Linguo-Stylistic Features of English Language Entrepreneurial Pitches

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Abstract: *Entrepreneurial or business pitches are a uniquely compressed and persuasive genre of entrepreneurial communication, requiring speakers to articulate a compelling value proposition within strict time limits while simultaneously cultivating investor trust and interest. Their success depends not only on the substantive merits of the business idea but also on the linguistic and stylistic strategies deployed to frame that idea persuasively. This study explores the linguo-stylistic characteristics of English language business pitch discourse, drawing on a dataset of 37 successful presentations delivered during Season 15 of the American investment television program Shark Tank. The analysis examines a range of lexical, grammatical, and stylistic features, including metaphor, simile, wordplay, colloquial and informal expressions, parallelism, repetition, neologisms, and euphemistic strategies, highlighting how these devices function within the pitch genre.*

Findings demonstrate that entrepreneurs intentionally and systematically employ expressive linguistic mechanisms to achieve multiple communicative goals: establishing personal and professional credibility, enhancing the clarity and distinctiveness of product descriptions, fostering emotional resonance, and increasing message memorability in a competitive, high-stakes environment. Metaphors and wordplay, in particular, serve as powerful cognitive and branding tools, while colloquialism and humor help reduce social distance between pitcher and investor. By identifying these recurring patterns, the study contributes to the growing body of research on entrepreneurial discourse and underscores the role of linguistic creativity as a form of strategic communication. The insights gained offer practical implications for entrepreneurs, educators, and communication professionals seeking to optimize pitch effectiveness through targeted linguistic choices. The study contributes to research on entrepreneurial discourse by demonstrating how linguistic creativity functions as a persuasive tool in high-stakes pitch environments.

Key words*: entrepreneurial / business pitch, linguo-stylistic features, metaphor, wordplay, entrepreneurial discourse, Shark Tank*

Introduction

With the rapid expansion of the global startup ecosystem, persuasive communication has become a crucial entrepreneurial competency. An **Entrepreneurial pitch -** a concise presentation of a commercial idea to potential investors serves not only to inform but also to persuade, engage, and build trust. As pitching gains prominence in contemporary business culture, especially through popular formats such as *Shark Tank*, it becomes increasingly important to examine how linguistic choices shape the effectiveness of such communication.

This research article investigates the linguo-stylistic features of English language business pitch texts. Based on 37 successful pitches delivered on *Shark Tank*, Season 15, the study identifies the lexical, grammatical, and stylistic devices commonly used by entrepreneurs to communicate innovation, market potential, and brand identity in highly compressed time constraints. The analysis demonstrates that pitch discourse is both professional and creatively expressive, positioning itself between business communication and performative speech.

Business pitching has been increasingly examined as a specialized form of entrepreneurial discourse characterized by time constraints, audience orientation, and high persuasive pressure. Linguistic studies of startup and entrepreneurial pitches demonstrate that successful pitching relies on spoken-grammar features, lexical clarity, and discourse structuring devices that facilitate real-time comprehension and engagement. Gambhir's (2023) analysis of English startup pitches identifies frequent use of discourse markers, personal pronouns, repetition, rhetorical questions, and syntactic reduction as core features enhancing interactivity and communicative efficiency in pitch delivery.

Research focusing on persuasion in entrepreneurial contexts highlights the strategic balance between rational and emotional appeals. In their study, Fernández-Vázquez and Álvarez-Delgado (2019) show that SME pitches predominantly rely on rational argumentation such as market logic, feasibility, and financial justification while emotional elements function as secondary strategies that reinforce credibility and rapport rather than replacing logical reasoning. These findings underline the importance of structured argumentation and investor-oriented framing in effective pitch communication.

Complementing linguistic and persuasive perspectives, studies on stylistic creativity emphasize the role of expressive and playful language in pitch effectiveness. The study by Purnomo et al. (2024) demonstrates that humor, wordplay, metaphor, and other ludic linguistic strategies enhance audience attention, brand memorability, and engagement without undermining professional credibility. Such stylistic devices function as strategic resources that differentiate pitches in competitive investment environments.

