

**COMO FAZER UM**  
**PITCH**  
**MATADOR**





**PUNCH SLIDE**



**PROBLEMA**

Qual é o problema?

Quem sofre com isso?

Quão grande é o problema?

- Mostre um problema
- Conte uma história

A 3D Rubik's cube is shown in a perspective view, slightly rotated. The visible faces are colored: the top face is green, the front-left face is yellow, the front-right face is red, and the bottom face is white. A blue horizontal banner is superimposed over the center of the cube, containing the text 'SOLUÇÃO PROPOSTA' in white, bold, uppercase letters.

**SOLUÇÃO PROPOSTA**



**A CURA**



**COMO FUNCIONA**

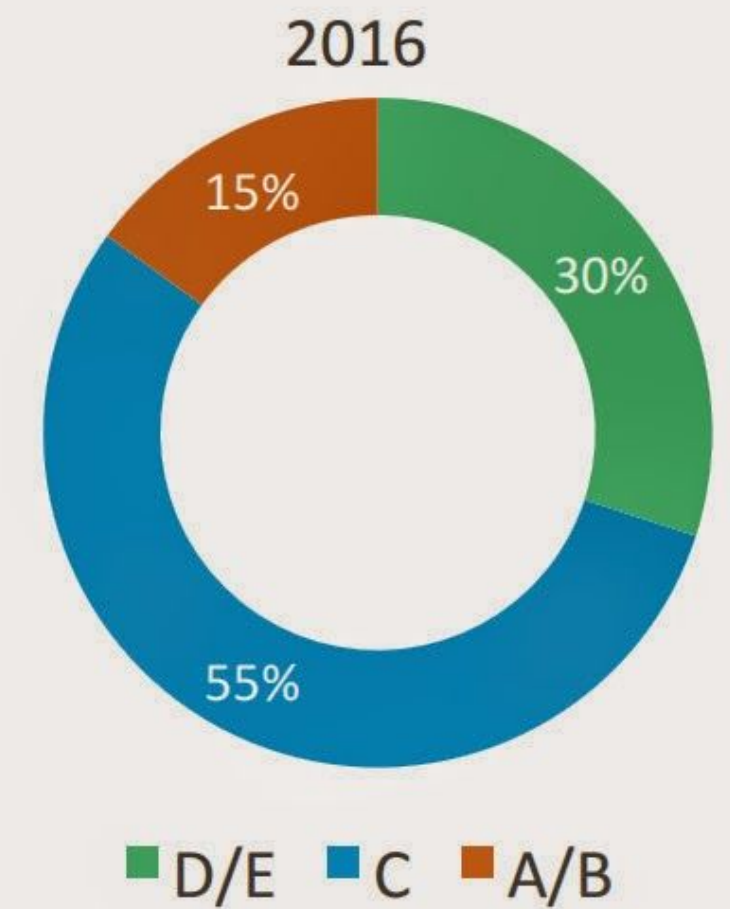
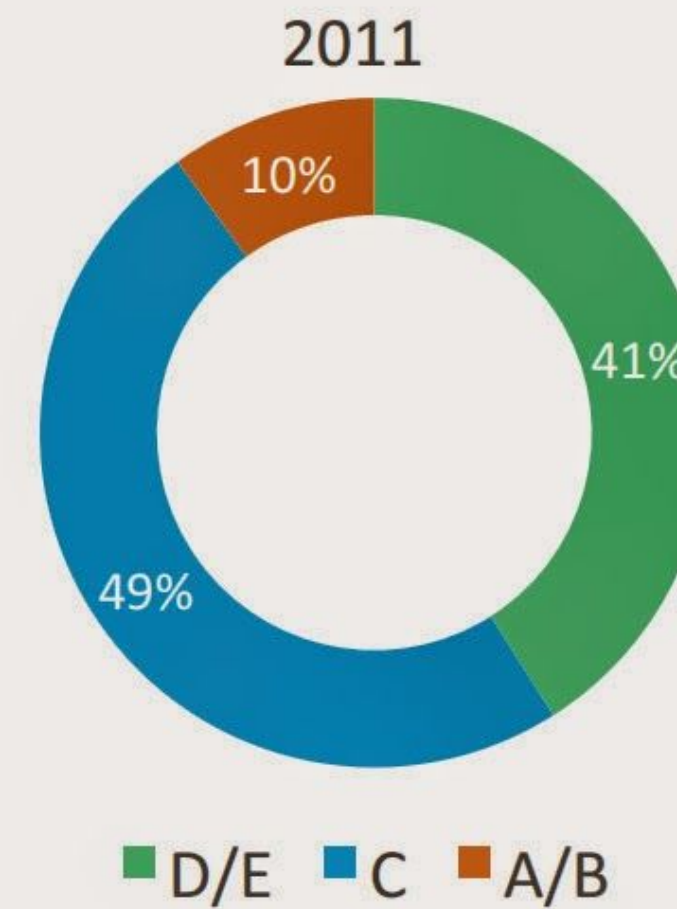
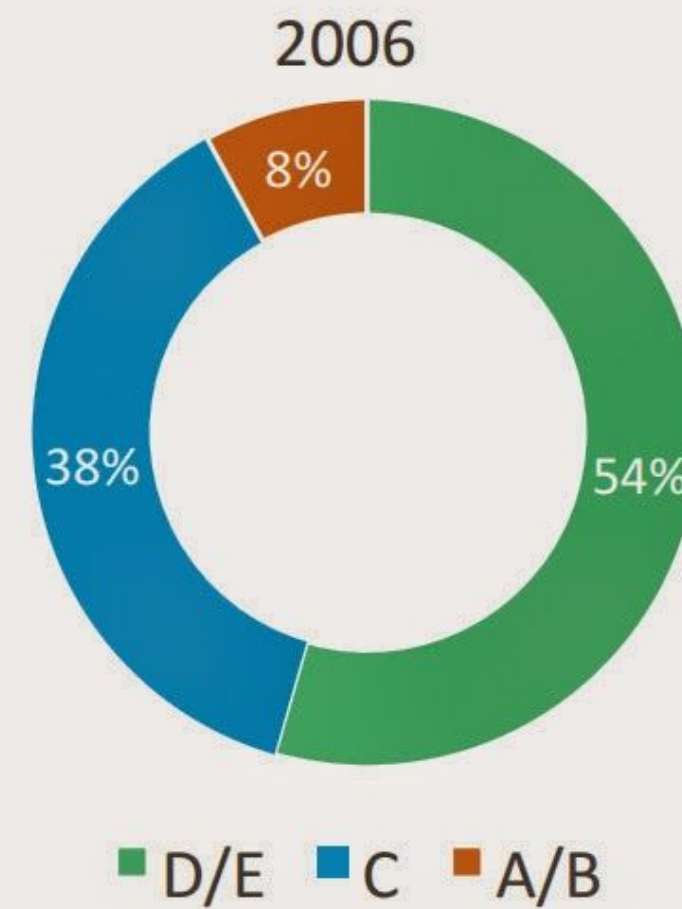


