

Vom PDF zum barrierefreien ePUB

Der komplette Workflow

INHALT

01 PDFs hochladen

02 Preflight-Prüfungen

03 Settings & PDF presets

04 Editor-Grundlagen

05 Seitenzahlen korrigieren

06 Styles & Firmen-Styles

07 Zonierung

08 TOC & Kapitel

09 Styles anwenden

10 Tabellen

11 Fußnoten

12 Index

13 Metadaten

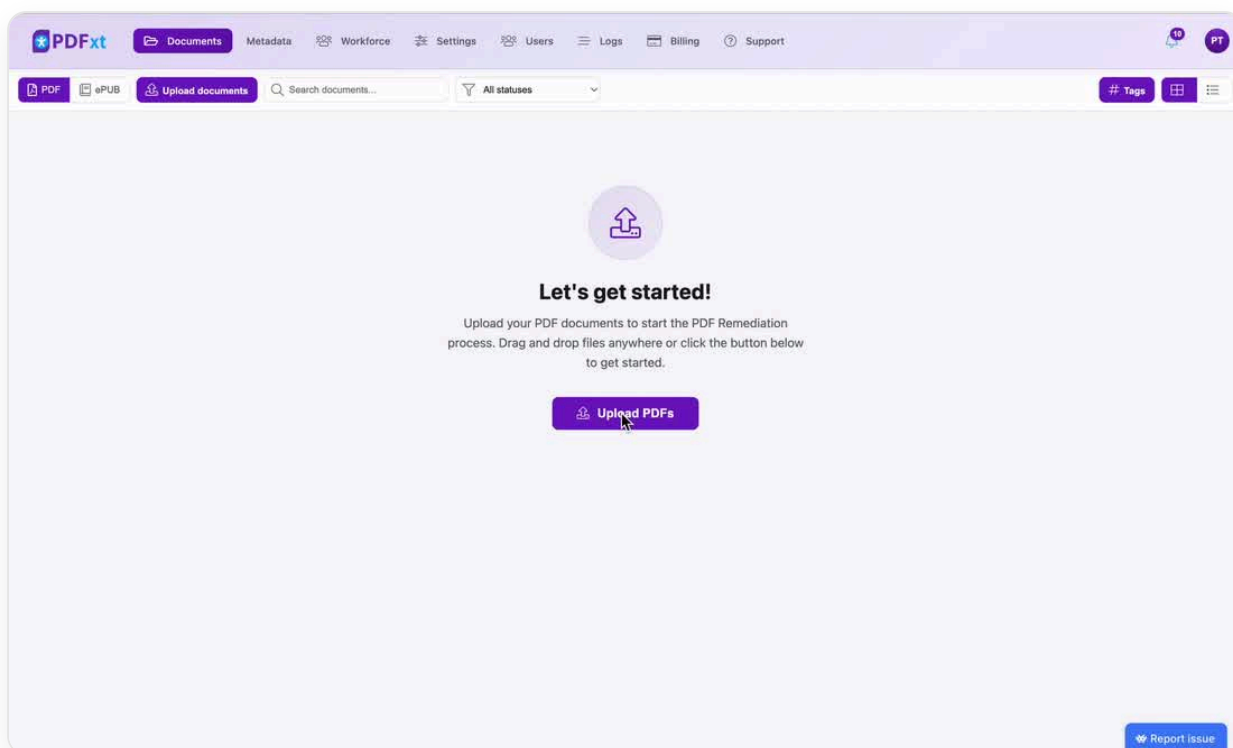
14 Export

15 ePUB-Vorschau

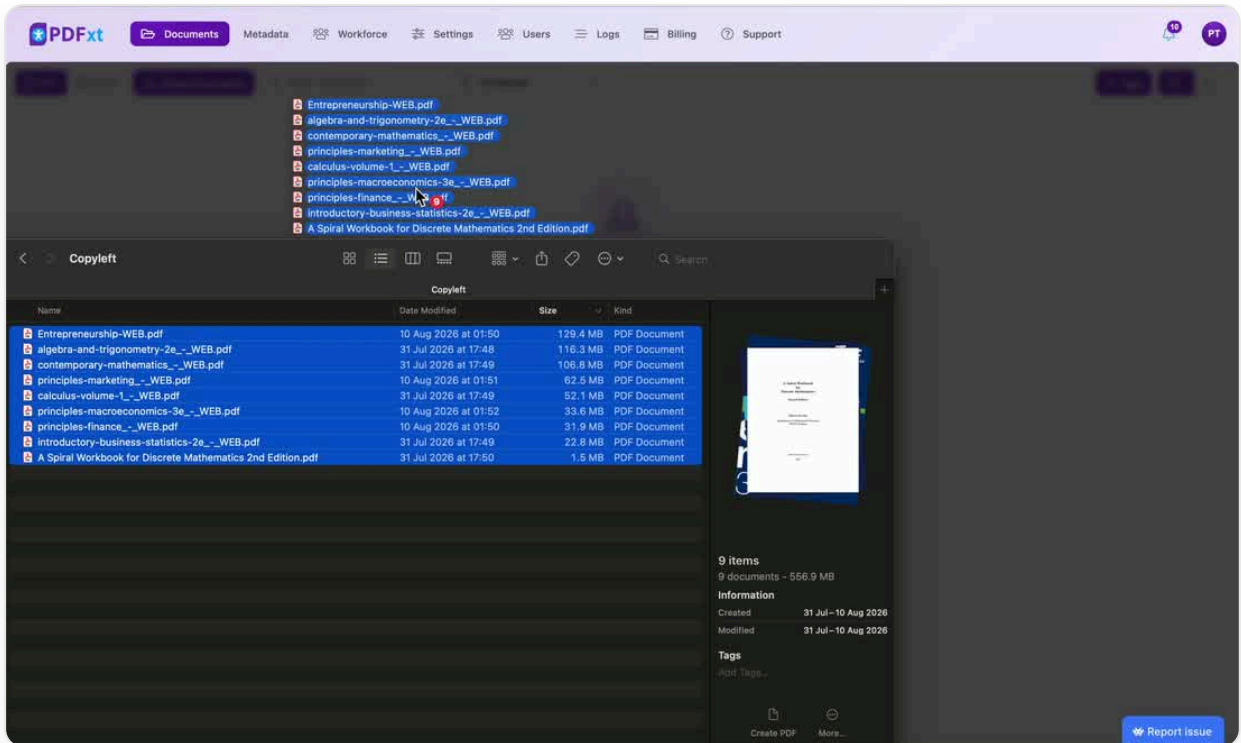
PDFs hochladen

Laden Sie zunächst ein oder mehrere PDFs hoch, über die Schaltfläche Upload oder per Drag-and-drop.

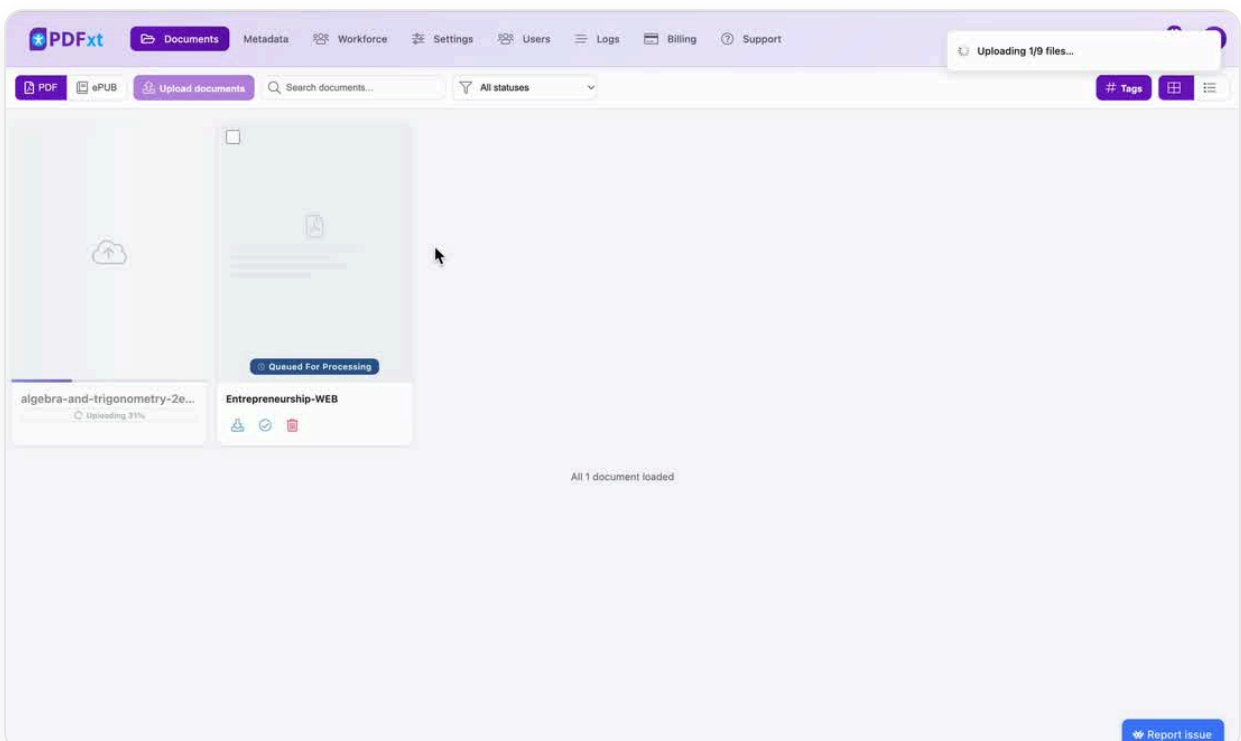
- 1 Zuerst laden Sie ein oder mehrere PDFs hoch.



- 2 Nutzen Sie die Schaltfläche Upload, oder ziehen Sie mehrere PDFs gleichzeitig per Drag-and-drop hierher.



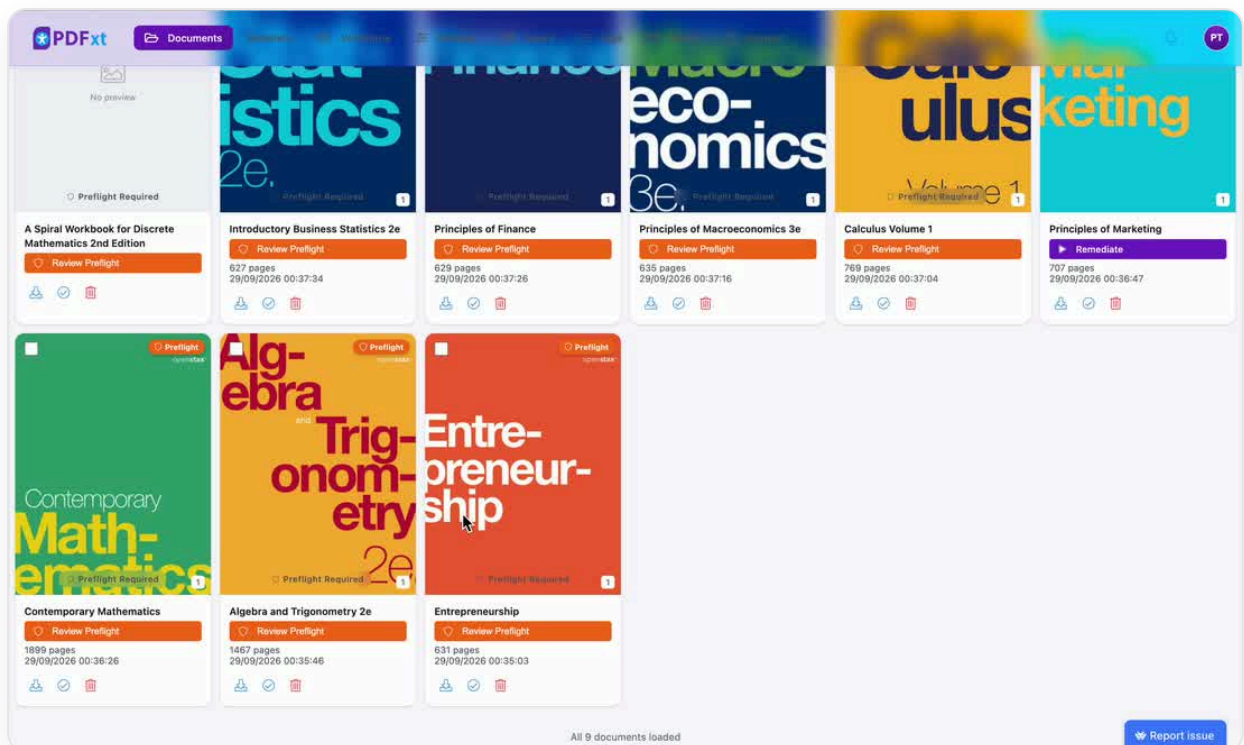
- 3 Warten Sie, bis alle Dateien erfolgreich hochgeladen sind.



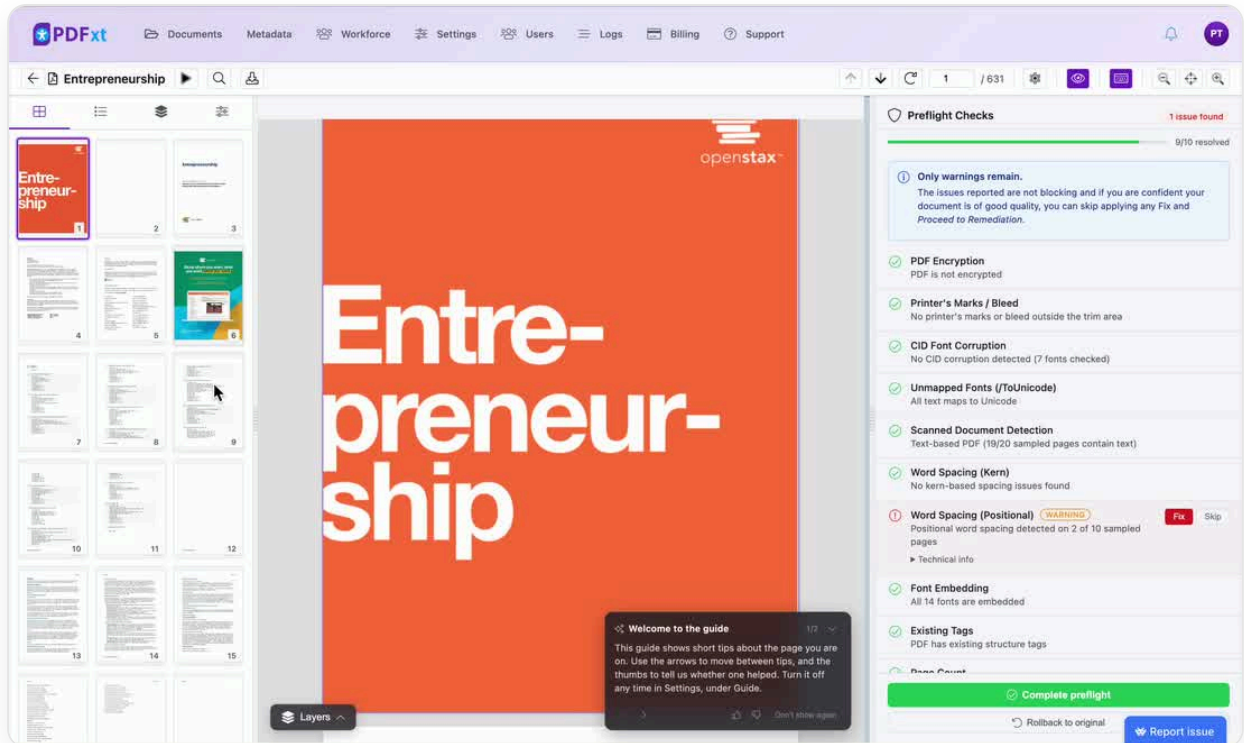
02 Preflight-Prüfungen

PDFxT führt für jedes PDF automatische Preflight-Prüfungen durch. Sehen Sie, welche Prüfungen für die ePUB-Konvertierung wichtig sind und welche Sie überspringen können.

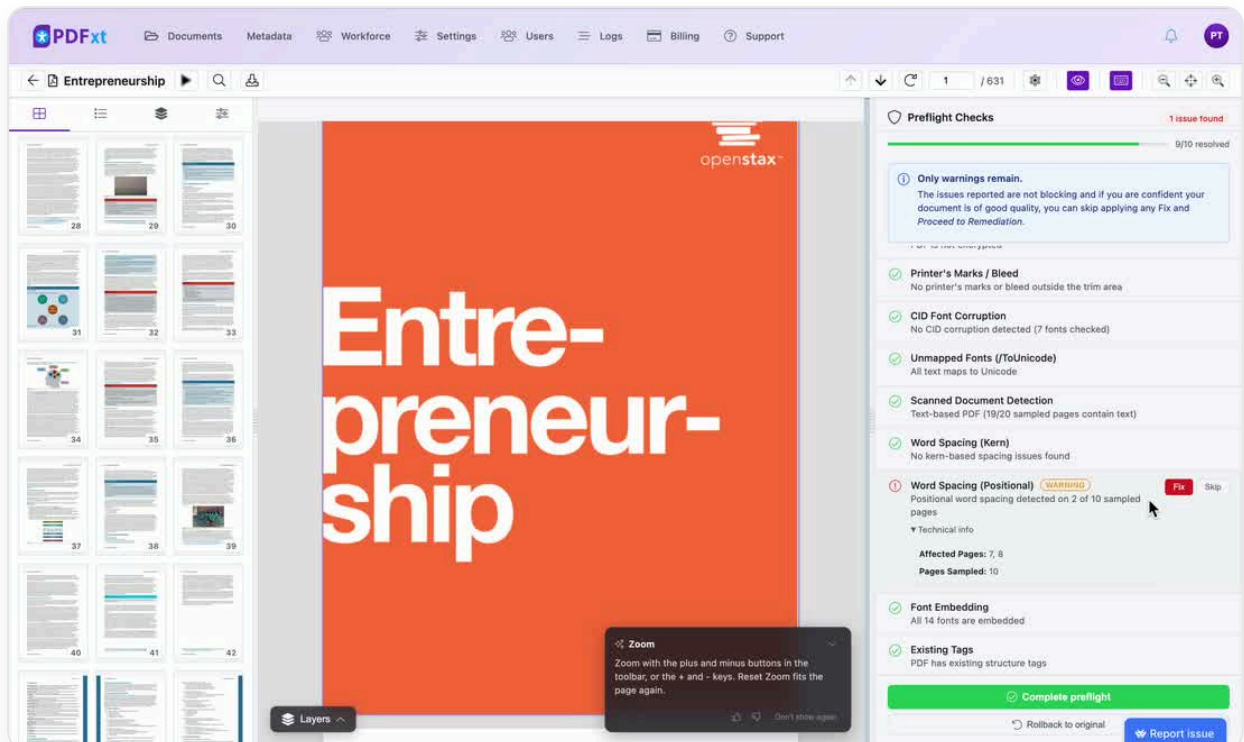
- 1 Öffnen Sie als Nächstes Ihr Dokument.



- 2 Wir führen automatische Preflight-Prüfungen durch, um zu sehen, ob das PDF in gutem Zustand ist.