While existing studies provide valuable insights into pitch structure, persuasion, performance, and playful language use, detailed linguistic and stylistic analysis of creative lexical means such as neologisms, blends, and figurative naming remains limited in contemporary English-language pitch research. The present study addresses this gap by examining stylistic devices in 37 successful Shark Tank pitches, focusing on how linguistic creativity enhances clarity, emotional resonance, and memorability in high-stakes entrepreneurial communication.

Methodology

The research material consists of 37 successful business/entrepreneurial pitch presentation texts from *Shark Tank* Season 15, selected from a total of 22 episodes aired in 2023. Each pitch typically lasts 2-10 minutes and follows a recognizable structural pattern: introduction, investment request, problem statement, proposed solution, market overview, business model description, product potential, financials, and a concluding rhetorical question.

The recorded pitches were transcribed and analyzed qualitatively with respect to:

1. **Lexical features** (adjectives, numerals, compound words, jargon, colloquialism)
2. **Word-formation processes** (blends, neologisms, nonce words)
3. **Stylistic devices** (metaphor, simile, personification, idioms, wordplay, humor, etc.)

The analysis was aimed at identifying recurring strategies and assessing their communicative function.

Findings and Analysis

1. Lexical Features

Lexical choices constitute a central component of entrepreneurial pitch discourse, as speakers must convey complex business concepts rapidly, clearly, and persuasively. The analyzed data reveals several prominent lexical tendencies that contribute to clarity, audience engagement, brand positioning, and credibility. The following subsections expand on the core lexical

categories identified in the original analysis.

1.1 Abundance of descriptive adjectives and numerals

Business pitch discourse displays a notable density of descriptive adjectives, which serve to highlight a product's distinctive qualities, communicate the speaker's enthusiasm, and create sensory or emotional appeal. Adjectives such as ***mind-blowing, innovative, zero-compromise, allergen-friendly, no-squirm,*** and ***baby tug-proof*** are employed to portray products as superior, user-friendly, or transformative. These descriptors elevate the perceived value of the offering and help establish a vivid mental image for the listener.

Numerals also appear frequently and fulfill several communicative functions: grounding claims in quantifiable evidence, enhancing credibility, and positioning the product within a real market context. Examples from the dataset include references to ***50,000-square-foot*** entertainment centers, ***five clean-label*** ingredients, and precise investment requests such as ***$75,000 for 10% equity.*** These numerical details minimize ambiguity and reinforce the impression of meticulous business planning.

The interplay of adjectives and numbers helps transform brief descriptions into compelling, high-impact portrayals that support both emotional persuasion and rational evaluation.

1.2 Compound words

Compound words, especially hyphenated and noun-noun constructions, are a dominant feature of pitch discourse. Their prevalence reflects the genre's requirement for maximum informational density within minimal time. Compounds allow speakers to condense long descriptions into compact, memorable lexical units.

Common examples include:

- **Innovative-status compounds:** *first-to-market, patent-pending, better-for-you*
- **Functional descriptors:** *restraint-free, sugar-free, carb-free, no-squirm*
- **Product identity compounds:** *base-layer bodysuit, indoor entertainment center, clean-label ingredients*

Such compounds efficiently convey complex attributes. For example, functionality, health benefits, or innovation without requiring lengthy explanatory segments. They also signal familiarity with business, marketing, and product development terminology, enhancing the pitch's professional tone.

In addition, compound formations often contribute to branding and product memorability. Items like ***Dingle Dangle, Bunny Eyez,*** and ***Meat the Mushroom*** depend heavily on compound structuring or playful near-compound structures that reinforce identity and aid recall.

1.3 Business jargon

Business jargon is widely used by the presenters to demonstrate financial literacy and present themselves as competent, knowledgeable entrepreneurs. Terms such as ***equity stake, valuation, burn rate, negative margin, free cash flow, customer acquisition cost,*** and ***gross revenue*** frequently appear in the analyzed pitches.

