TITLE INFORMATION
Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



The Perfect Pitch

A structured Method to Convince Decision-Makers

Benjamin Beeckmans

Bruno Wattenbergh

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- Delivers both the “why” behind pitching and the exact steps to make it work
- Built on real investor logic, not guesswork
- Helps you not just present your project, but refine, test, and strengthen it from day one

This book is a practical guide to mastering the art of pitching. It explains how to structure a compelling pitch by combining storytelling, clear logic, and an understanding of how decisions are really made. Blending psychology with real-world experience, it provides a step-by-step method, tools, and checklists to help entrepreneurs, executives, and professionals persuade any audience and turn ideas into convincing, fundable projects.

Benjamin Beeckmans is the former Director of Company-Specific Programmes; he currently teaches Entrepreneurship at SBS and is the CCO at Paynovate. **Bruno Wattenbergh** is Senior Advisor and Ambassador for Innovation at EY and the Academic Director of the Solvay EMBA and Accelerated Management Programme.

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