

CASE STUDY

# Bethnal Green Ventures

Pitch Communication for Early-Stage Founders

## OVERVIEW

Leadership Communication Group delivered a targeted communication workshop for early-stage founders focused on pitching under pressure, structuring a clear and credible ask, and maintaining confident presence when challenged by investors.

### THE PROBLEM

Founders had strong missions and products, but under investor scrutiny clarity dropped. Pitches became over-explained, commercial value was diluted, and confidence wavered when handling spontaneous questions.

### THE SOLUTION

**The Art of the Authentic Ask** — a practical session combining communication psychology with live pitch practice. Founders refined their narrative, clarified their ask, and pressure-tested their delivery against realistic investor challenges.

## RESULTS

99%

felt better equipped to communicate traction, vision and the ask

100%

pinpointed at least one high-impact change to strengthen their pitch

9/10

average confidence score for applying tools to real investor conversations