These lexical items serve several functions:

- **Establishing credibility:** Mastery of financial terminology signals that the entrepreneur understands key business metrics.
- **Aligning with investor expectations:** The *Sharks* expect concise, data-driven explanations; the use of jargon aligns the speaker with investor discourse norms.
- **Condensing complex concepts:** Jargon words encapsulate multi-step financial processes or strategic insights into single terms.
- **Framing the startup as investment-ready:** Phrases like scalable model, margin expansion, and market penetration communicate strategic thinking and growth potential.

Interestingly, business jargon is often juxtaposed with humor or storytelling to maintain accessibility. For example, a pitcher may transition from technical language when describing financial projections to colloquial expressions when re-engaging with audience emotion.

1.4 Colloquial and informal vocabulary

Despite being delivered in a professional context, *Shark Tank* pitches frequently incorporate colloquial vocabulary, informal expressions, and conversational tone. Words such as ***gonna,***

kiddo, sib, yeah, ain't one, and ***you guys*** help humanize the speaker and create a sense of immediacy and friendliness.

This linguistic choice serves multiple strategic purposes:

- **Reducing social distance**: Investors are framed not as intimidating gatekeepers but as approachable conversation partners.
- **Building authenticity:** Informal expressions suggest spontaneity, enthusiasm, and sincerity - qualities that resonate positively with audiences.
- **Balancing jargon:** After using dense, technical terminology, speakers often shift to colloquial language to keep the pitch lively and relatable.
- **Enhancing storytelling:** Everyday language makes narratives more vivid and emotionally resonant, especially when describing personal struggles, product origin stories, or humorous anecdotes.

For example, lines such as ***"I'm guessin' some of you might be serial killers too",*** or ***"Alright, kiddo, I'm getting ready to swim with the Sharks"*** showcase how informal vocabulary blends humor and relatability with the entrepreneurial message.

Colloquial language thus plays a crucial role in shaping tone, audience engagement, and the perceived personality of the speaker which are key variables in high-pressure persuasive contexts.

2 Word-Formation, Neologisms and Nonce Words

Branding encourages creative coinages: ***Paws-itivity***, ***Shroom-aking***, ***Shroomacon***, ***Dingle Dangle.*** These neologisms are memorable and reinforce brand identity. Nonce words appear context-bound and are crafted for individual pitches to add humor and novelty.

Word-formation processes play a critical role in shaping the linguistic landscape of business pitch discourse. Because pitches aim to introduce new products, services, or concepts to investors, entrepreneurs frequently rely on innovative lexical creation to differentiate their offerings and establish a memorable brand identity. The analyzed materials reveals a rich variety of neologisms, blends, nonce words and other morphologically creative forms. These processes contribute not only to product distinctiveness but also to audience engagement, humor, and thematic coherence.

2.1 Neologisms and Invented Brand Names

Neologisms are newly coined lexical items that arise to label novel concepts or innovations. In business pitches, neologisms are essential for branding because they encapsulate product identity, values or functionality in a single memorable term. Many *Shark Tank* products rely on distinctive names designed to be unique, catchy, and marketable.

Examples from the corpus include:

- **Shroomacon** - a play on *bacon*, created to label a plant-based mushroom bacon substitute.
- **Paws-itivity** - a blend of *paws* (pets) and *positivity*, used for a pet-related product emphasizing emotional well-being.
- **Dingle Dangle** - an invented name for a baby-changing helper tool, drawing on playful sound symbolism.

These coinages perform several communicative functions:

1. **Brand identity construction** - A unique name differentiates a product in a competitive market.
2. **Memorability** - Rhythmic, playful, or unusual forms remain in the listener's memory.
3. **Emotional appeal** - Neologisms often carry humorous or positive associations.
4. **Market positioning** - They signal innovation, creativity, or a consumer-friendly ethos.

Importantly, such neologisms must be phonologically simple and easy to pronounce, ensuring they can be used comfortably in conversation and marketing.

2.2 Blends and Portmanteau Forms

Blending is a highly productive word-formation process in pitch discourse because it allows entrepreneurs to combine semantic elements succinctly. Blends typically combine parts of two words to create a new, hybrid meaning, often resulting in humorous or clever associations.

