors should be able to understand the value of entrepreneurs' ideas quickly, what their funding will accomplish, their return on investment, and why you are the right person to lead the venture. Persuasive pitches are part art, part science. Entrepreneurs need to share the facts detailing how they plan to succeed and how their investors can expect to profit. This study will be concerned with the emotions and persuasive pitching strategies in entrepreneurship discussion. The purpose of this study is to determine to what extent, and under what circumstances, emotions may be adequate to convince the conversational partner in entrepreneurship discourse.

2. Design/methodology/approach

This study will examine the interaction between rational and emotional appeals in pitch decks. This study will analyze papers and studies published in top journals to do a systematic literature review properly. Using the information gathered in the papers identifies the main rational and emotional aspects that characterize the entrepreneurial pitch. In the second stage of the research, we will conduct a quantitative analysis of the persuasive influence of rational and emotional aspects.

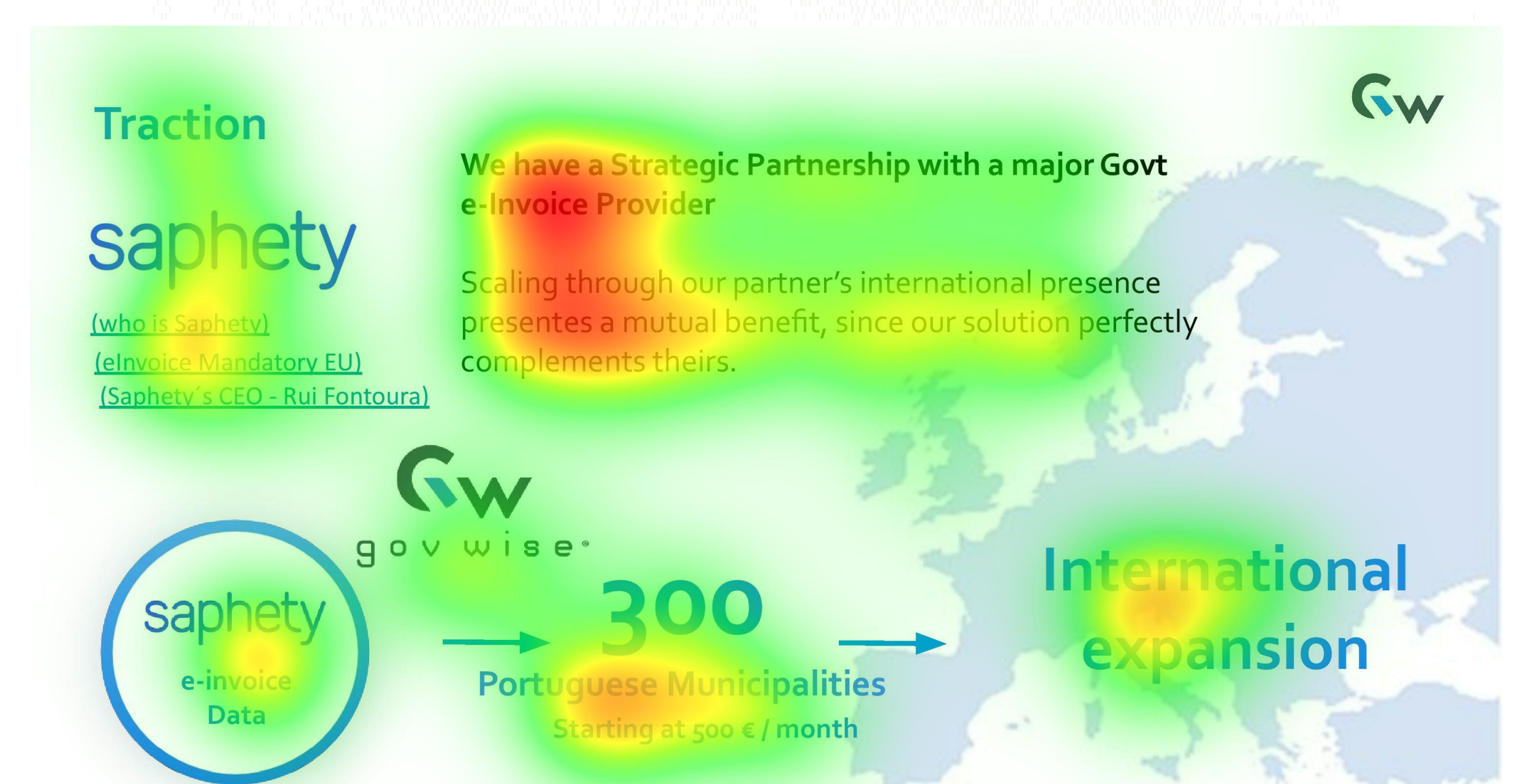


3. Potential Contribution of Study

Hopefully, the results of this research can help entrepreneurs first make the balance between rational and emotional aspects in their entrepreneurial pitch. Secondly, understanding how emotions work in entrepreneurial storytelling presentations will allow entrepreneurs to make their pitches more and more persuasive. Understanding and having a better overview of how emotions empower stimuli (Pitch Deck) from a multidisciplinary approach (cognitive science, neuroscience, psychology, marketing, and entrepreneurship) could be a potentially theoretical contribution.

4. Originality/value

The study will offer insight into the criteria that investors take into account to evaluate entrepreneurial projects and the strategies that entrepreneurs should develop to build a successful and persuasive business pitch. The lack of rational arguments determines the failure of the entrepreneur's efforts to be persuasive, regardless of the emotional appeals introduced into the pitch. Emotional appeals prove to be helpful to reinforce rational arguments, but they are not sufficiently compelling on their own. Finding the right sensory mix is the core originality of the present study.



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