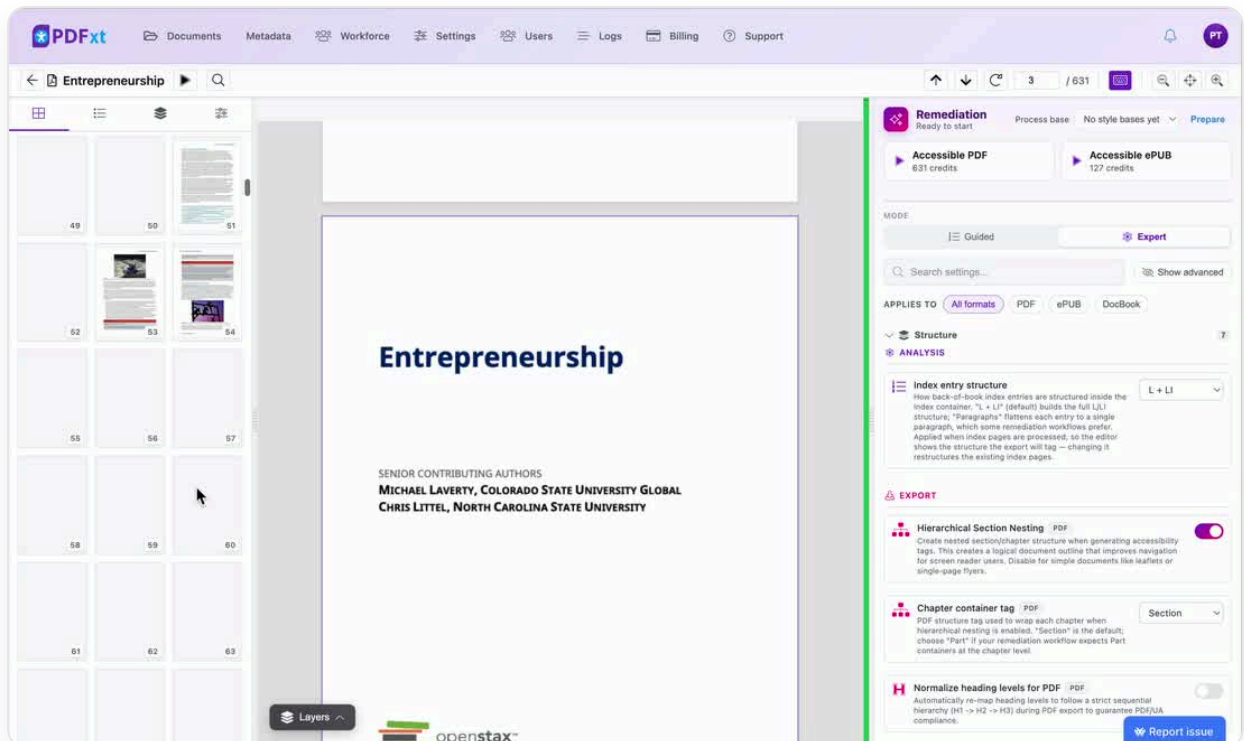
- 3 Viele dieser Prüfungen sind für die ePUB-Konvertierung nicht nötig. Sie können sie getrost überspringen und fortfahren.



Settings & PDF presets

Legen Sie fest, wie Indizes, Formulare, Abbildungen und andere Elemente behandelt werden, und speichern Sie diese Auswahl als wiederverwendbares PDF preset.

- 1 Vor der Aufbereitung einer Datei können Sie festlegen, wie Elemente wie Indizes, Formulare und Abbildungen behandelt werden.



- 2 Das geht auch einmalig als PDF preset. Gehen Sie dazu zu Settings, und öffnen Sie PDF presets.
Geben Sie dem Preset einen Namen.

New Preset
Create a reusable settings profile for your team

Name: Description: ☐ Default

Search settings...

APPLIES TO: ☒ All formats ☐ PDF ☐ ePUB ☐ DocBook

Structure

ANALYSIS

Index entry structure
How back-of-book index entries are structured inside the Index container. "L + LI" (default) builds the full L+LI structure. "Paragraphs" flattens each entry to a single paragraph, which some remediation workflows prefer. Applied when index pages are processed, so the editor shows the structure the export will tag — changing it restructures the existing index pages.

EXPORT

Hierarchical Section Nesting PDF ☒
Create nested section/chapter structure when generating accessibility tags. This creates a logical document outline that improves navigation for screen reader users. Disable for simple documents like leaflets or single-page flyers.

Chapter container tag PDF
PDF structure tag used to wrap each chapter when hierarchical nesting is enabled. "Section" is the default; choose "Part" if your remediation workflow expects Part containers at the chapter level.

Normalize heading levels for PDF PDF ☐
Automatically re-map heading levels to follow a strict sequential hierarchy (H1 -> H2 -> H3) during PDF export to guarantee PDF/UA compliance.

Keep inline formatting tags PDF ☐
Wrap cosmetic inline formatting (bold, italic, font or size changes) in structure tags. Disabled by default: most documents read better without these extra tags. Superscript/subscript, formulas, and links are always tagged regardless of this setting.

Printed form fields PDF ePUB
What a write-in line or a checkbox on a worksheet becomes. "Fillable field" (default) makes a real form control a text input or checkbox in the ePUB; a widget in the PDF. "Bleed lines" keeps the page as printed — each write-in field becomes one bordered blank per printed rule with a screen-reader "blank" inside; a checkbox a bordered square beside its label — the convention some curriculum publishers use. The fields and their

Accessibility conformance claim ☒ WCAG 2.0 Level AA
The conformance statement written into the ePUB package document (dc:terms:conformsTo, EPUB Accessibility 1.1), with the account's company name as the certifier (atly:certifiedBy). This is the one piece of metadata that turns a description of the book's accessibility into a claim that it meets a WCAG.

- 3 Ist das Ihr Standard-Preset, aktivieren Sie Default.

New Preset
Create a reusable settings profile for your team

Name: Description: ☒ Default

Search settings...

APPLIES TO: ☒ All formats ☐ PDF ☐ ePUB ☐ DocBook

Structure

ANALYSIS

Index entry structure
How back-of-book index entries are structured inside the Index container. "L + LI" (default) builds the full L+LI structure. "Paragraphs" flattens each entry to a single paragraph, which some remediation workflows prefer. Applied when index pages are processed, so the editor shows the structure the export will tag — changing it restructures the existing index pages.

EXPORT

Hierarchical Section Nesting PDF ☒
Create nested section/chapter structure when generating accessibility tags. This creates a logical document outline that improves navigation for screen reader users. Disable for simple documents like leaflets or single-page flyers.

Chapter container tag PDF
PDF structure tag used to wrap each chapter when hierarchical nesting is enabled. "Section" is the default; choose "Part" if your remediation workflow expects Part containers at the chapter level.

Normalize heading levels for PDF PDF ☐
Automatically re-map heading levels to follow a strict sequential hierarchy (H1 -> H2 -> H3) during PDF export to guarantee PDF/UA compliance.

Keep inline formatting tags PDF ☐
Wrap cosmetic inline formatting (bold, italic, font or size changes) in structure tags. Disabled by default: most documents read better without these extra tags. Superscript/subscript, formulas, and links are always tagged regardless of this setting.

Printed form fields PDF ePUB
What a write-in line or a checkbox on a worksheet becomes. "Fillable field" (default) makes a real form control a text input or checkbox in the ePUB; a widget in the PDF. "Bleed lines" keeps the page as printed — each write-in field becomes one bordered blank per printed rule with a screen-reader "blank" inside; a checkbox a bordered square beside its label — the convention some curriculum publishers use. The fields and their

Accessibility conformance claim ☒ WCAG 2.0 Level AA
The conformance statement written into the ePUB package document (dc:terms:conformsTo, EPUB Accessibility 1.1), with the account's company name as the certifier (atly:certifiedBy). This is the one piece of metadata that turns a description of the book's accessibility into a claim that it meets a WCAG.

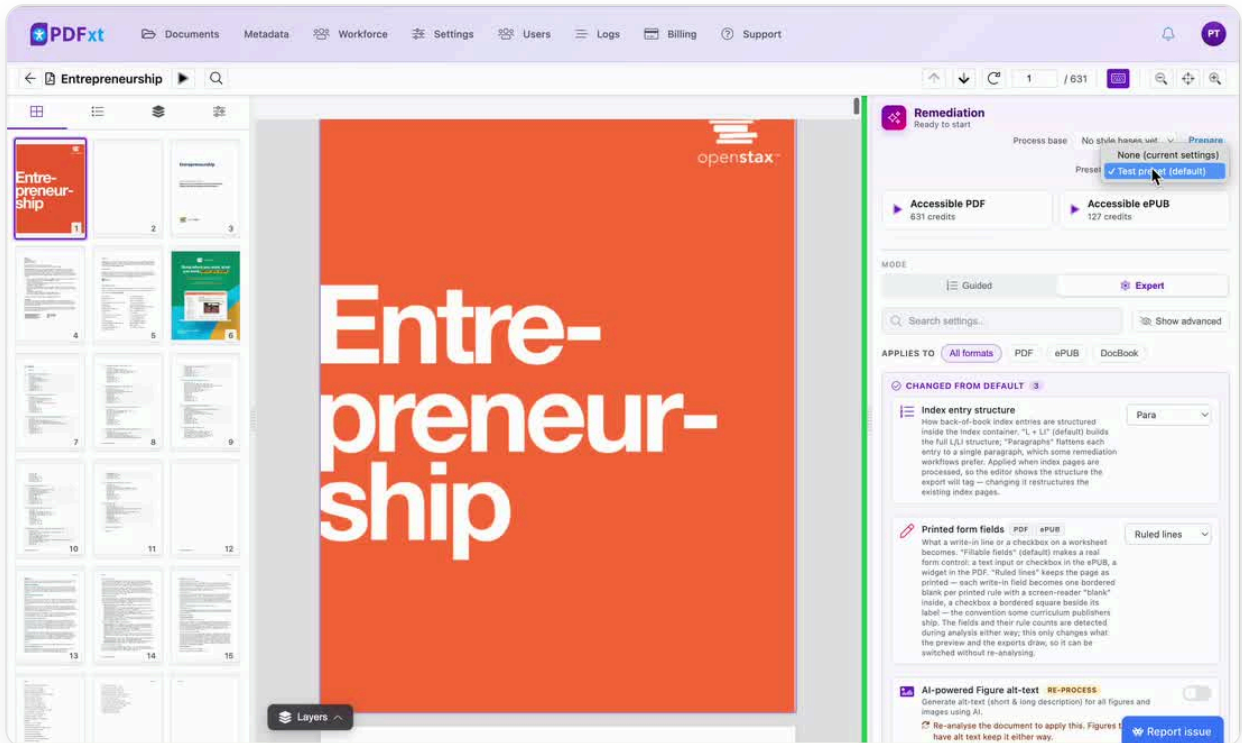
4 Konfigurieren Sie dann die Einstellungen, genau wie bei einem Dokument.

The screenshot shows the PDFxT Settings page. At the top, there's a navigation bar with links: Documents, Metadata, Workforce, Settings (active), Users, Logs, Billing, and Support. Below the navigation bar, there's a form for creating a new preset. The form has two main sections: 'Name' and 'Description'. The 'Name' field contains 'Test preset' and the 'Description' field contains 'When should team members use this preset?'. There are checkboxes for 'Default' and a 'Create Preset' button. Below this, there's a search bar for settings and a 'Show advanced' link. The main content area is divided into sections: 'APPLIES TO' (All formats, PDF, ePub, DocBook), 'CHANGED FROM DEFAULT' (Index entry structure, Para), 'Structure' (Index entry structure, Para), 'ANALYSIS' (Index entry structure, Para), and 'EXPORT' (Hierarchical Section Nesting, Chapter container tag, Normalize heading levels for PDF). Each section has a description and a dropdown menu. At the bottom right, there's a 'Report issue' button.

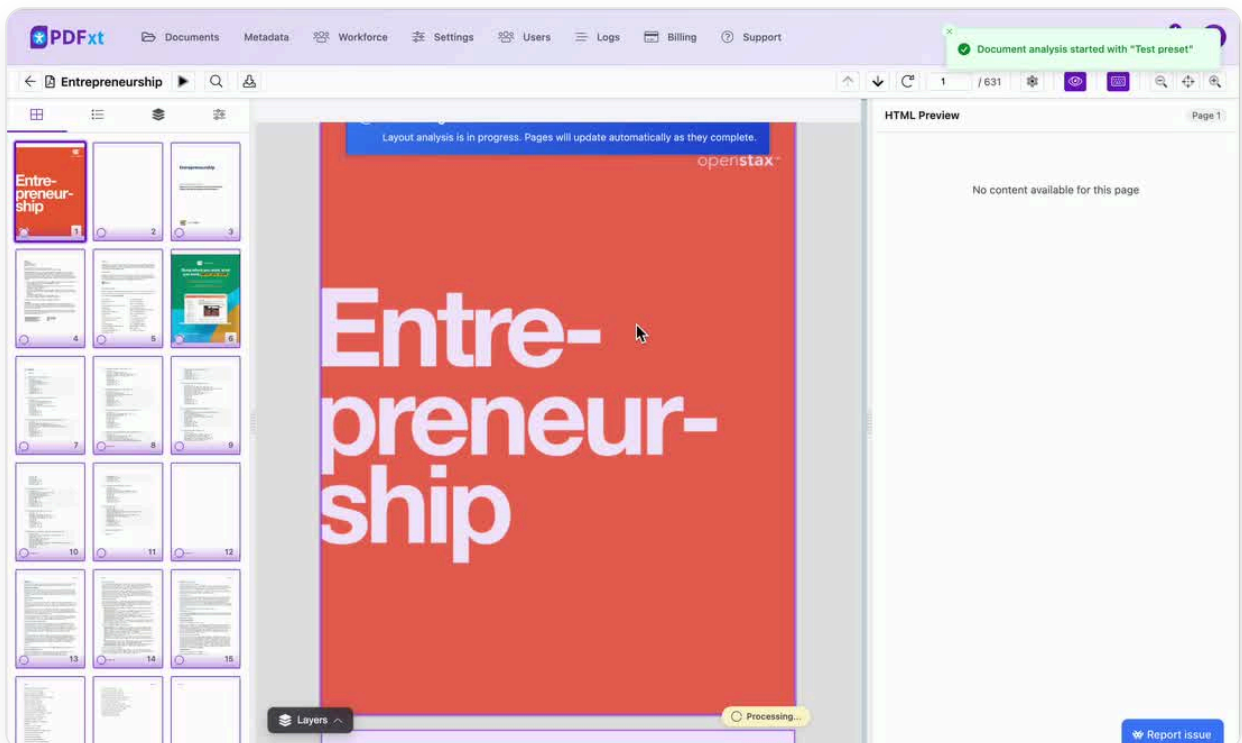
5 Wenn Sie fertig sind, erstellen Sie das Preset.

The screenshot shows the PDFxT Settings page, specifically the 'Settings Presets' section. A green notification banner at the top right says 'Preset created'. The 'Settings' page has a navigation bar with links: Documents, Metadata, Workforce, Settings (active), Users, Logs, Billing, and Support. Below the navigation bar, there's a 'Settings' section with the subtitle 'Manage preferences and configurations'. There are tabs for 'My Settings', 'Company Settings', 'PDF presets' (active), 'ePUB Rules', and 'Artifacts'. The 'Settings Presets' section has a subtitle 'Reusable setting profiles your team can apply when starting an analysis.' and a '+ New preset' button. Below this, there's a list of presets, with one entry 'Test preset' (Default) showing '28 settings - by PDFxt trainer'. At the bottom right, there's a 'Report issue' button.

- 6 Zurück in unserem Dokument steht das Preset jetzt im Dropdown zur Auswahl bereit.



- 7 Wählen Sie Accessible ePUB, um die Verarbeitung mit Ihrem Preset zu starten.

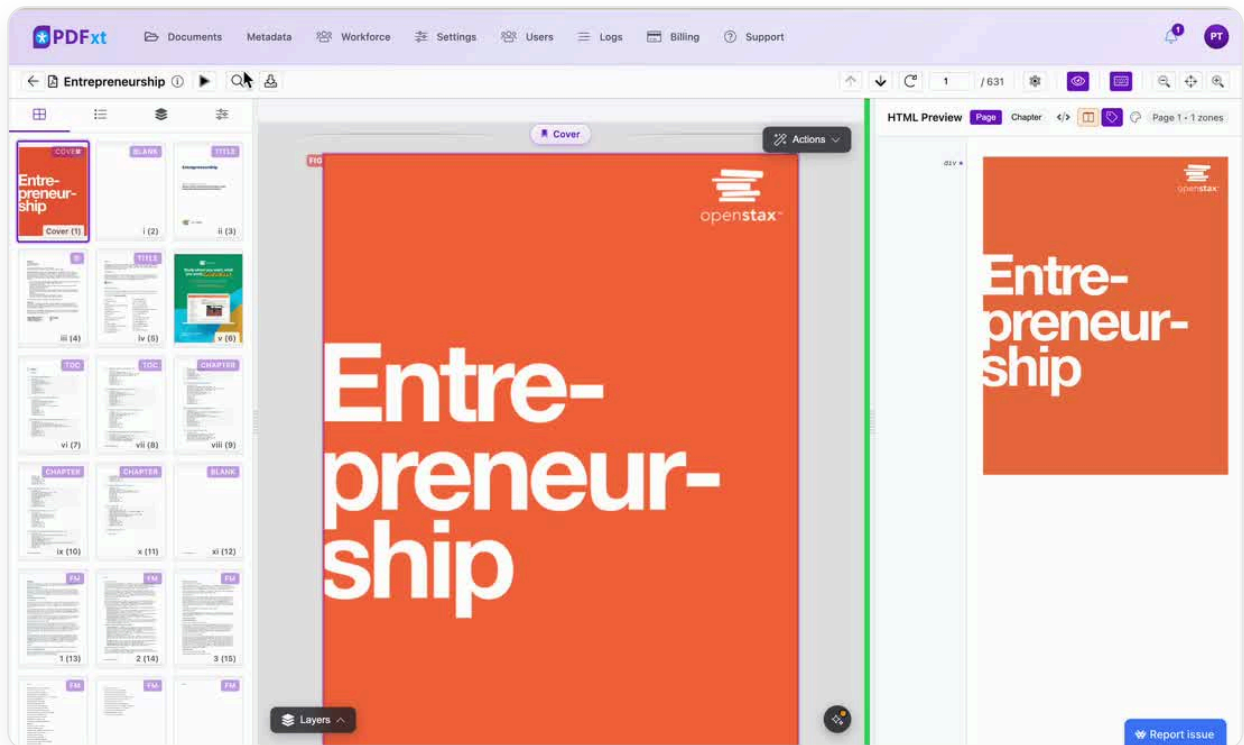


04

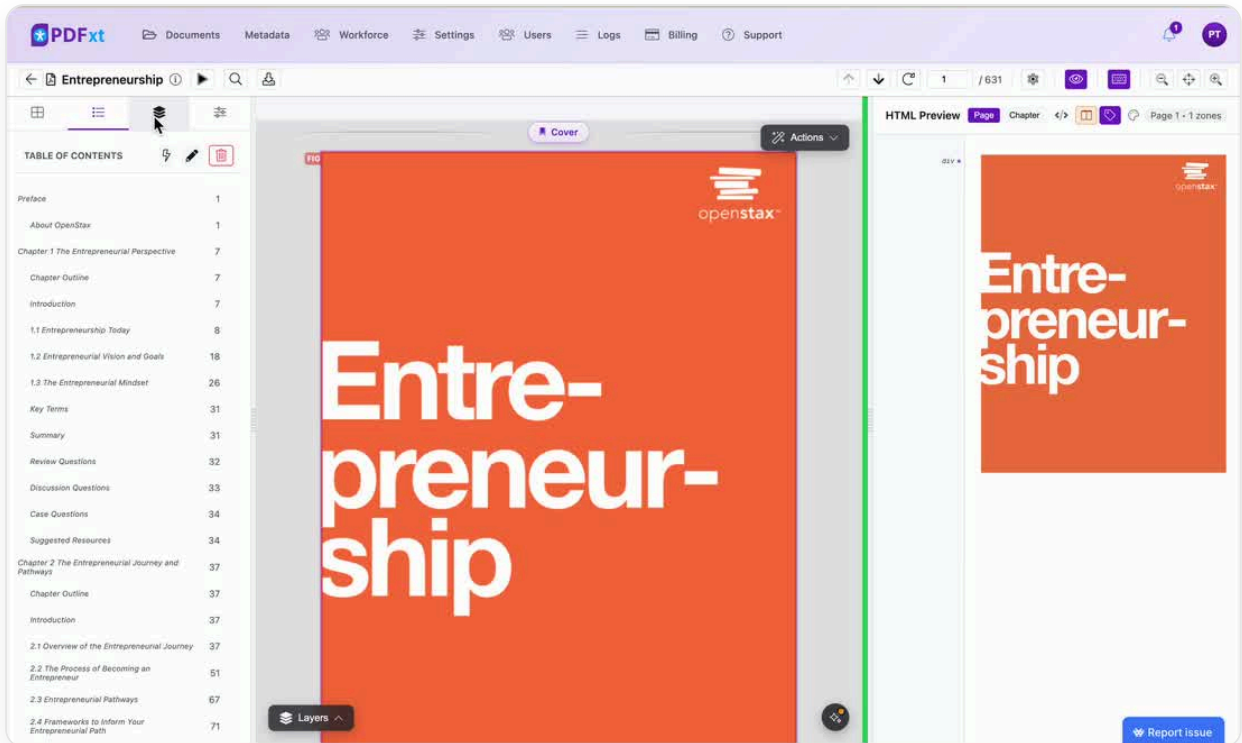
TEIL 4 / 15 Editor-Grundlagen

Ein Rundgang durch den Editor: Seitenminiaturen, Inhaltsverzeichnis, Kapitel, Zonen, die PDF-Ansicht und die Live-HTML-Vorschau, die ins ePUB übernommen wird.