Examples include:

- **Shroom-aking** – blending *shroom* (mushroom) and *making*, designed to evoke both culinary creativity and emotional uplift.
- **Thrill-inducing** – combining *thrill* with the productive *-inducing* suffix to emphasize experiential excitement.
- **Snack sibs** – blending *snack* with *siblings*, highlighting brand identity and personal relationship.

Blends serve to create catchy and playful terminology, build thematic coherence, reinforce brand storytelling, and enhance pitch memorability through unexpected word combinations.

In high-stakes pitch settings, such linguistic creativity helps entrepreneurs distinguish their ventures from competitors.

2.3 Nonce Words

Nonce Words **-** unique, context-specific creations intended for a single communicative event appear frequently in our research materials. Unlike neologisms, which may enter broader usage, nonce words are crafted *solely* for the pitch narrative. They add novelty, humor, or vividness to the description and often rely on exaggeration or thematic creativity.

Examples include:

- Describing a restless baby as a **"baby gator"**, extending the reptilian metaphor of the product description.
- Referring to the transformed baby as **"a croc that snaps turned into a babe that naps."**
- Naming a hypothetical combination of Pickleball and Spikeball as their "child," **PaddleSmash**, within a playful personification narrative.

Because these coinages are tailored to very specific moments, they contribute to the spontaneity and creativity of the pitch performance.

2.4 Sound Symbolism and Phonological Play

Many word-formations in *Shark Tank* pitches employ sound symbolism or rhythmic patterns to enhance their persuasive impact. Names like ***Dingle Dangle*** or ***Jingle Jangle*** use alliteration, rhyme, and reduplication to evoke a sense of fun and consumer friendliness.

These strategies work because rhyme and reduplication increase memorability, playful sounds evoke positive emotions, and phonological repetition enhances brand recognition.

Sound symbolism thus should be considered an integral part of word-formation strategy within pitch discourse.

2.5 Marketing-Driven Derivational Strategies

Speakers also use derivational affixes strategically to signal positive attributes or align products with popular trends. For example:

The suffix **-free** (*sugar-free, carb-free, calorie-free*) signals health-conscious branding.

The suffix **-friendly** (*allergen-friendly, paleo-friendly*) highlights inclusivity and consumer safety.

These derivational patterns reflect broader marketing and consumer trends, integrating morphologically encoded values into the pitch discourse.

Overall, word-formation in business pitches is not merely a linguistic phenomenon but a strategic tool for shaping brand identity, attracting investor attention, and creating distinctive verbal impressions. Through neologisms, blends, nonce words and playful phonological constructions, entrepreneurs use linguistic innovation to make their products stand out and to communicate originality which is a key expectation in entrepreneurial culture.

3. Stylistic Devices

Stylistic devices play a fundamental role in shaping the tone, persuasiveness, and emotional resonance of business pitch discourse. Because pitches must capture investor attention quickly and communicate complex ideas with impact, speakers rely on expressive rhetorical strategies that enhance clarity, memorability, and engagement. The analysis reveals a rich array of stylistic tools from metaphor and personification to humor and parallelism each serving strategic communicative purposes. The following subsections provide an expanded overview of these devices, supported by examples from the dataset.

3.1 Metaphor

Metaphor is one of the most dominant stylistic devices in entrepreneurial pitches. Speakers employ conceptual, sensory, and action-based metaphors to simplify complex information, intensify emotional appeal, and craft vivid narratives.

In our study, we identified the following types of metaphors:

a. Action metaphors

These convey challenge, transformation, or risk:

- *"I'm getting ready to swim with the Sharks."*
- *"Grab your skis and join us on the mountain."*

Such metaphors frame the entrepreneurial journey as an adventurous or risky endeavor, aligning the speaker with qualities of bravery and resilience.

b. Sensory metaphors

Used to enhance product appeal:

- *"It's a fiesta in your mouth."*
- *"Back-breaking labor"* (to highlight effort intensity)

These metaphors stimulate sensory imagination, creating a memorable association with the product.

c. Emotional metaphors

Reveal personal motivations or brand identity:

- *"This product is a love letter to my community."*
- *"My daughter brought sunshine into our lives."*

These deepen emotional engagement and humanize the speaker.

d. Industry metaphors

Reframing the product's market impact:

- *"We're flipping the entire seafood industry on its tail."*

This metaphor cleverly modifies a familiar idiom (*on its head*) using thematic vocabulary (seafood), enhancing brand coherence and demonstrating linguistic creativity.

