

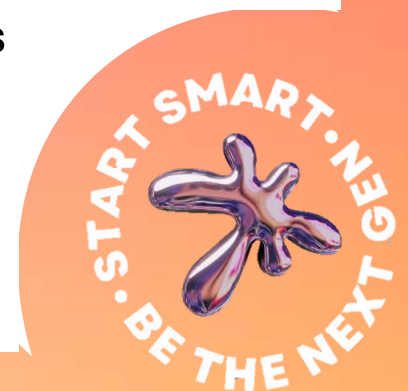
# Negotiations and Pitching with AI



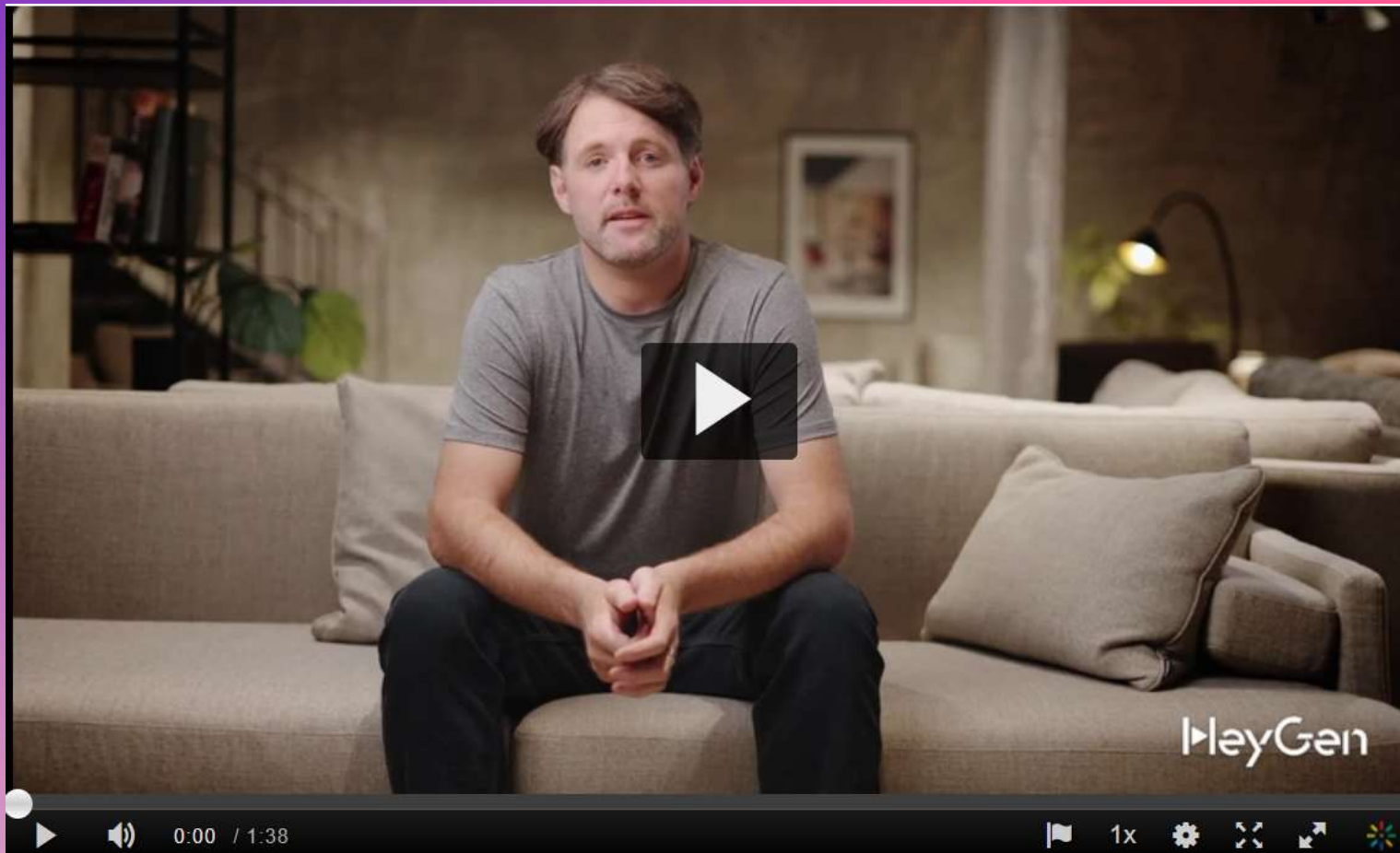


# Negotiations and Pitching

- Introduction video
  - Video: AI for Business Tip - Use GenAI to prep for negotiations
  - Podcast: Pitch Perfect: AI-Powered Pitching & Negotiations
  - Prompt exercises
  - Further reading
- 
- This study pack takes about 1-2 hours to complete depending on how many prompt exercises you'll try.



# Watch the introduction video!



This video is created with HeyGen.



# Watch the video on using AI in negotiations





**Listen to the podcast:**  
[Pitch Perfect: AI-Powered  
Pitching & Negotiations](#)

This podcast is created with Notebook LM.

# Hands-on prompting exercises 1/2

## 1. AI-Generated Pitch Deck Outline

- **Prompt:** “Create a 10-slide pitch deck outline for [product or service]: include slides for Problem, Solution, Market Size, Business Model, Go-to-Market, Team, Financials, Ask, Risks, and Next Steps.”
- **Goal:** Learn to translate business ideas into a structured, investor-ready slide flow.

## 2. Slide Content & Design Suggestions

- **Prompt:** “For the Market Size slide from Exercise 1, draft two bullet-point insights, suggest a simple bar chart, and recommend an icon or image concept.”
- **Goal:** Practice enhancing slide detail with narrative, data visualization cues, and design pointers.

## 3. Investor Q&A Simulation

- **Prompt:** “Act as a VC. Ask me five challenging questions about customer acquisition cost, churn rate, and unit economics for my pitch. After each question, wait for my response.”
- **Goal:** Build confidence by rehearsing realistic investor interrogations and refining answers.