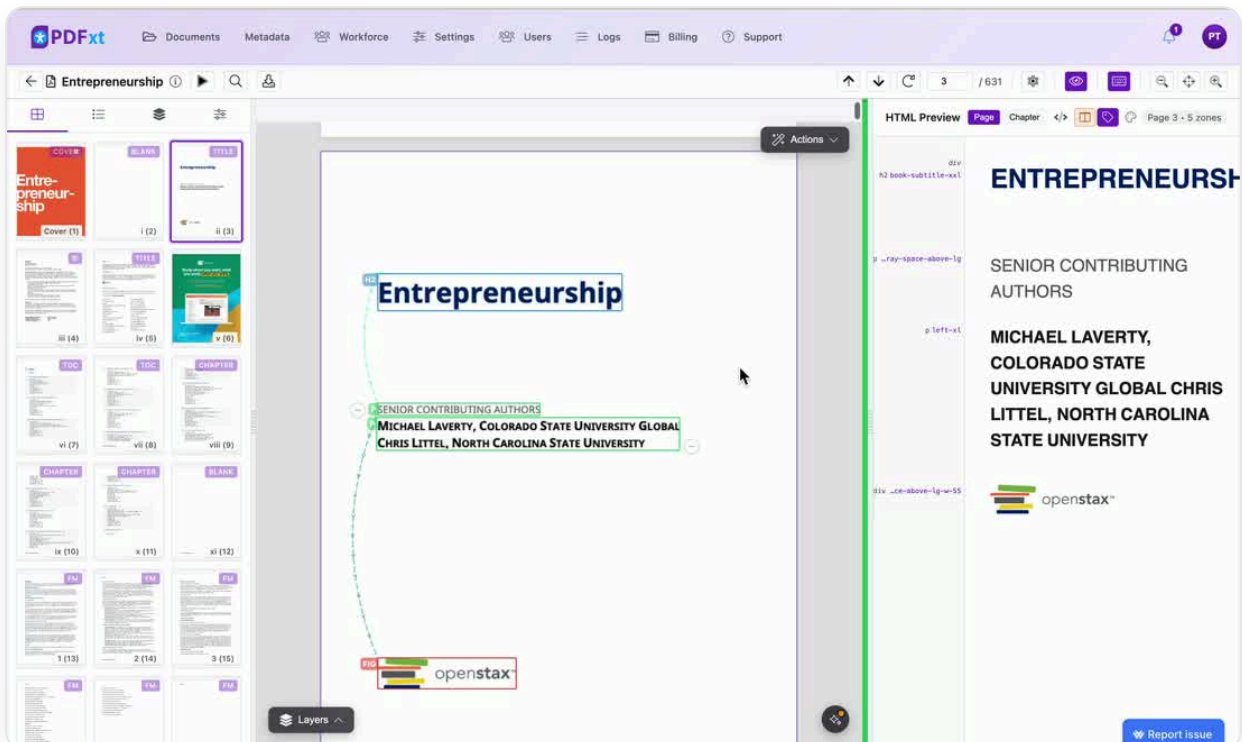
- 1 Wenn Sie ein Dokument zur Bearbeitung auswählen, sehen Sie ein dreispaltiges Layout.



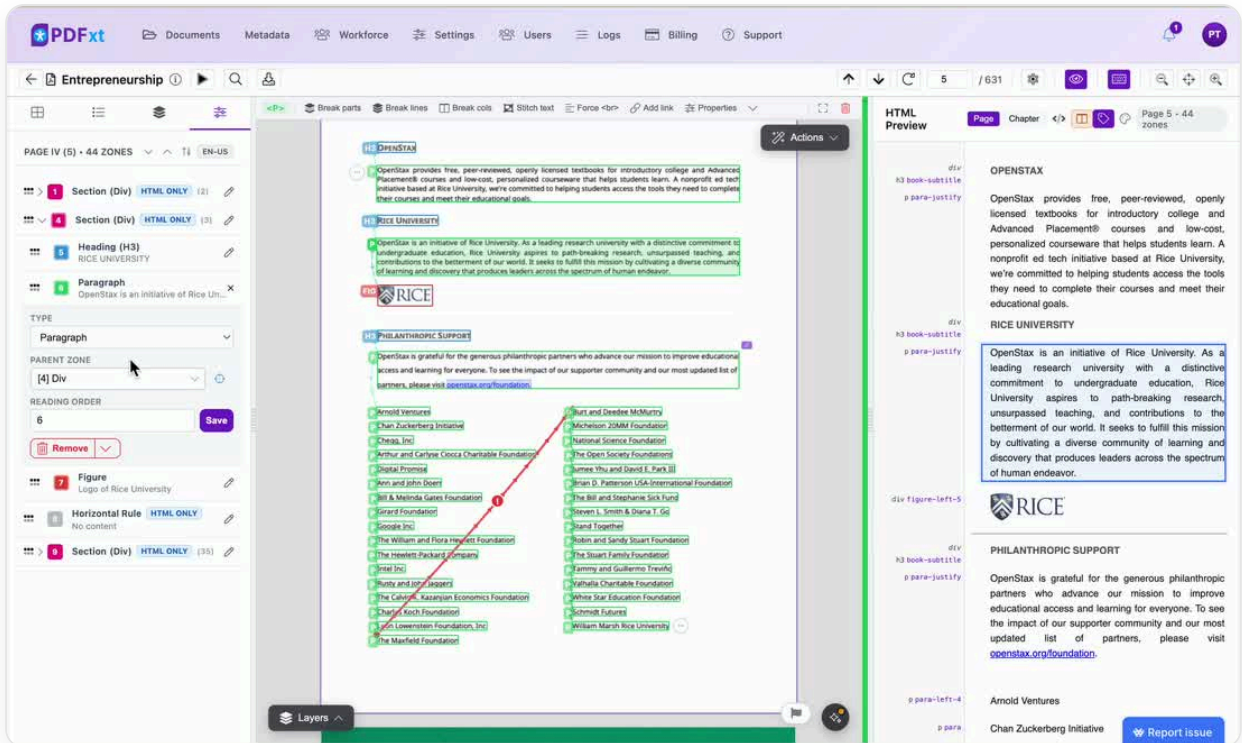
- 2 Links sehen Sie die Miniaturansichten, das Inhaltsverzeichnis, die Kapitelaufteilung und die Zonen der aktuellen Seite.



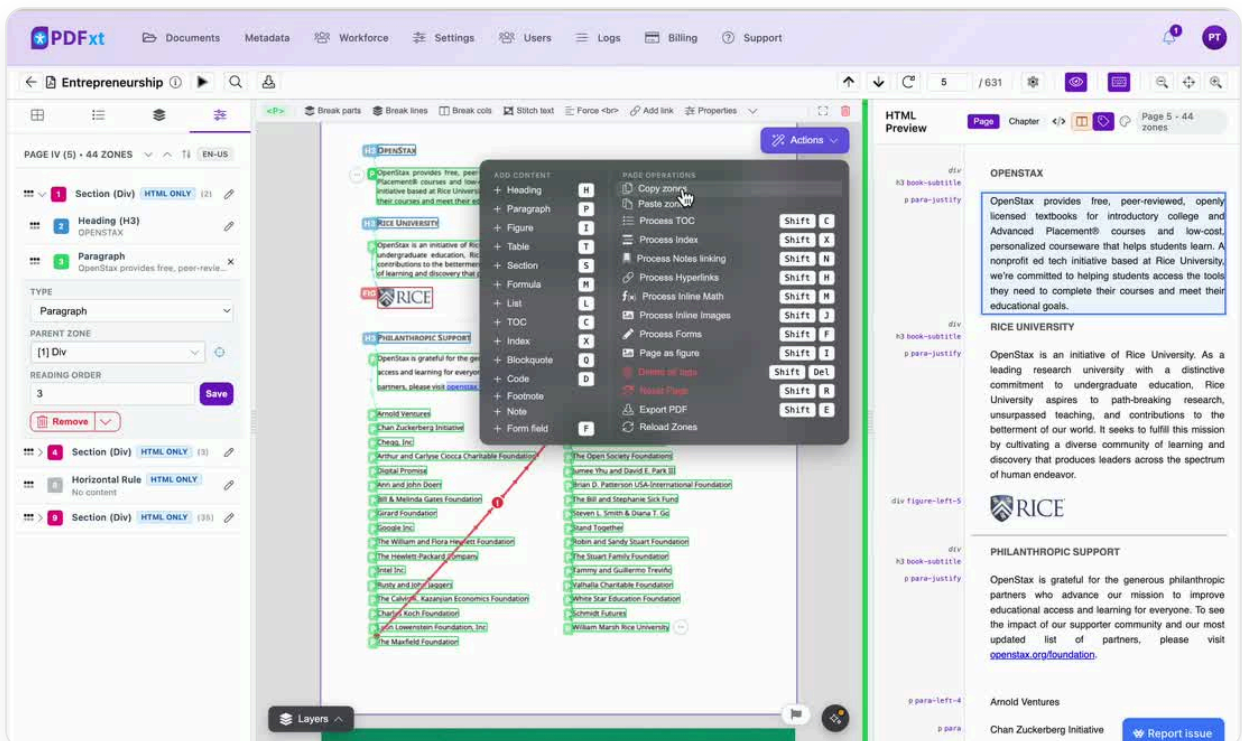
- 3 In der Mitte ist das PDF, das Sie scrollen können. Dabei scrollt rechts das HTML mit, also der Inhalt, der tatsächlich ins ePUB kommt.



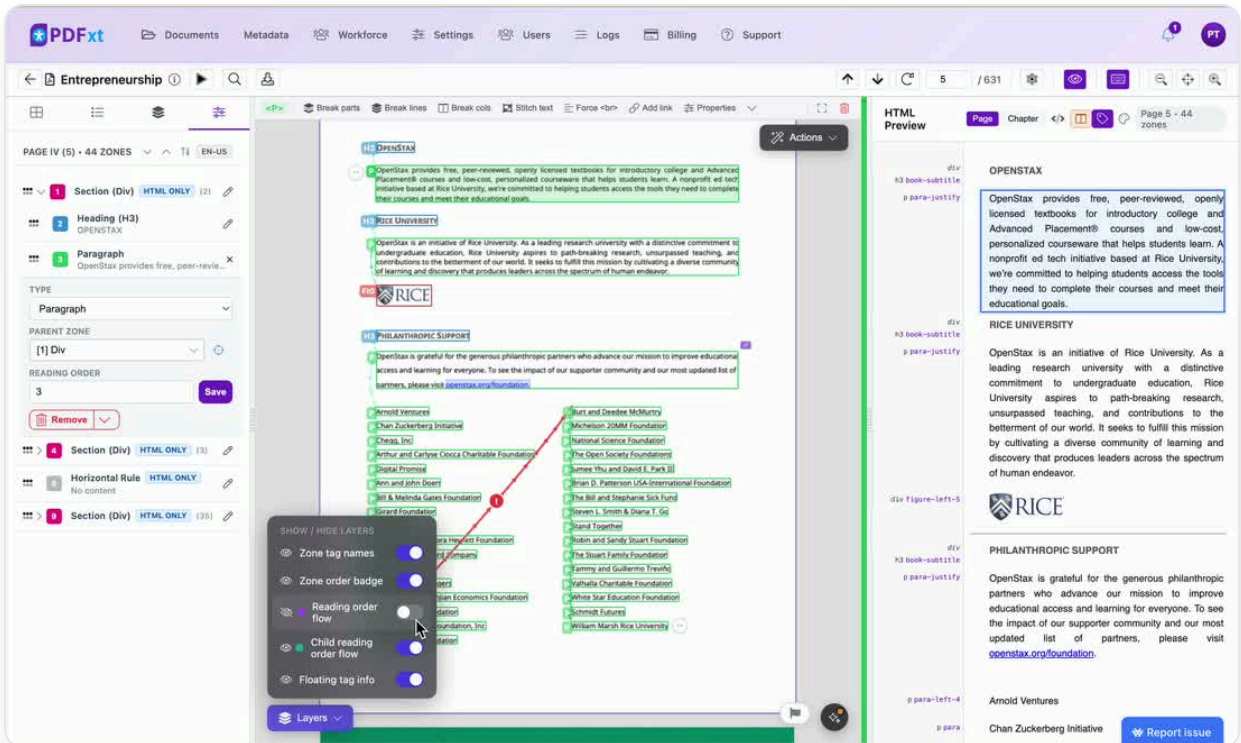
- 4 Wählen Sie eine Zone, um ihre Details in der Seitenleiste zu sehen. Oben ist die Navigationsleiste mit Optionen für die ausgewählte Zone.



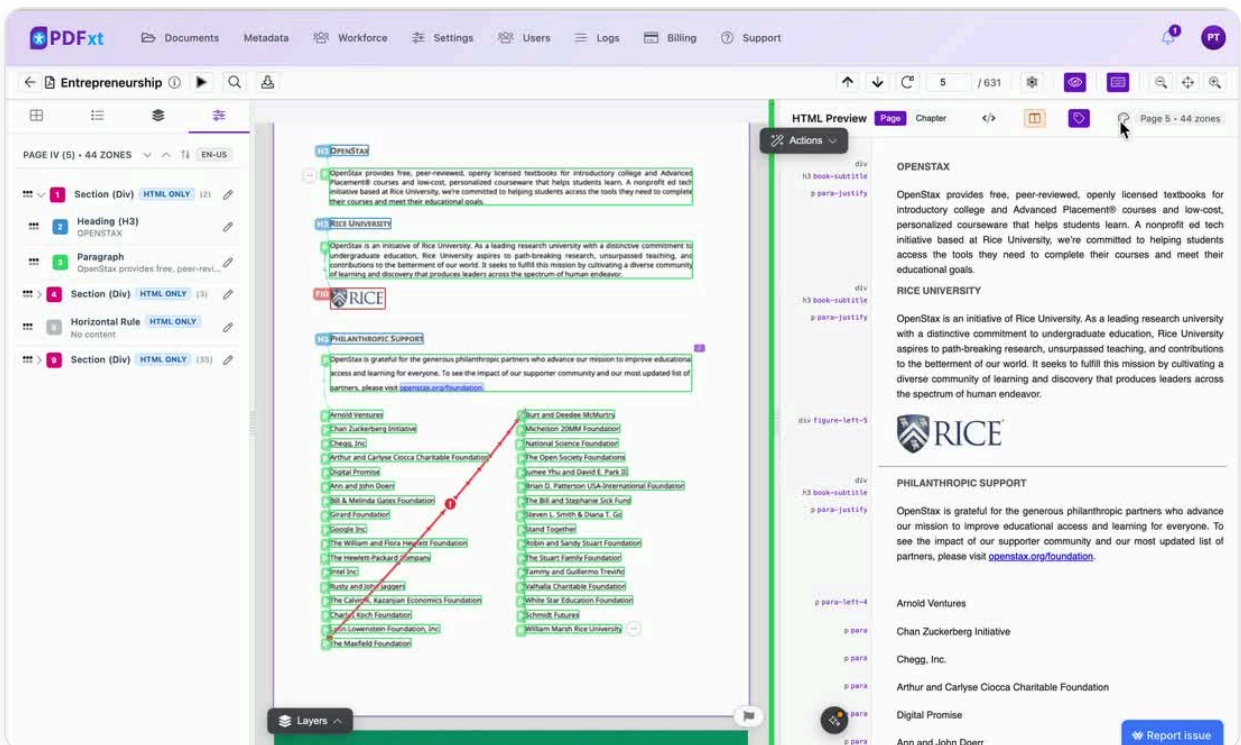
- 5 Das schwebende Menü Actions enthält Optionen für die ganze Seite. Dazu später mehr.



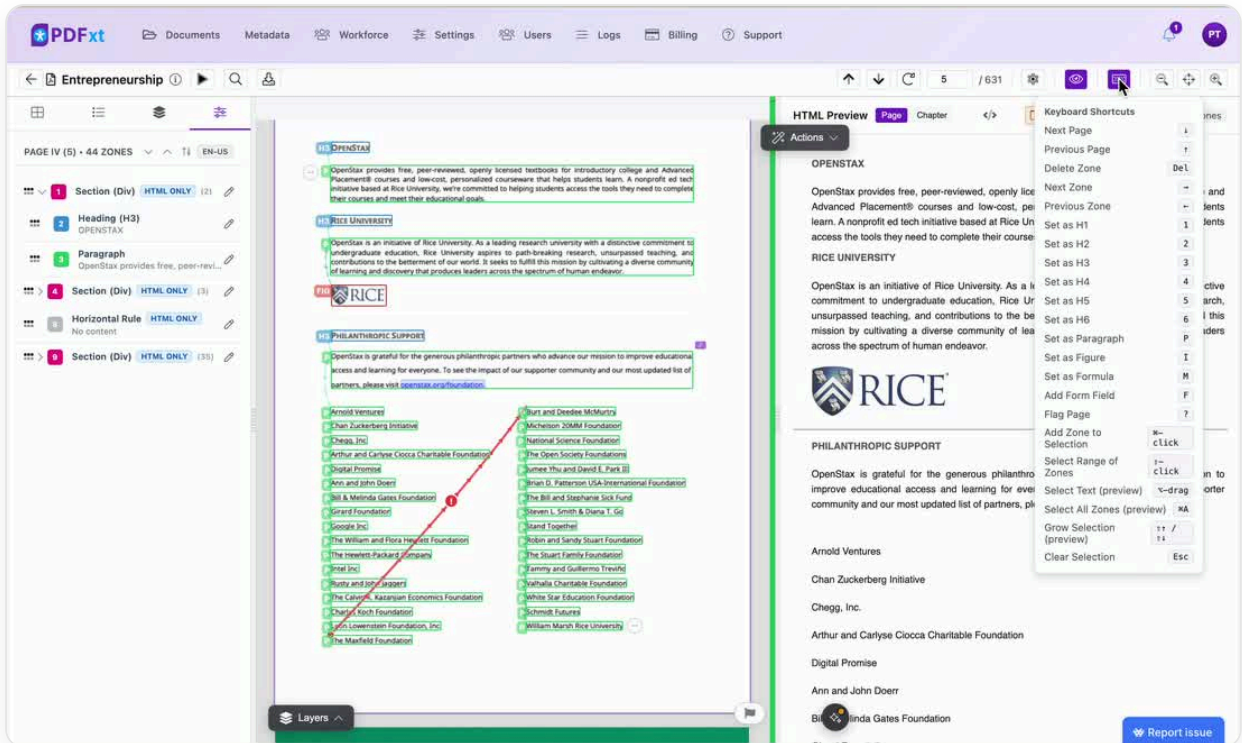
6 Unten links können Sie über das Menü Layers Elemente auf der Seite ein- und ausblenden.



7 Über der HTML-Vorschau gibt es Schalter für den Styles-Bereich und die Style-Liste.