Metaphors, across categories, amplify expressiveness and help investors visualize product value rapidly.

3.2 Simile

Similes are frequently used to create vivid analogies that make abstract concepts concrete and relatable. Examples include:

- *"My students started devouring books like hungry sharks."*
- *"Changing my baby's diaper felt like wrestling an alligator."*

Similes often introduce humor through exaggerated comparisons, while simultaneously clarifying user experience or product benefits. They simplify the understanding and enabling quick comprehension for the listener.

3.3 Personification

Personification attributes human qualities to non-human entities - products, industries, or abstract ideas to intensify narrative appeal.

For example:

- *"That was the moment the idea for Bunny Eyez was born."*
- *"We bring your child's masterpiece to life."*
- *"Pickleball and Spikeball went out for a romantic evening and made a baby - PaddleSmash."*

These examples animate the narrative, making innovations feel dynamic, organic, and relatable. Personification also supports storytelling which is one of the key components of persuasive pitch discourse.

3.4 Idioms and Figurative Expressions

Idioms enrich the linguistic texture of pitches by adding familiarity and emphasis. They can also be creatively adapted to fit the thematic domain. Common idioms observed in the materials include: *"The last straw for me…"*, *"Cherry on top."*, *"Light-bulb moment."*

Creative reinterpretations include: *"Flip the industry on its tail"* (a thematic twist on *its*

head), *"Fill our cookie jar"* (invest in the company).

Idioms lighten the tone, convey culturally shared meanings, and sometimes serve as memorable branding tools.

3.5 Wordplay (Puns, Rhyme, Sound Repetition)

Wordplay is exceptionally prevalent in pitches because it enhances brand recall and entertains investors. It appears in several forms:

a. Puns

- *"Are you kitten me?"* (cat-themed pun)
- *"Meat the Mushroom"* (pun on *meet*)

b. Rhyme, Alliteration, Reduplication

- *"Jingle jangle with the Dingle Dangle"*
- *"Snack sibs"* (alliteration)

3.6 Humor

Humor is an essential stylistic device that reduces tension, enhances likability, and engages investors emotionally. Entrepreneurs use humor to portray relatable struggles, exaggerate scenarios, or play with audience expectations. Examples include:

- *"My wife elected me as the chief diaper-changing officer"* - a playful corporate metaphor.
- *"These clowns in the tub…"* - transforming children into comedic characters.

Humor humanizes the speaker and fosters positive rapport, increasing the persuasiveness of the pitch.

3.7 Rhetorical Questions

Rhetorical questions are frequently used to capture attention, guide investor thinking, and introduce new sections of the pitch. The following examples were observed:

- *"Who's ready to join us…?"*
- *"Sounds like science fiction?"*
- *"Why can't it be every day?"*

These devices encourage audience involvement and function as transitional tools that punctuate the pitch.

3.8 Parallelism and Repetition

Parallel structures create rhythm, highlight key concepts, and reinforce memorable patterns. For example:

- *"I'm Ryan, but he calls me Rodge. I'm Doug, but he calls me Dodge."*
- *"Our smoked salmon over rice, our trout in pasta, our anchovies on bread…"*
- *"You deserve better. You deserve variety. You deserve… Yum Crumbs!"*

Repetition heightens emphasis and creates cohesion, a crucial component in short, high-impact messages.

3.9 Ellipsis and Conversational Structures

Ellipsis - omitting expected words creates a conversational, spontaneous tone:

- *"Sitting on the couch, you want to…?"*
- *"Lying in bed reading a book? Not a problem.*

These features mimic natural speech, making the pitch feel authentic and dynamic, rather than rehearsed or overly formal. Conversational structures also enable pacing and create moments of suspense or emphasis.