# Hands-on prompting exercises 2/2

## 4. Negotiation Role-Play

- **Prompt:** “Simulate a term-sheet negotiation: I offer \$500K for 10% equity. Counter-offer, propose terms (e.g., liquidation preference), and justify your stance as the investor.”
- **Goal:** Develop negotiation tactics by practicing concession strategies and term-sheet language.

## 5. Objection-Handling Scripts

- **Prompt:** “Here’s a common investor objection: ‘Your burn rate is too high.’ Draft two concise responses: one highlighting efficiency improvements and one proposing a revised hiring plan.”
- **Goal:** Equip yourself with polished rebuttals to turn objections into confidence-boosting moments.

## 6. Deal-Term Analysis

**Prompt:** “Explain the pros and cons of a 1x non-participating liquidation preference versus a 1x participating preference for the founders and investors.”

**Goal:** Learn to interpret key term-sheet clauses and communicate their impact clearly.



# Further reading

- **From Agent to Advisor: How AI Is Transforming Negotiation**  
<https://www.pon.harvard.edu/daily/negotiation-skills-daily/from-agent-to-advisor-how-ai-is-transforming-negotiation/>
- **How to Create AI Role-Plays for Sales Training [+ examples] in 2025**  
<https://www.pitchmonster.io/blog/how-to-create-ai-role-plays-for-sales-training-examples>
- **The Power of AI-Generated Pitch Decks**  
<https://www.startuptools.ai/resources/post/the-power-of-ai-generated-pitch-decks>
- **AI Startup Coaching: Master Your Pitch and Secure Venture Capital Success**  
<https://www.linkedin.com/pulse/ai-startup-coaching-master-your-pitch-secure-venture-robert-uhb7e/>
- **Why Most Pitch Decks Fail — and How to Make Yours Stand Out**  
<https://www.hubspot.com/startups/fundraising/why-most-pitch-decks-fail>



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**Upskilling Immigrants for  
Business Planning and Entrepreneurship  
using AI Technologies**