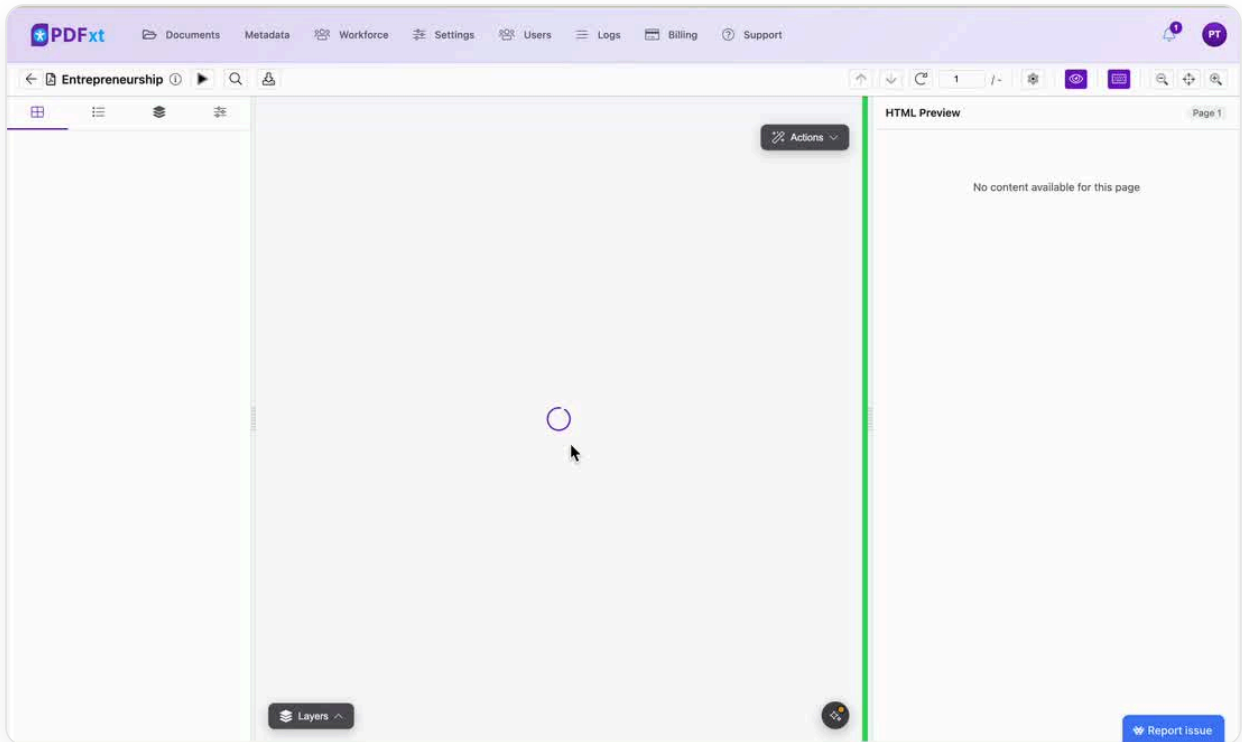
Außerdem gibt es ein Menü mit allen verfügbaren Tastenkürzeln. Auch dazu später mehr.



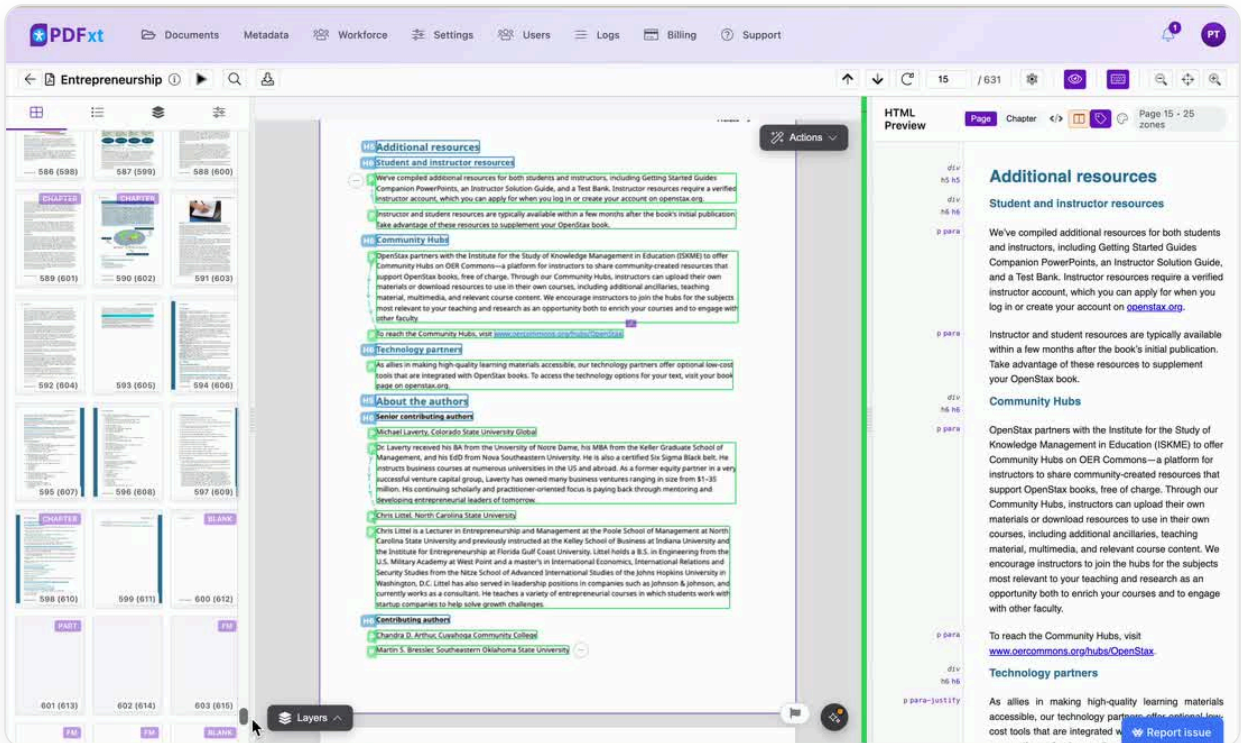
05 Seitenzahlen korrigieren

Prüfen und korrigieren Sie zuerst die Seitenbezeichnungen, damit Links, Anmerkungen und Indexeinträge auf die richtigen Seiten verweisen.

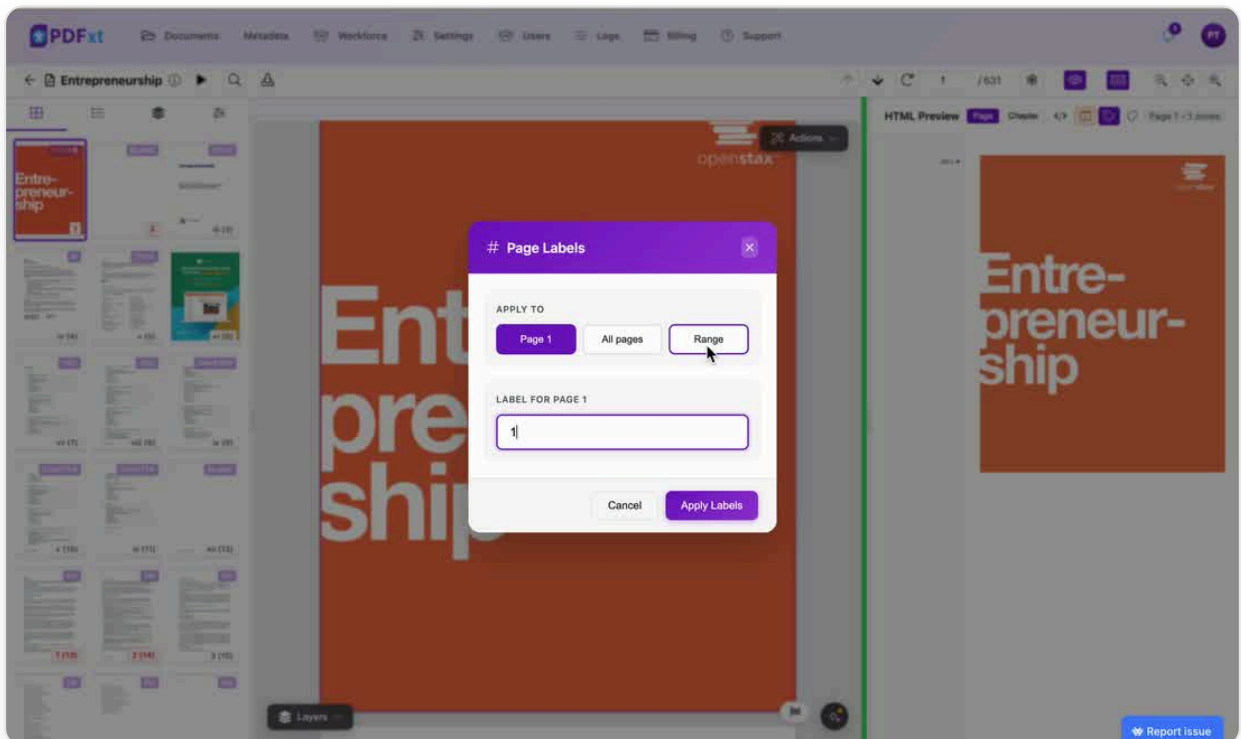
- 1 Bevor wir etwas ändern, prüfen und bestätigen wir als Allererstes die Seitenzahlen. Das ist entscheidend, denn falsche Seitenzahlen führen zu falschen Links, Anmerkungen und Indizes.



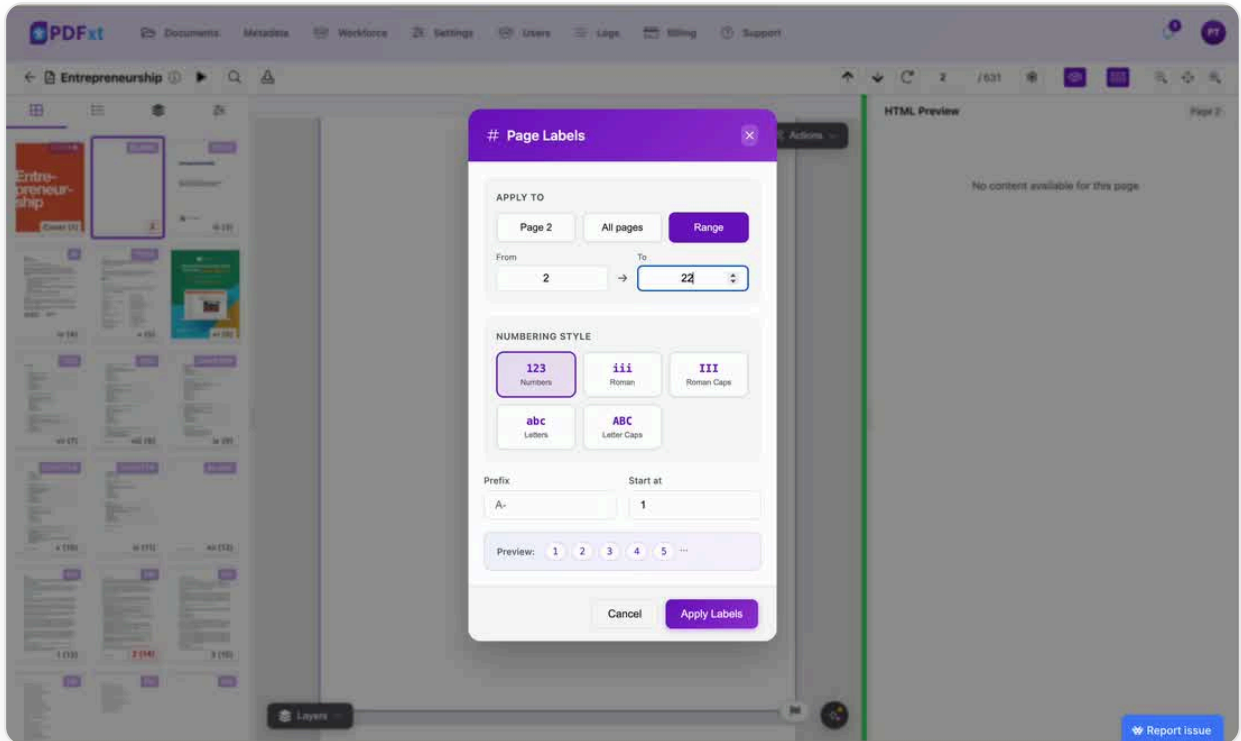
- 2 Jede Miniatur zeigt ihre Seitenbezeichnung, mit der physischen Seitenzahl in Klammern.



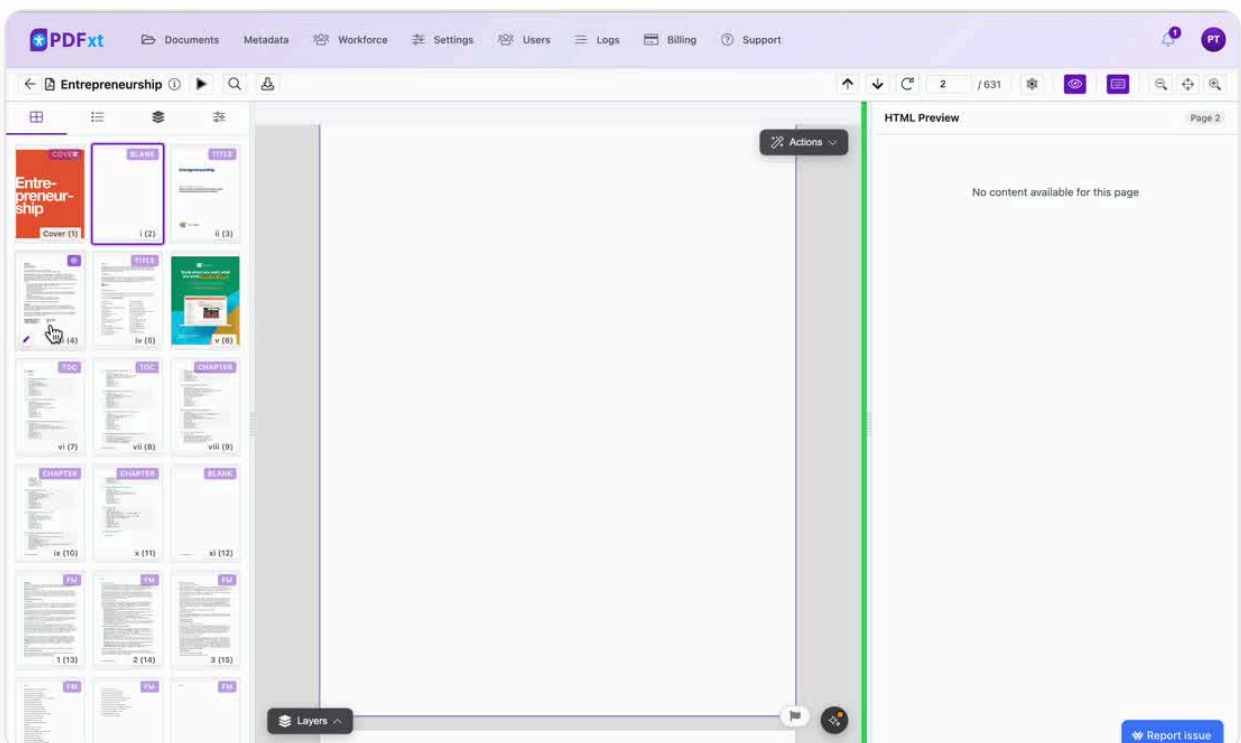
- 3 Um eine Bezeichnung zu ändern, klicken Sie auf das Bearbeiten-Symbol einer Seite. Hier benennen wir das Cover als Cover und wenden es an.



- 4 Um mehrere Seiten auf einmal zu benennen, wählen Sie Range. Wir setzen die Seiten 2 bis 12 auf kleine römische Ziffern, typisch für die Titelei.



- 5 Wenden Sie die Bezeichnungen an, und prüfen Sie, ob die Seitenzahlen jetzt stimmen.

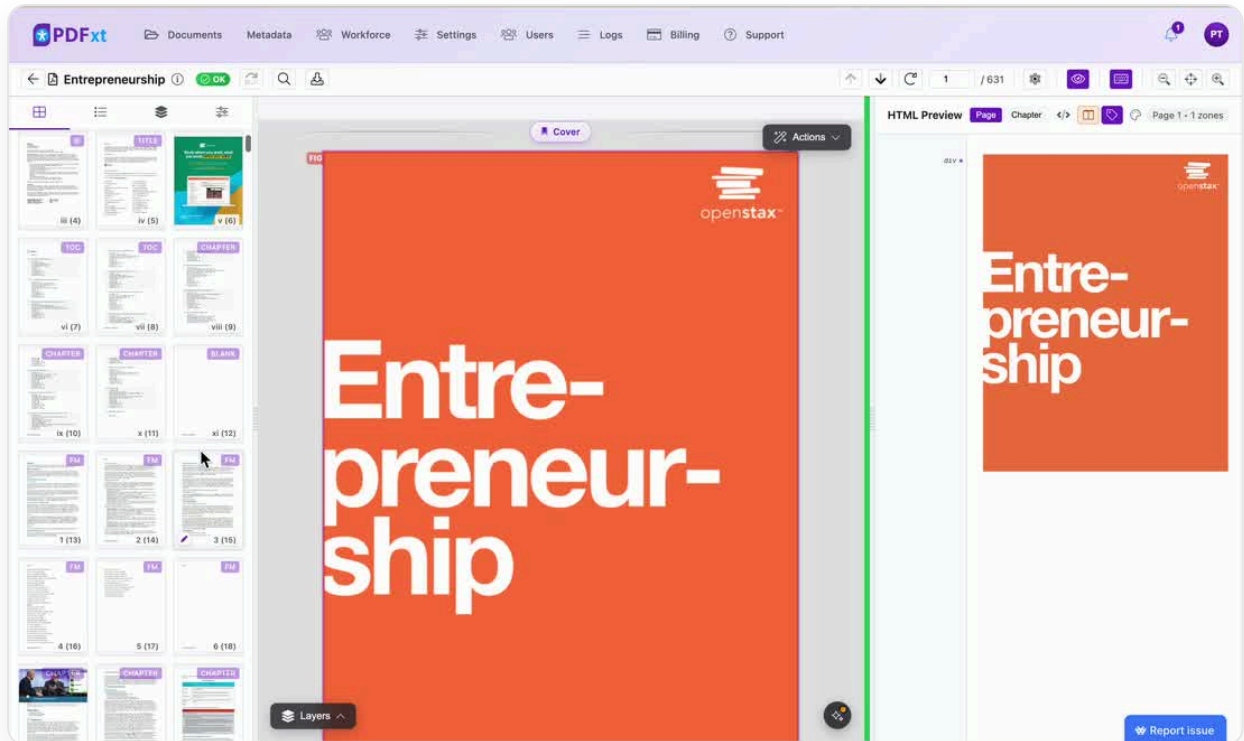


06

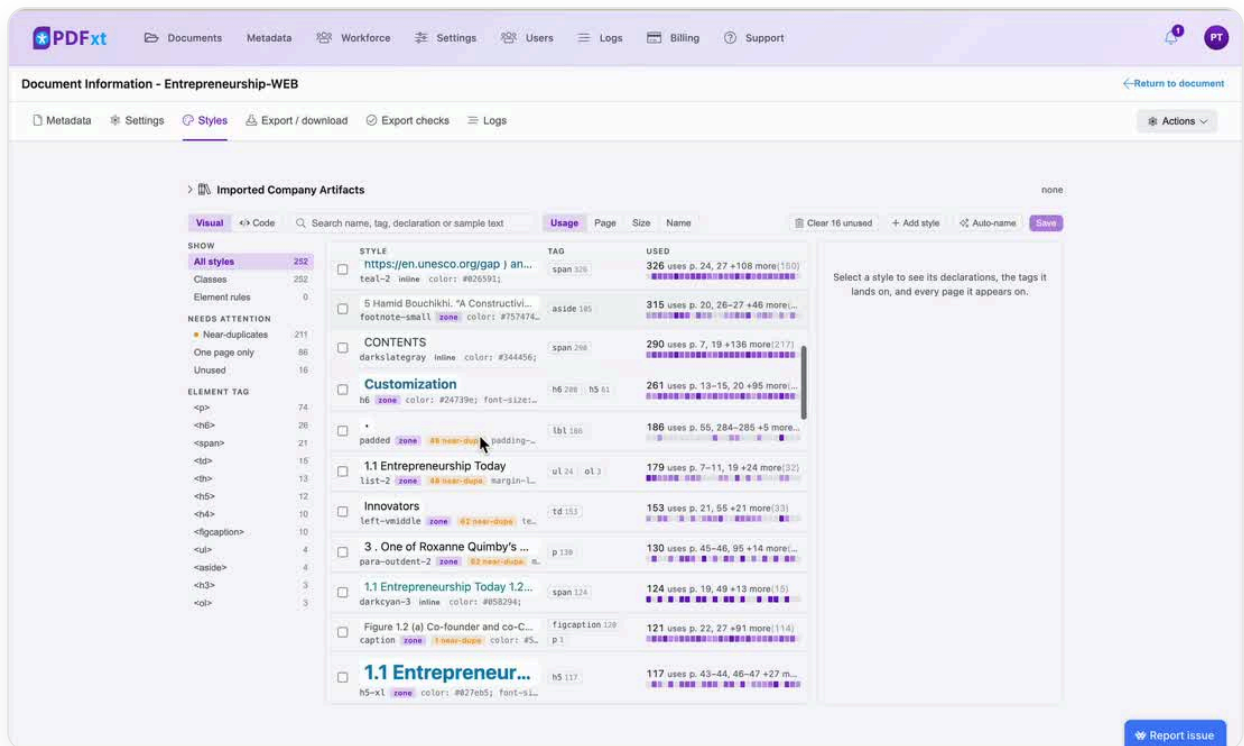
Styles & Firmen-Styles

Prüfen Sie das Stylesheet, das PDFxt aus Ihrem Dokument extrahiert, entfernen Sie ungenutzte Styles, und ordnen Sie Ihre Styles einem Firmen-Stylesheet zu.