Stylistic devices in entrepreneurial or business pitch discourse are not merely ornamental; they function as strategic tools that enhance clarity, emotional resonance, and persuasive impact. Through metaphor, humor, wordplay, repetition, and conversational structures, entrepreneurs transform brief presentations into memorable, engaging, and cognitively compelling narratives.

Conclusion

The linguo-stylistic analysis of 37 successful *Shark Tank* pitches demonstrates that English-language entrepreneurial discourse is characterized by a rich interplay of lexical, syntactic, and stylistic features. Entrepreneurs strategically employ metaphor, wordplay, colloquialism, parallelism, and figurative language to articulate their ideas compellingly within a constrained

timeframe. These linguistic choices enhance clarity, emotional appeal, and investor engagement, ultimately contributing to the communicative effectiveness of the pitch. The study highlights the importance of stylistic expressiveness in business communication and offers a linguistically grounded perspective for understanding how entrepreneurs shape persuasive narratives.

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ბიზნეს იდეების ინგლისურენოვანი საპრეზენტაციო ტექსტების (Entrepreneurial Pitch) ლინგვო-სტილისტური ანალიზი

შაშვიაშვილი ქეთევან

იაკობ გოგებაშვილის სახელობის თელავის სახელმწიფო უნივერსიტეტი

აბსტრაქტი

მეწარმეების მიერ მათი ბიზნეს იდეის შესახებ მოკლე პრეზენტაციით წარდგომა ინვესტორების წინაშე, ანუ ე.წ. „პიჩინგი“ წარმოადგენს ბიზნეს კომუნიკაციის ჟანრს, რომელიც მომხსენებლისგან მოითხოვს დროის შეზღუდულ მონაკვეთში მიმზიდველი და ღირებული ბიზნეს წინადადების ჩამოყალიბებას, და ამავდროულად, ინვესტორების ინტერესისა და ნდობის მოპოვებას. მათი წარმატება დამოკიდებულია არა მხოლოდ ბიზნეს იდეის შინაარსობრივ მხარეზე, არამედ იმ ლინგვისტურ და სტილისტურ საშუალებებზე, რომელთა მეშვეობითაც მეწარმე მისი იდეის ფორმულირდებას ახდენს. წინამდებარე ნაშრომი იკვლევს ბიზნეს იდეების ინგლისურენოვანი საპრეზენტაციო ტექსტების ლინგვო-სტილისტურ თავისებურებებს. საკვლევ მასალად აღებულია ცნობილი ამერიკული სატელევიზიო პროექტის - *„Shark Tank”*-ის 15 სეზონის 37 წარმატებული გამოსვლის ტექსტი. ანალიზი მოიცავს ისეთ ლინგვო-სტილისტურ მახასიათებლებს როგორიცაა მეტაფორა, შედარება, სიტყვათა თამაში, კოლოკვიალიზმები, ლექსიკური თუ გრამატიკული პარალელიზმის ფორმები, ნეოლოგიზმები და სხვა. კვლევის შედეგებმა ცხადყო, რომ მეწარმეები ბიზნეს იდეების წარდგენისას საკმაოდ ეფექტურად იყენებენ მთელ რიგ ენობრივ-გამომსახველობით საშუალებებს, რაც მათ მეტყველებას მსმენელისათვის უფრო გასაგებს და ამავე დროს, უფრო ემფატიკურსა და ექსპრესიულს ხდის. ვფიქრობთ, აღნიშნული კვლევა საინტერესოა როგორც ენის სპეციალისტებისა და დარგობრივი ენის პედაგოგებისათვის, ისე მეწარმეებისათვის, ვინც დაინტერესებულნი არიან მათი ბიზნეს იდეები უფრო შთამბეჭდავად და ეფექტურად ჩამოაყალიბონ და წარადგინონ პოტენციური ინვესტორების წინაშე.

საკვანძო სიტყვები: *ბიზნეს-პიჩი, ლინგვო-სტილისტური მახასიათებლები, მეტაფორა, სიტყვით თამაში, ბიზნეს დისკურსი,* Shark Tank