# TAMANHO DO MERCADO

# ~R\$ 50 milhões

## Gastos em pedidos de comidas online

### População por classes



Fonte: IBGE

Fonte: Brazilian Restaurant Association (www.....)

A close-up photograph of a transaction at a counter. On the left, a person wearing a grey zip-up jacket holds a white receipt. On the right, another person's hands are shown handing a stack of green banknotes. The background is blurred, showing what appears to be a retail or service environment. A blue banner with white text is overlaid across the middle of the image.

# COMO GANHAR DINHEIRO

A group of business professionals in formal attire are in a starting crouch on a red running track. The scene is set outdoors under a blue sky with scattered white clouds. The track has white lane markings and large white numbers '9' and '8' painted on it. The individuals are leaning forward with their hands on the ground, ready to start a race. The word 'CONCORRENTES' is overlaid in a blue box with white text across the middle of the image.

# CONCORRENTES



**DIFERENCIAIS**



**VALIDAÇÃO**

# REALIZAÇÕES





TIME

# PUNCH SLIDE



QUICK

TIPS

A woman with long dark hair, wearing a light blue button-down shirt and a grey skirt, stands with her back to the camera, holding a microphone. She is addressing a large group of people seated at round tables with white tablecloths in a conference room. The audience is blurred in the background. A blue rectangular box with the white text "VOZ" is overlaid on the image.

**VOZ**

The image shows four hands holding white paper cutouts of speech bubbles against a teal background. The cutouts include a cloud-like bubble, a standard oval bubble, a rounded rectangular bubble, and a large rectangular bubble with a tail. A blue banner with white text is centered over the bubbles.

**MENOS TEXTO**

**MAIS IMAGENS**



A red rounded square with a white top hat and a white horizontal bar. The text "NADA DE VÍDEO!" is written in white on a blue background within the square.

**NADA DE VÍDEO!**



~~Prezi~~

**I**  **PDF**



**DESIGN ENCANTA!**



**TIRE A MÃO DO BOLSO**

A man and a woman are dancing together at night in a crowded outdoor setting. The man is wearing a white hat, a plaid shirt over a white t-shirt, and jeans. The woman is wearing a red top and a tan skirt. They are surrounded by a large crowd of people, some of whom are holding up phones to take pictures. In the background, there are wooden structures and colorful decorations. A banner in the lower right corner reads "GRUPO XAXABA SA BRANCA" and "CORUIPE".

**NÃO DANCE FORRÓ**



**ENSAIE 30 VEZES**



**E CONTINUE ENSAIANDO!**



**GRAVE E ASSISTA**

A dynamic concert scene featuring a male performer on stage. He is wearing a light blue shirt and a dark jacket, holding a microphone in his right hand raised high. He stands next to a large wooden podium. The stage is lit with warm, golden light. In the background, a large, ornate chandelier hangs from the ceiling. The foreground is filled with a dense crowd of fans, many with their arms raised, some holding up phones to record. A thick shower of white confetti falls from the top of the frame, creating a festive atmosphere. A blue banner with white text is overlaid in the center of the image.

**DÊ UM SHOW!**

**COMO FAZER UM**  
**PITCH**  
**MATADOR**



# PITCH

—

Punch inicial. Problema.  
Solução: Proposta de Valor  
Como funciona.  
Mercado  
Concorrentes  
Como ganha dinheiro.  
Diferenciais.  
Como vai validar o modelo.  
Time  
Punch final.