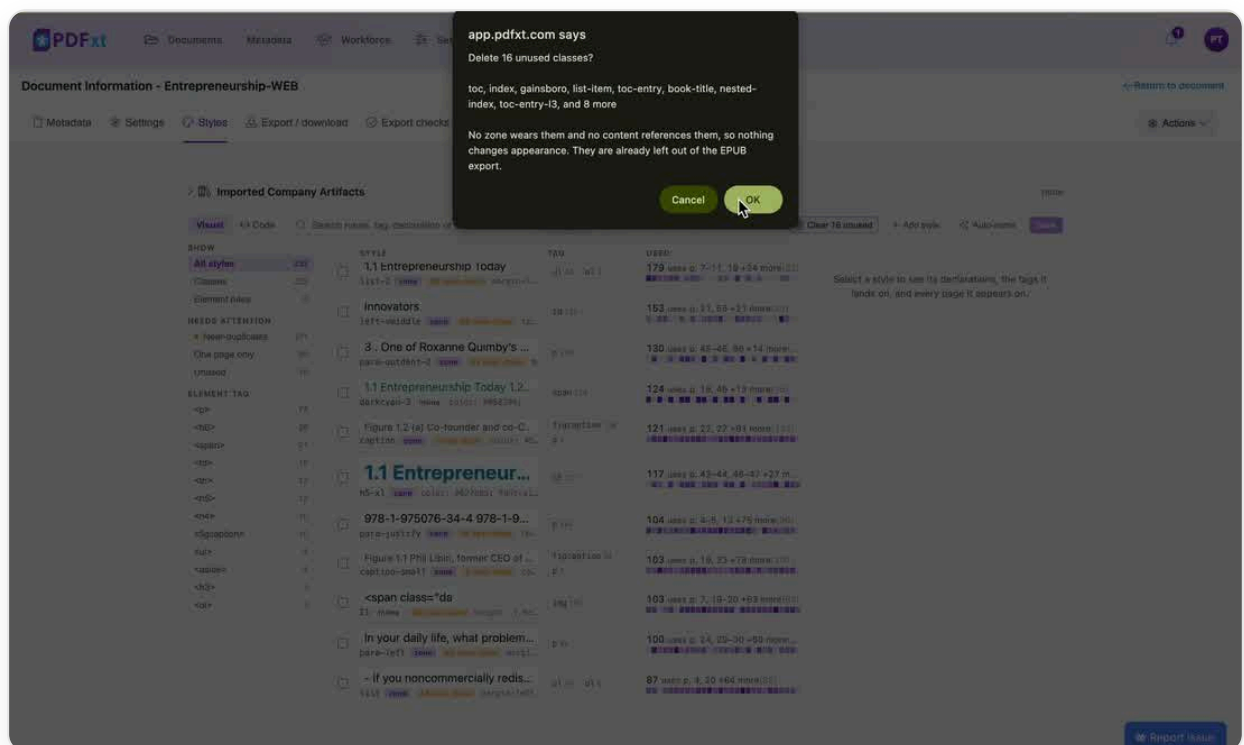
- 1 Bei der ersten Analyse erkennt und extrahiert das System automatisch ein Stylesheet für das Dokument. Diese Styles finden Sie im Menü Styles.



2 Hier sehen Sie alle Styles im Dokument.



3 Ungenutzte Styles können Sie bedenkenlos entfernen.



4

Styles, die Aufmerksamkeit brauchen, werden markiert, etwa Beinahe-Duplikate, die Sie mit einem ähnlichen Style zusammenführen können.

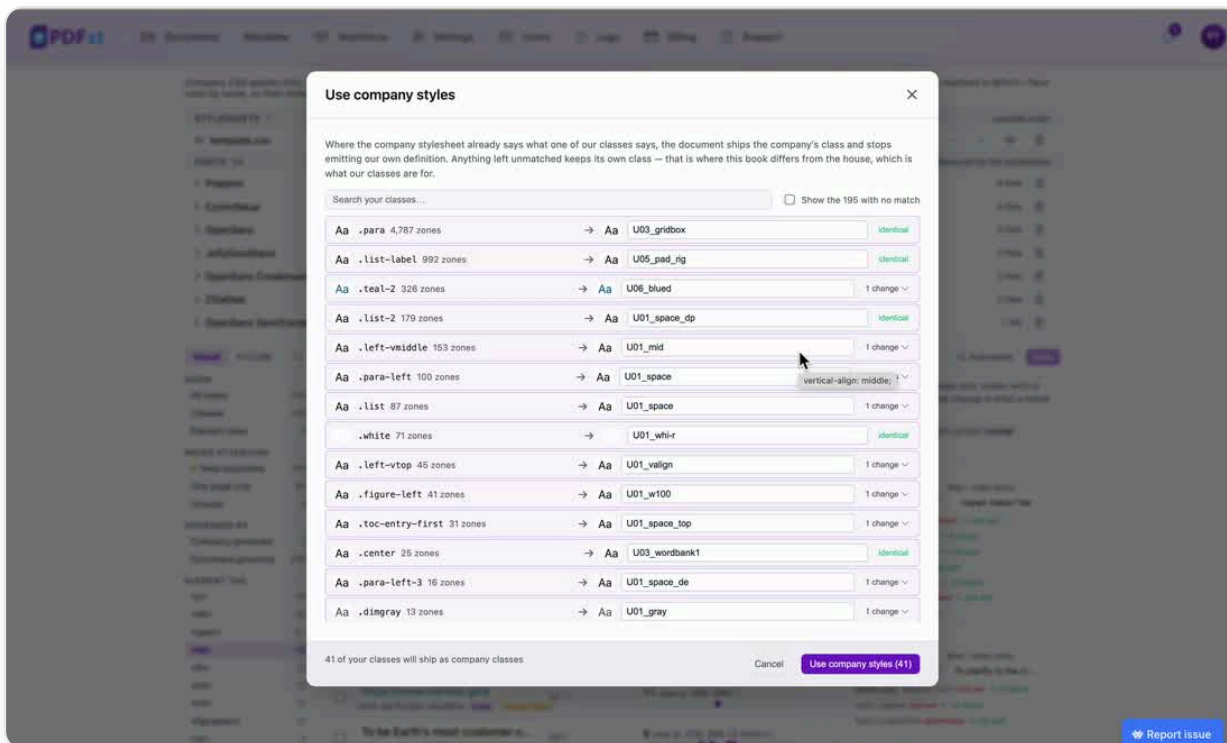
The screenshot shows the PDFxT web interface for document information. The 'Styles' tab is selected, displaying a list of imported company artifacts. The 'Near-duplicates' section is highlighted, showing styles that need attention. The right sidebar provides details for the selected style, including usage statistics and declarations.

5

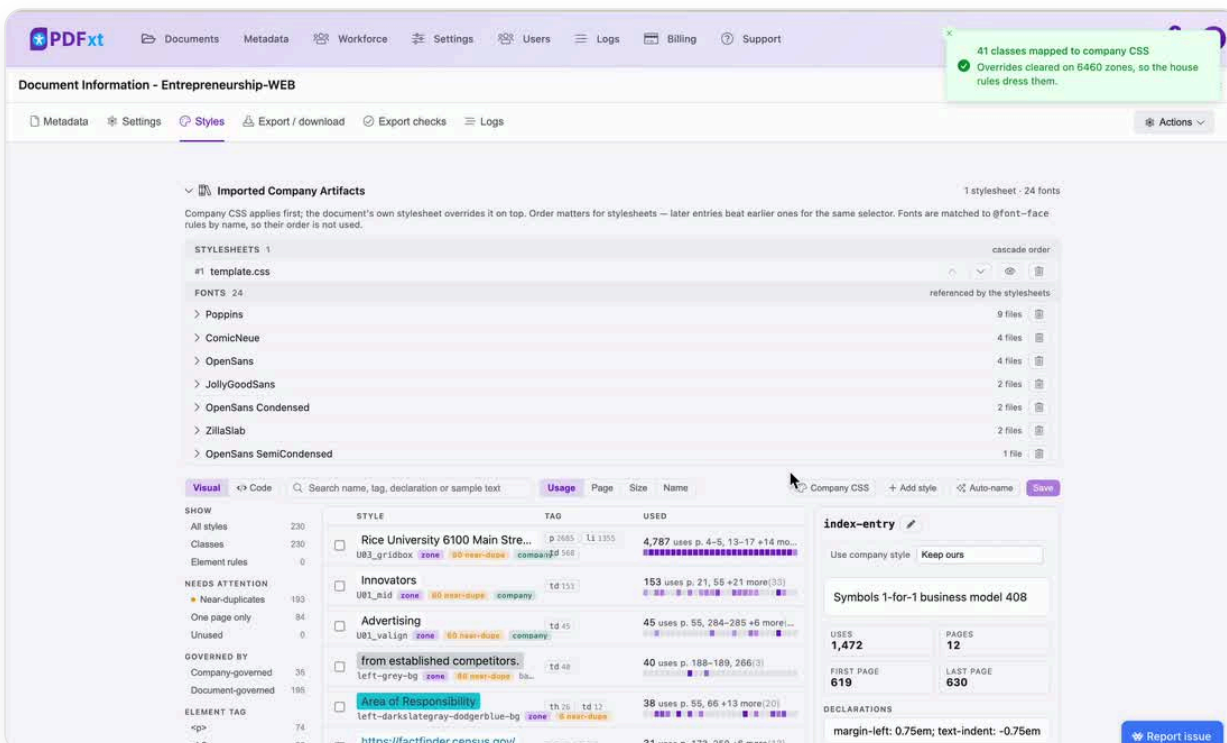
Wenn Sie eine CSS-Datei als Artifact hochgeladen haben, können Sie sie hier importieren.

The screenshot shows the PDFxT web interface for document information. The 'Styles' tab is selected, displaying a list of imported company artifacts. The 'Add from library' dropdown menu is open, showing a list of CSS files available for import.

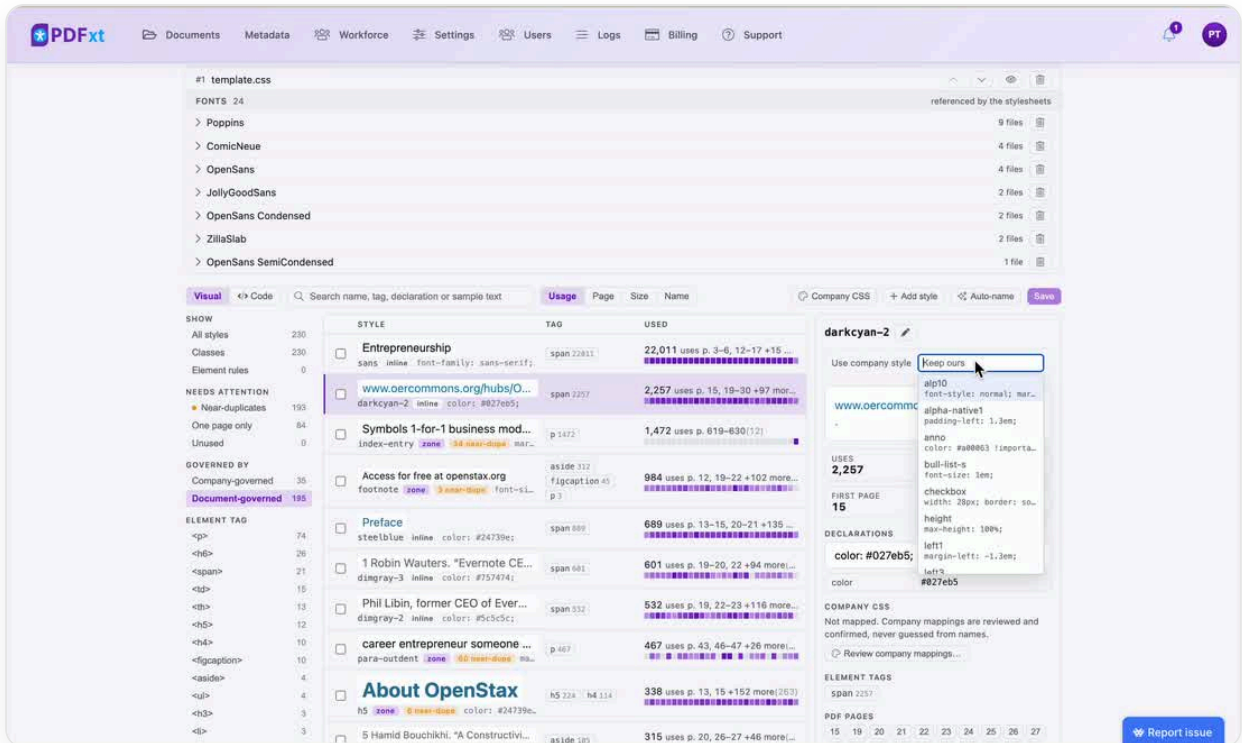
- 6 Beim Import einer oder mehrerer CSS-Dateien analysiert das System sie, gleicht sie mit dem CSS des Dokuments ab und schlägt Styles zum Ersetzen vor. Das Popup zeigt links die Styles des Dokuments und rechts die Styles aus dem Firmen-Artifact. Das System wählt automatisch Ersetzungen aus und schlägt sie vor. Sie können sie prüfen und bestätigen.



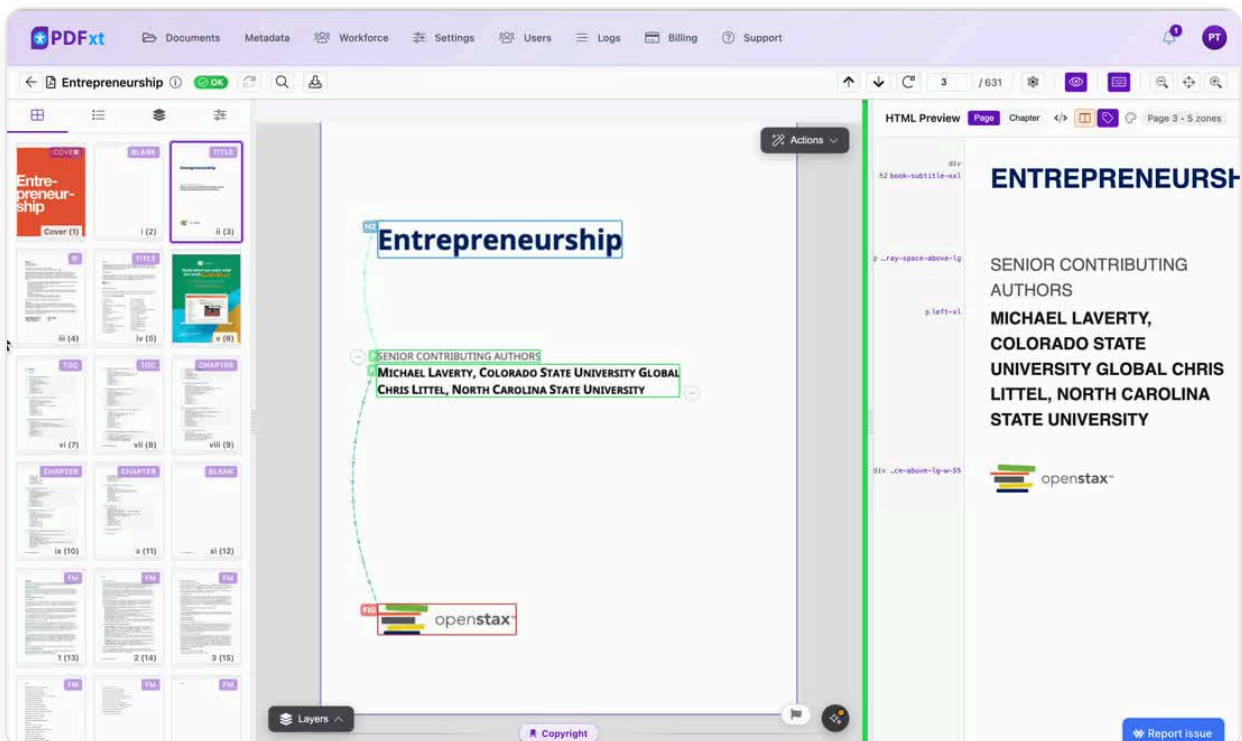
- 7 Nach der Zuordnung sehen Sie die neuen Abschnitte Company-governed und Document-governed.



- 8 Sie können auch im Dropdown einen Ersatz für einen Dokument-Style wählen.



- 9 Zurück im Dokument zeigt der Styles-Bereich Dokument-Styles in Lila und Firmen-Styles in Grün. Das Popup zeigt auch den Typ jedes Styles.

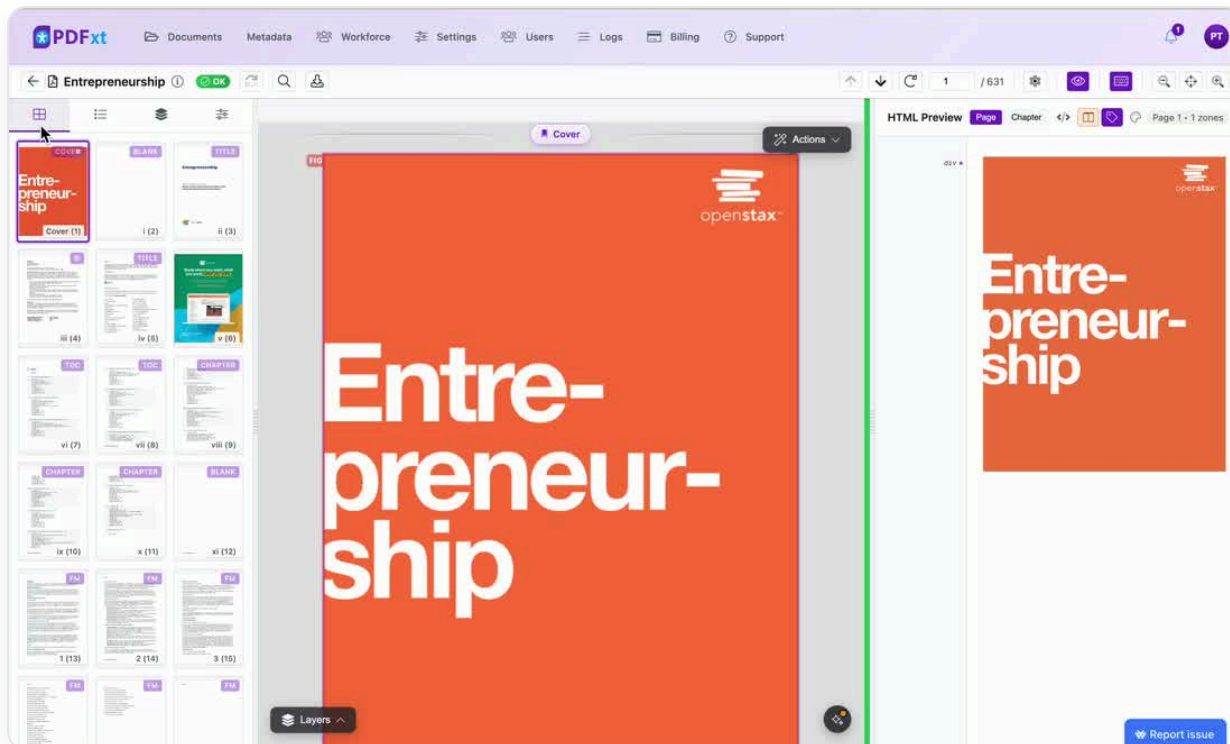


07 Zonierung

TEIL 7 / 15

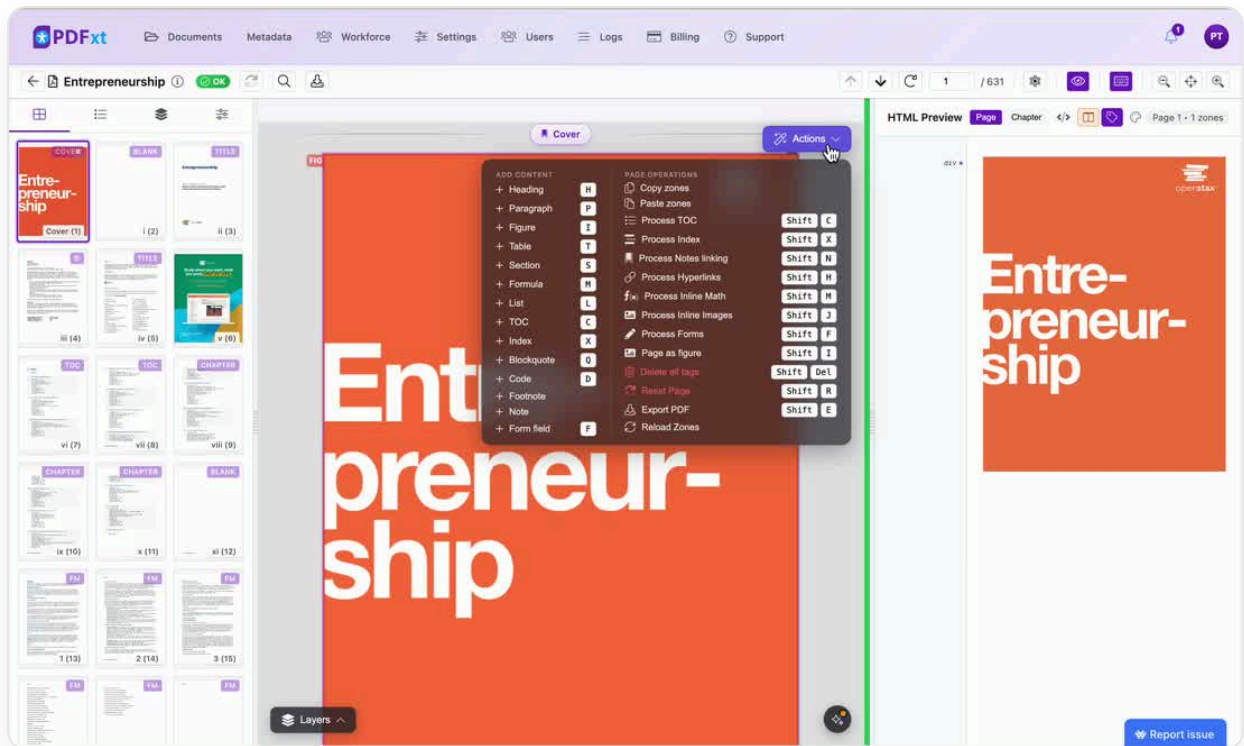
Vergleichen Sie Seite für Seite das PDF mit dem HTML: Cover als Abbildung erfassen, Zeilenumbrüche erzwingen, Spalten korrigieren, Kolumnentitel entfernen und das TOC neu verlinken.

- 1 Jetzt prüfen wir Seite für Seite, ob der PDF-Inhalt im HTML korrekt aussieht.

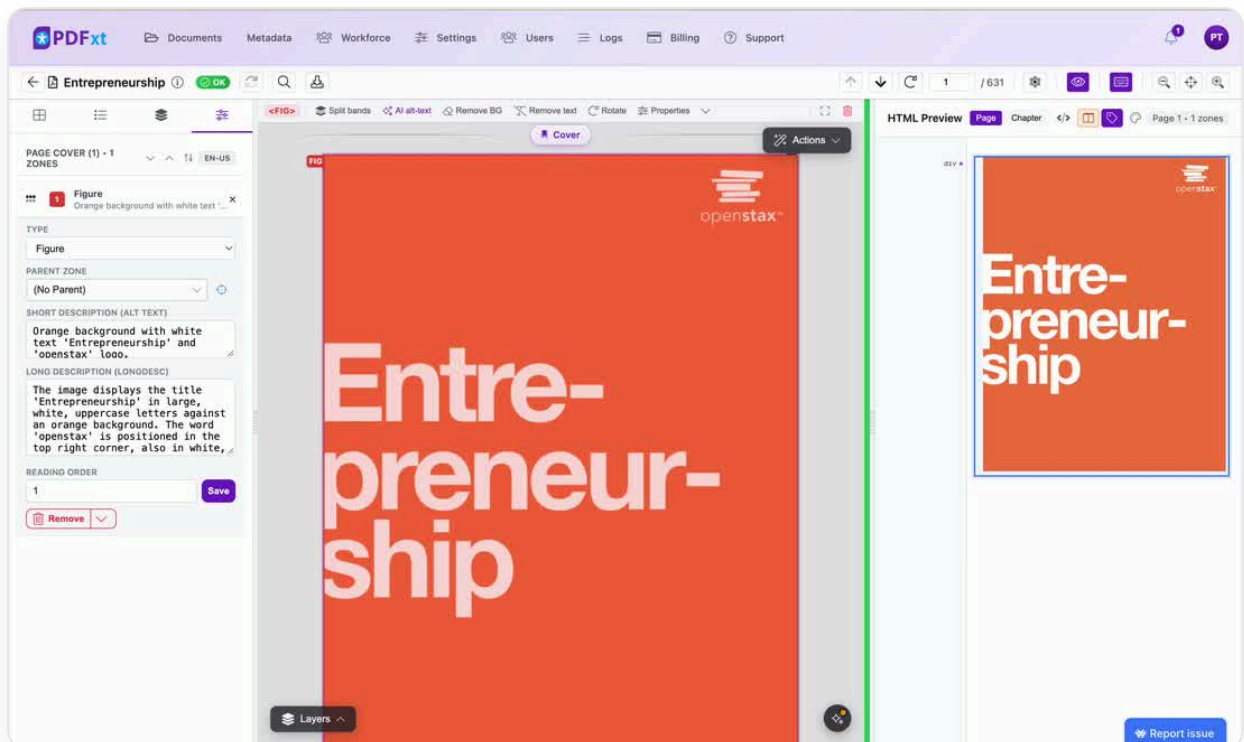


2 Seite 1 ist ein Cover und muss daher als Bild erfasst werden.

Dafür gibt es verschiedene Seitenaktionen. Page as figure, mit dem Tastenkürzel **Shift + I**, wandelt die ganze Seite in ein Bild um.



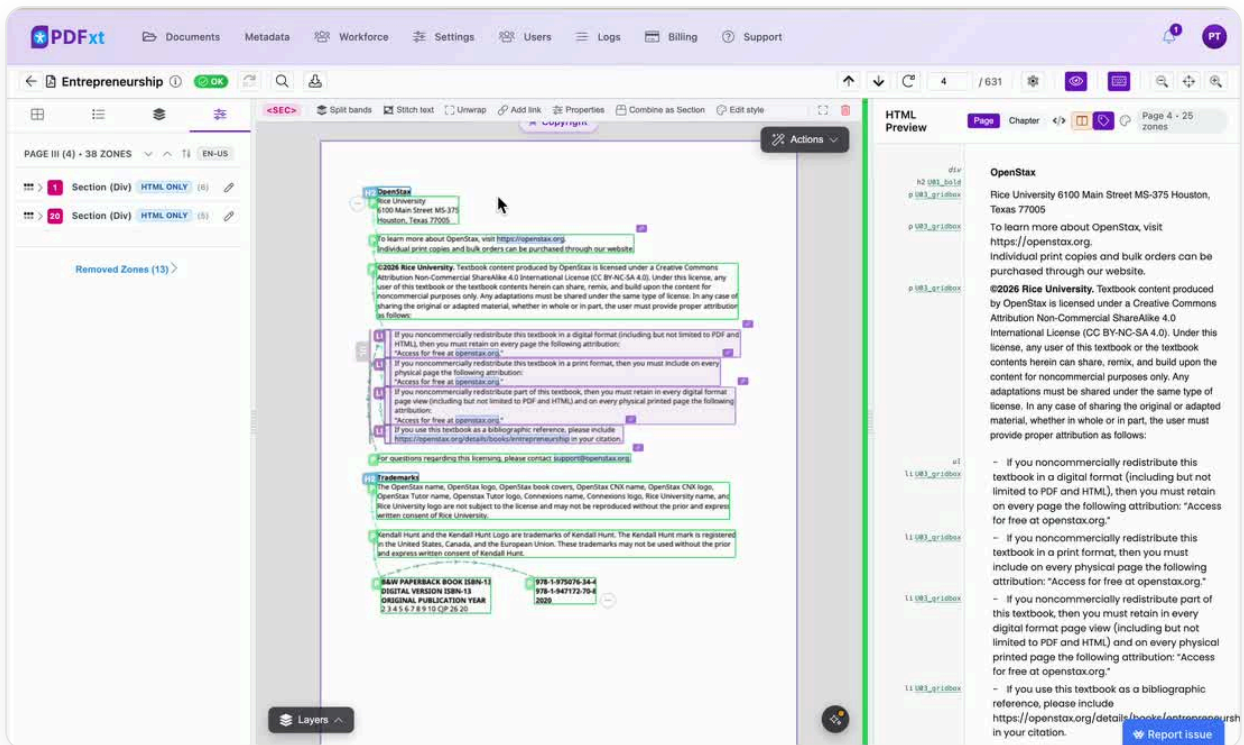
3 Das Cover ist jetzt eine einzelne Abbildungszone, mit ausgefülltem Alternativtext.



4

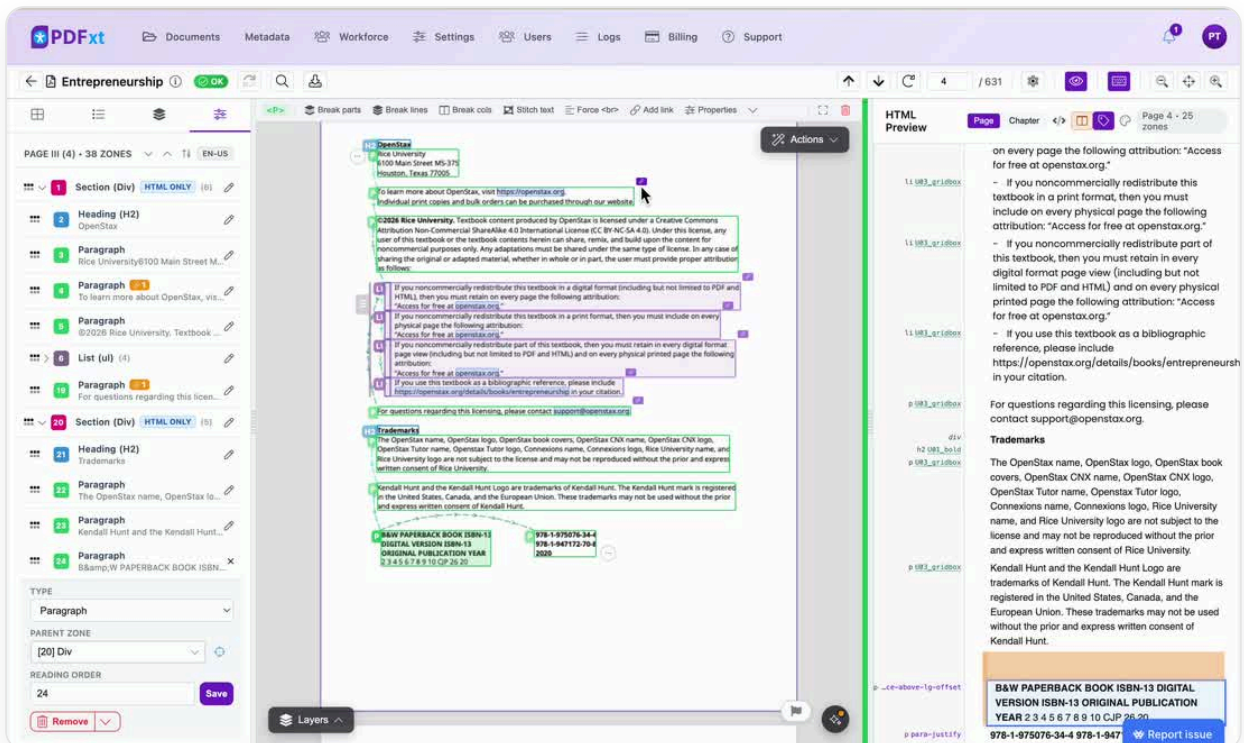
Auf Seite 4 sollte dieser Absatz in einzelne Zeilen aufgeteilt werden.

Oben ist die Leiste mit den Zoneneinstellungen. Eine Option ist Force br, die Zeilenumbrüche in die Absatzzone einfügt, wie hier zu sehen.



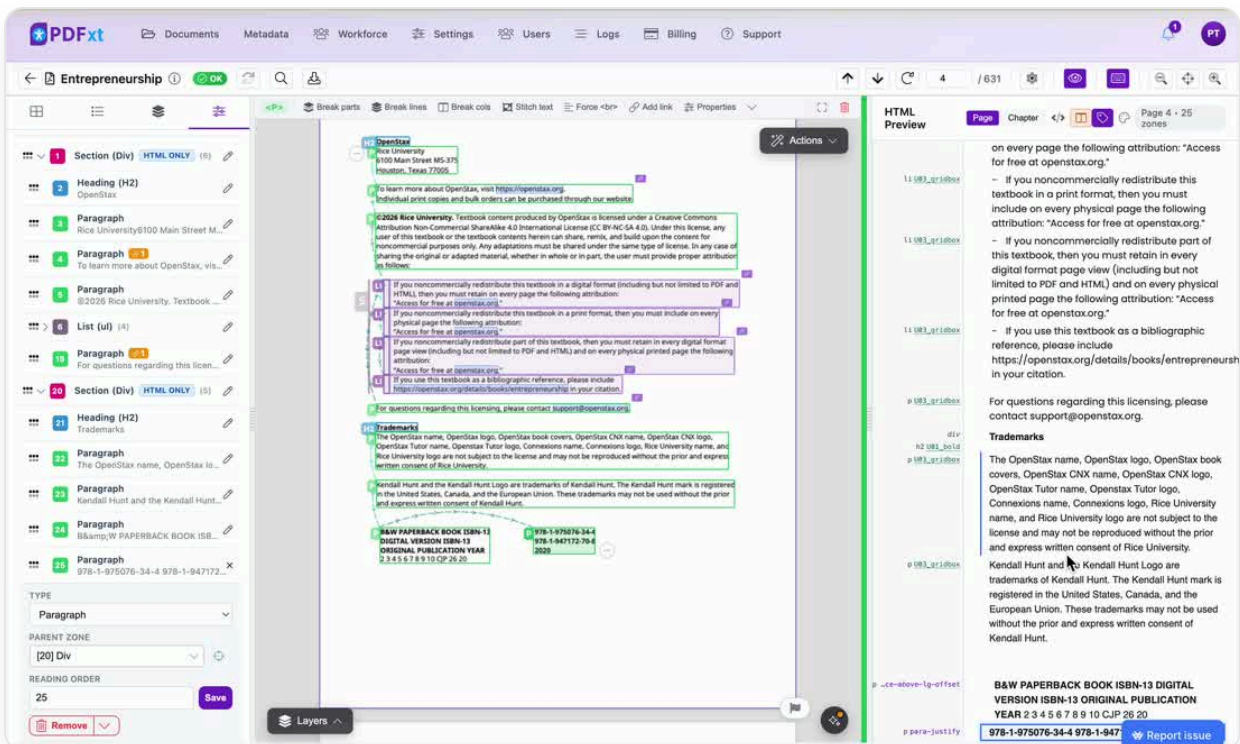
5

Am Ende der Seite wurde der Inhalt als zwei Spalten erkannt, ist aber eigentlich eine Schlüssel-Wert-Liste.



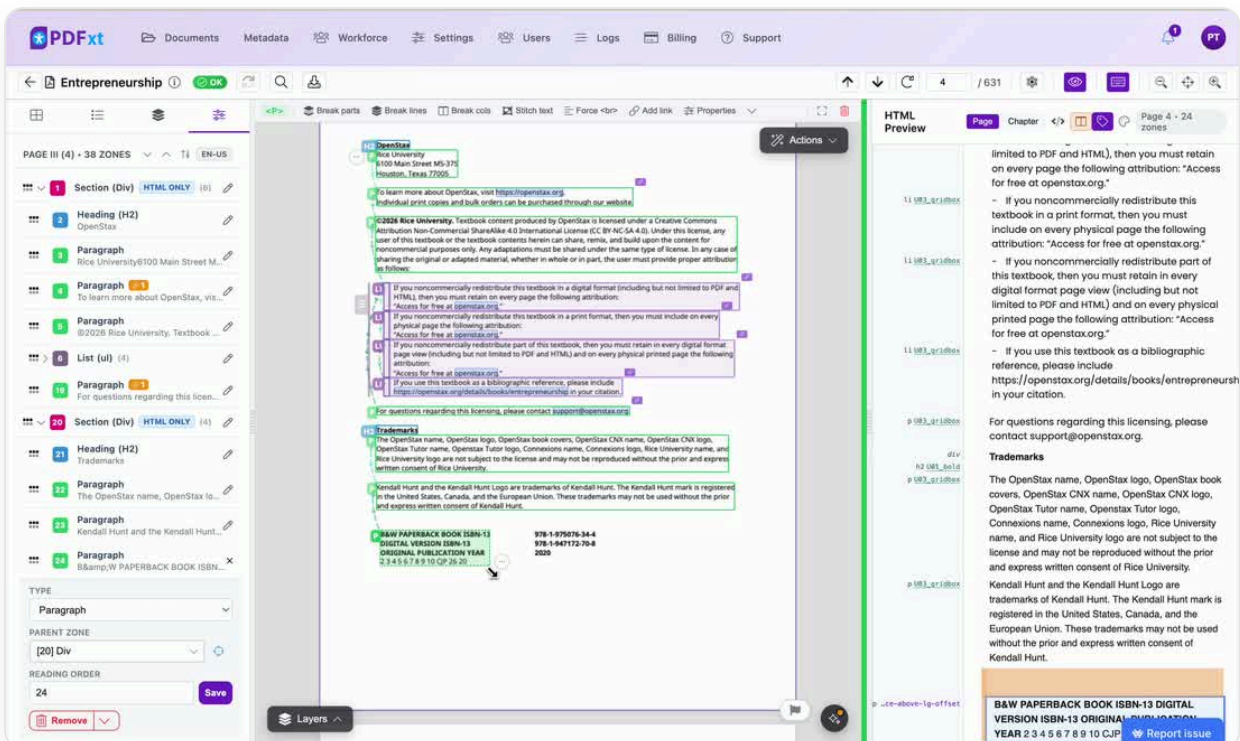
6

Zur Korrektur lösche ich die rechte Zone mit der Entf-Taste.



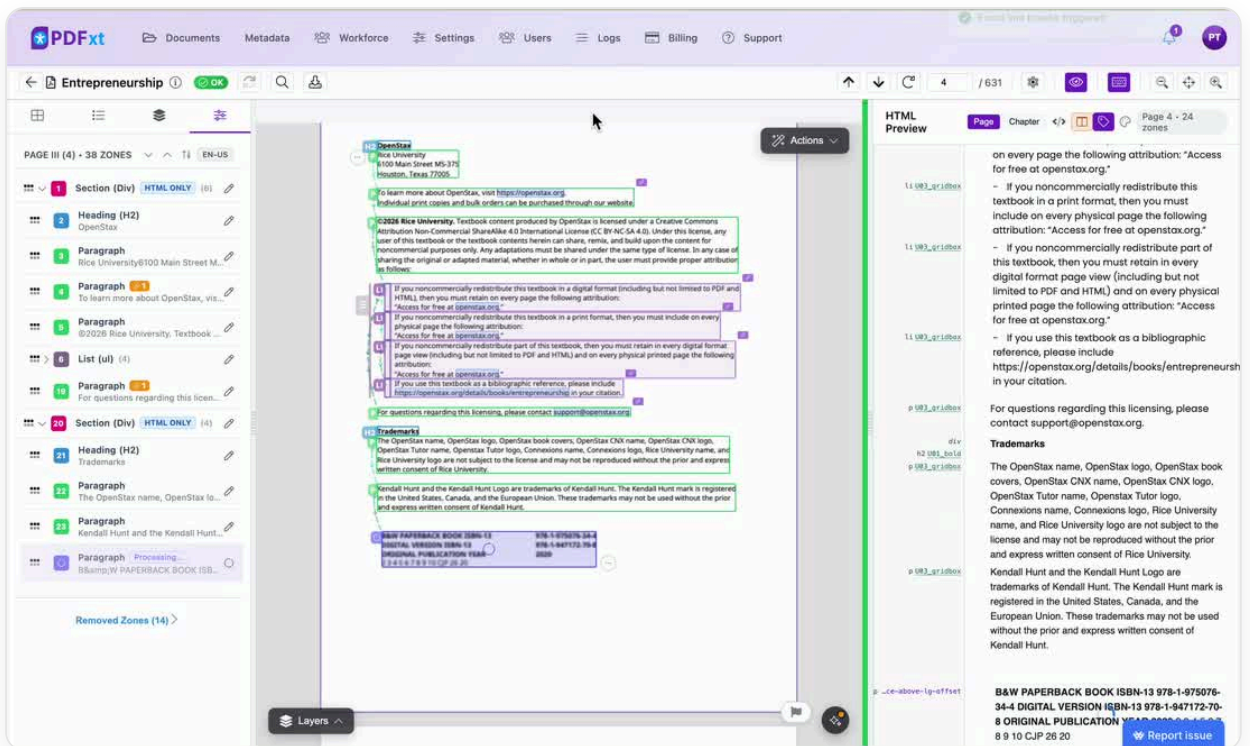
7

Dann vergrößere ich die verbleibende Zone mit **Shift** + **S**, sodass sie beide Spalten abdeckt.



8

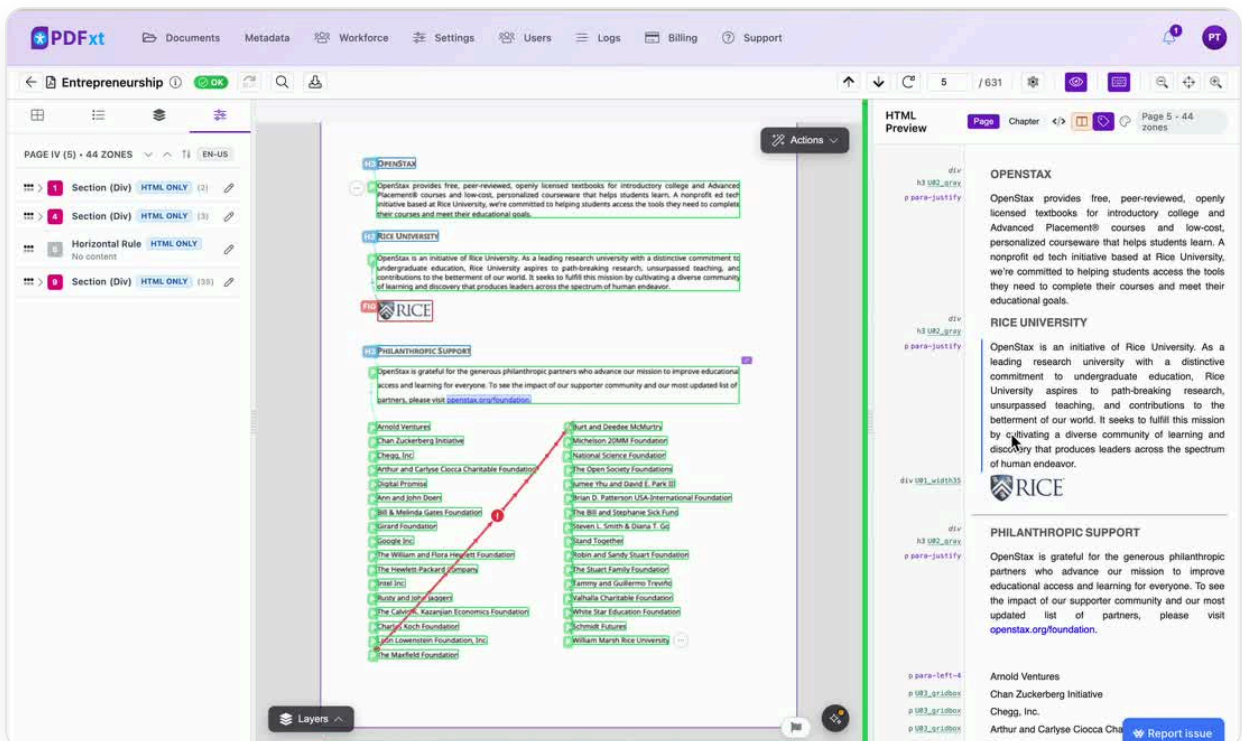
Auch auf diese Zone wende ich Force br an.



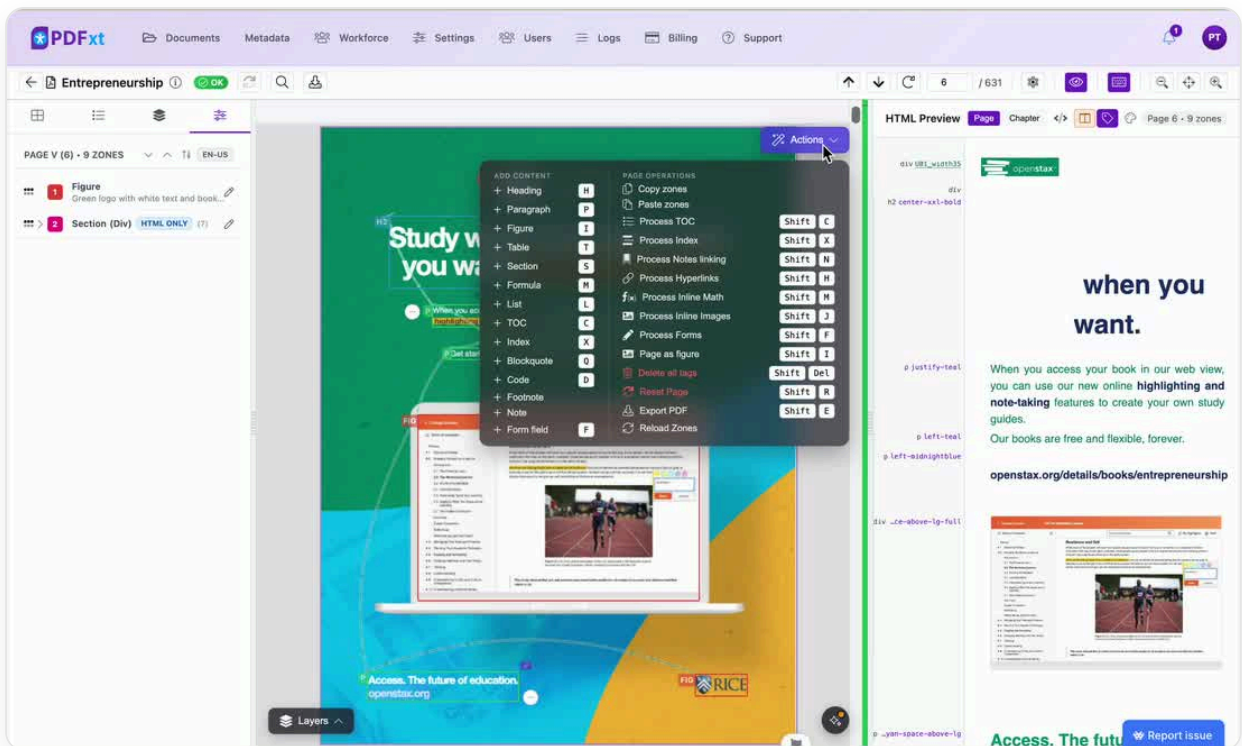
9

Auf Seite 5 vergleichen wir die Zonen mit der HTML-Vorschau.

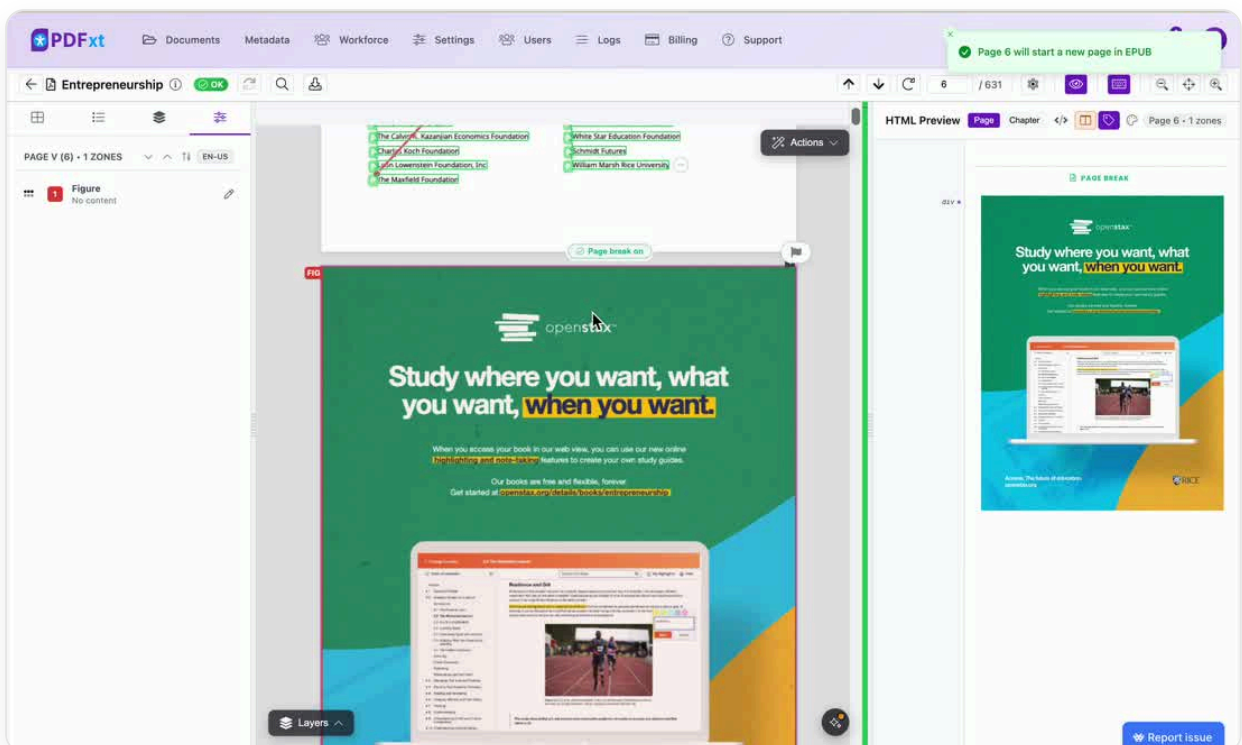
Das System hat hier eine horizontale Linie erkannt. Die brauche ich nicht, also lösche ich sie.



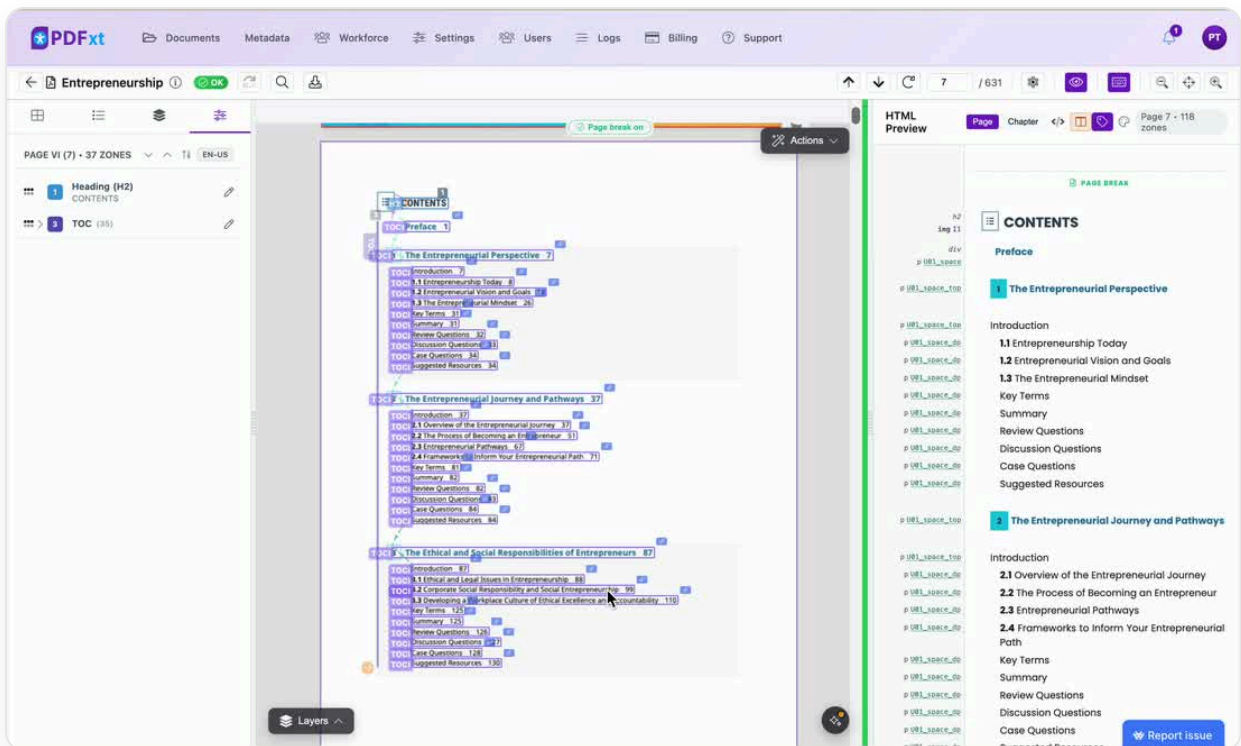
- 10 Seite 6 ist eine Anzeige, die wir mit **Shift** + **I** als Abbildung erfassen.



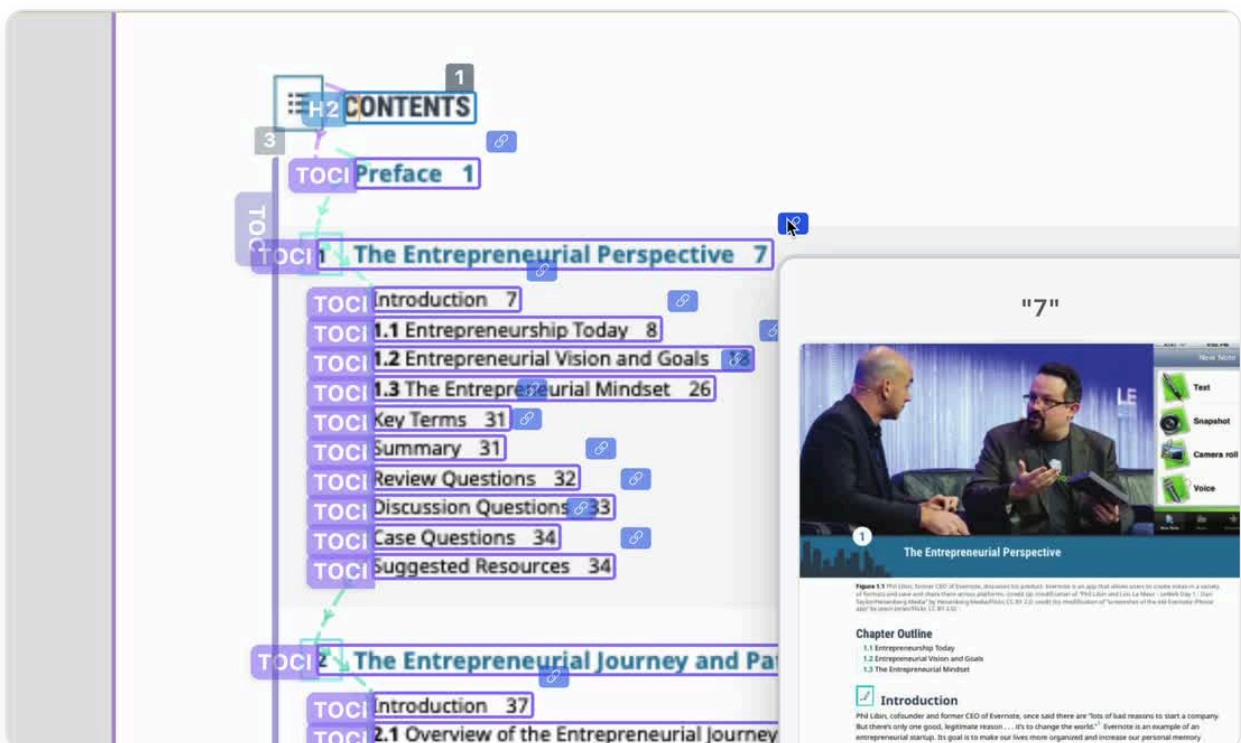
- 11 Außerdem lasse ich die Seiten 6 und 7 im ePUB auf einer neuen Seite beginnen.



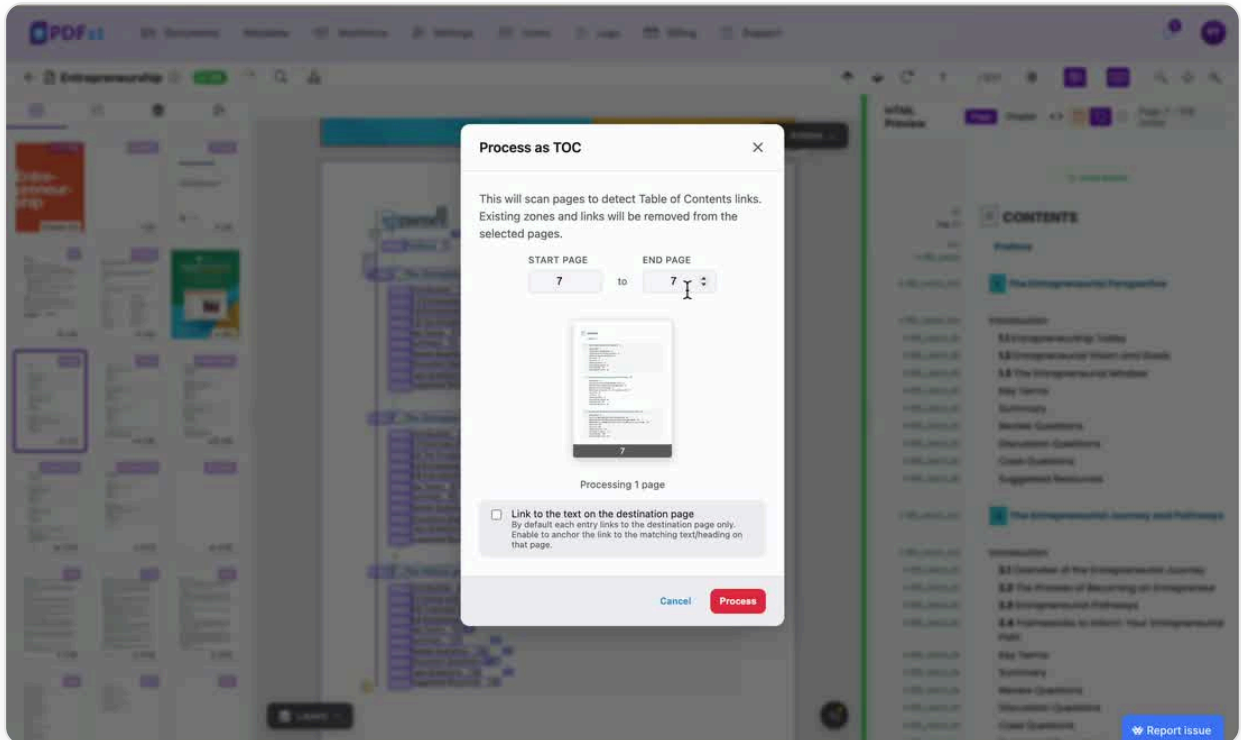
- 12 Seite 7 ist das Inhaltsverzeichnis. Es wurde automatisch erkannt und getaggt.



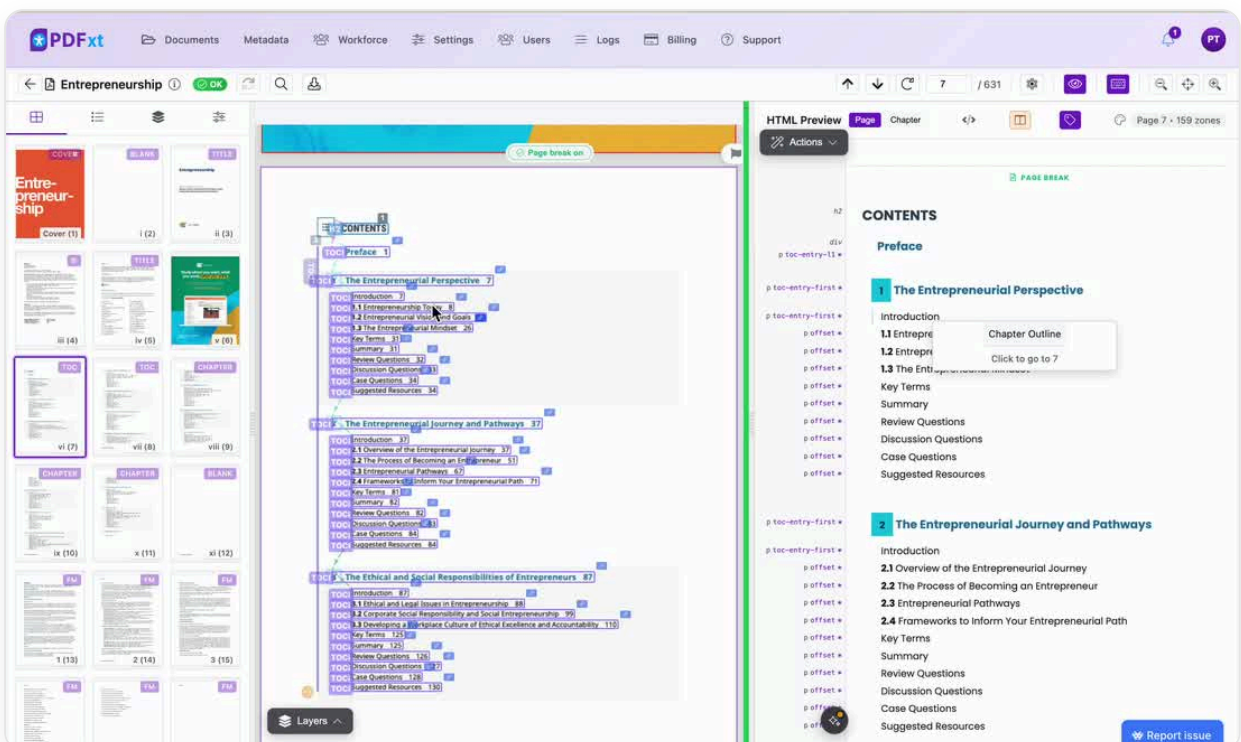
- 13 Die ursprünglichen TOC-Links verweisen aber auf die Seite, und ich möchte auf die eigentliche Überschrift auf dieser Seite verlinken.



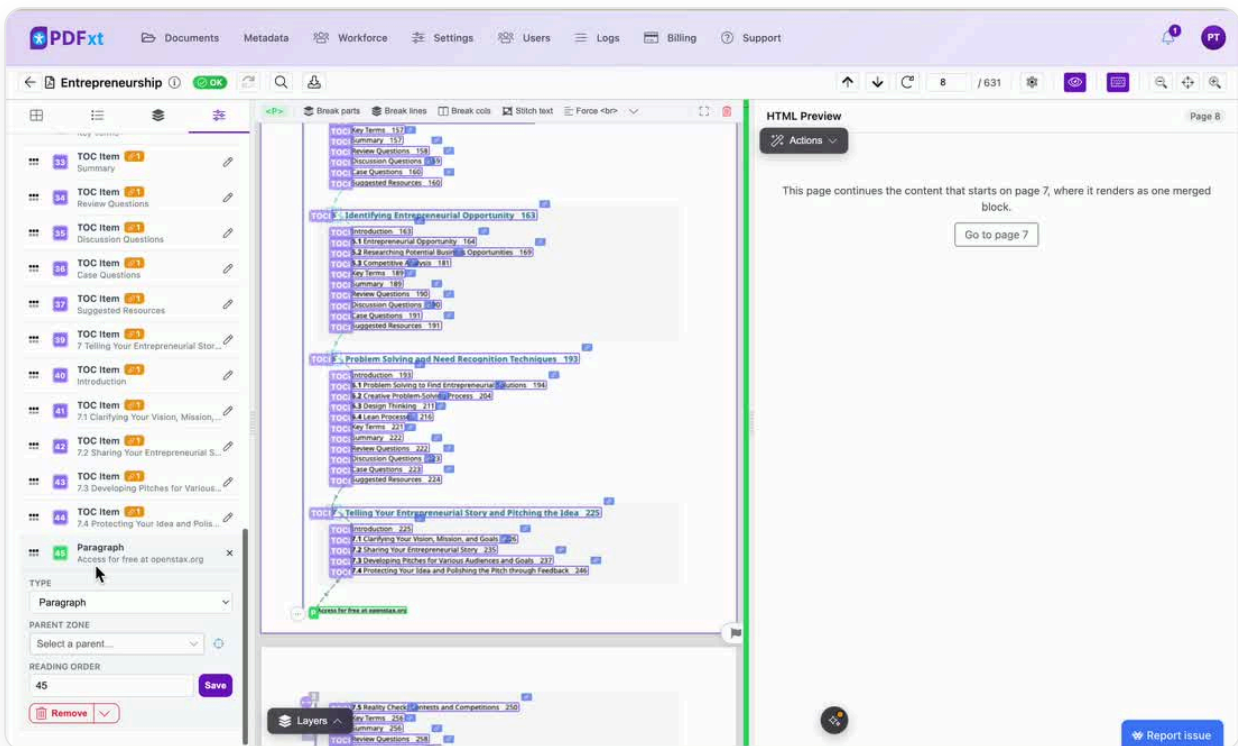
- 14 Also verarbeite ich das TOC neu, mit der Aktion Process TOC, **Shift** + **C**.
Ich setze die Endseite so, dass alle TOC-Seiten enthalten sind.
Hier ist ein Kästchen, um jeden Eintrag mit dem Text auf der Zielseite zu verlinken. Wenn ich es aktiviere, wird neu verlinkt.



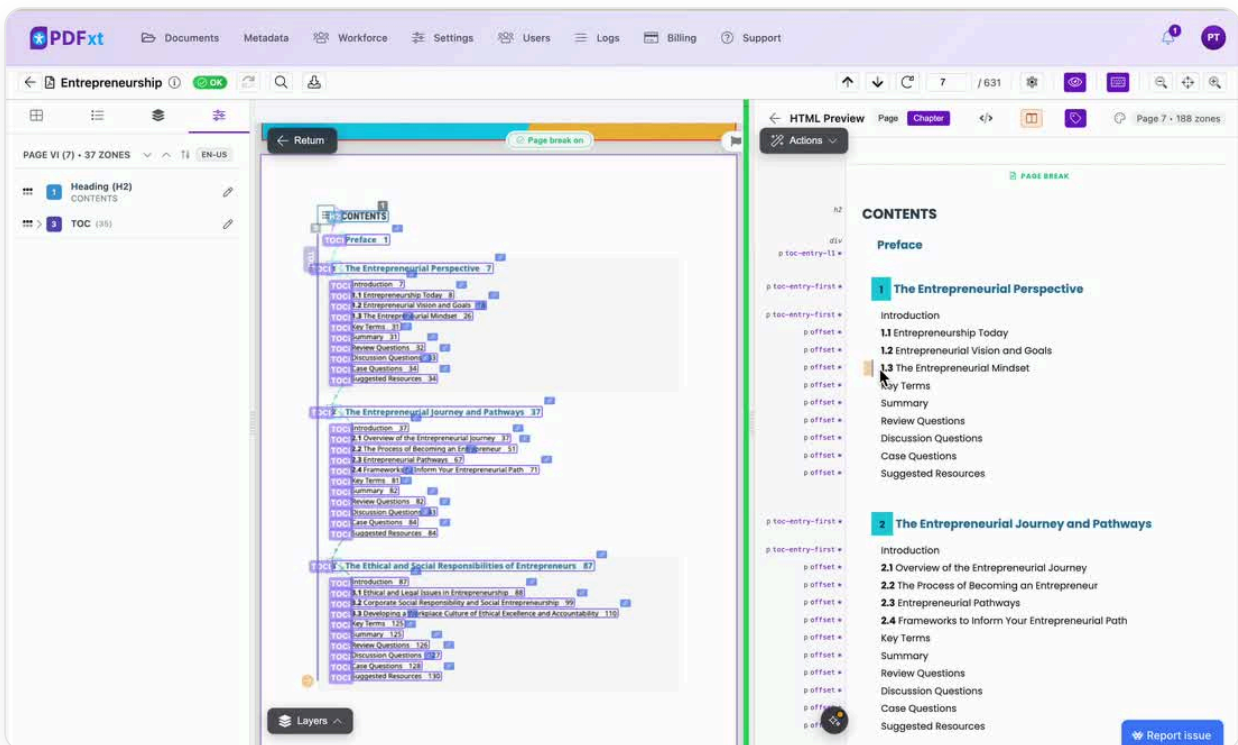
- 15 Beim Hovern sehe ich jetzt, dass der Link zur Zielzone führt, nicht nur zur Seite.



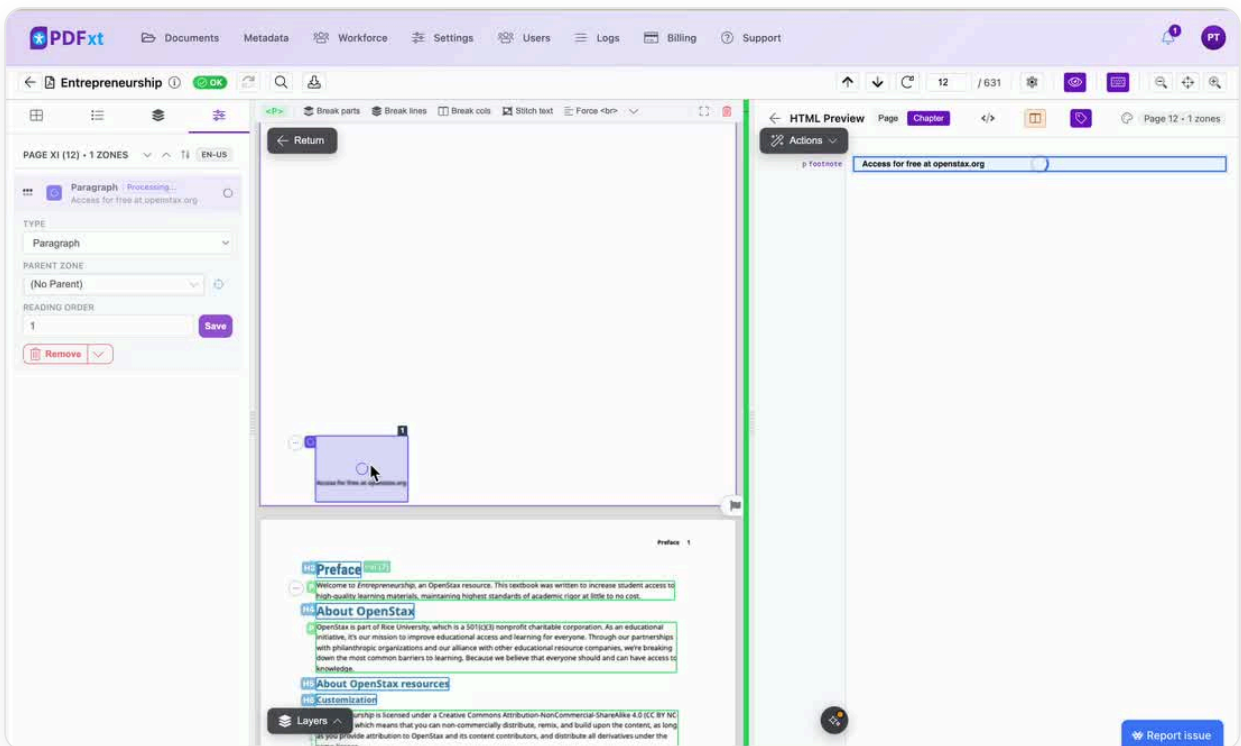
- 16 Auf Seite 8 entferne ich außerdem die Fußzeile.



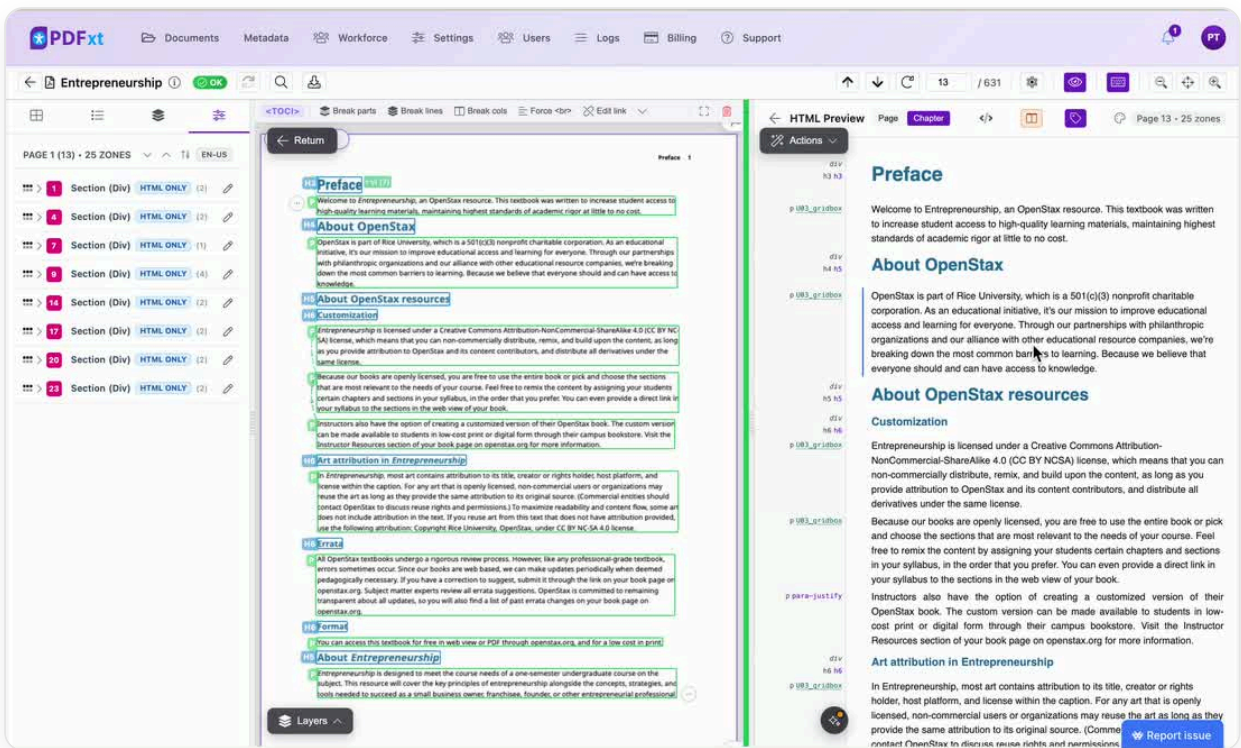
- 17 Zurück auf Seite 7 prüfe ich die neuen TOC-Links in der Kapitelansicht der HTML-Vorschau.



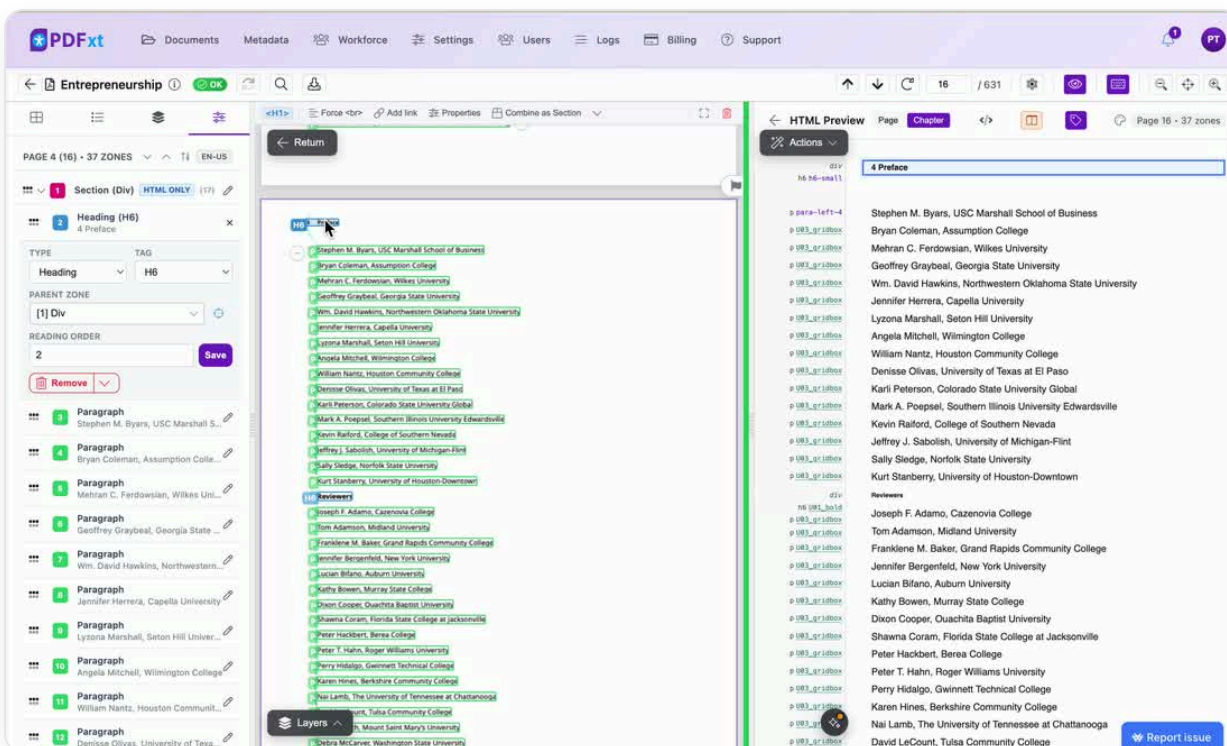
18 Seite 12 hat eine Fußzeile. Ich entferne sie.



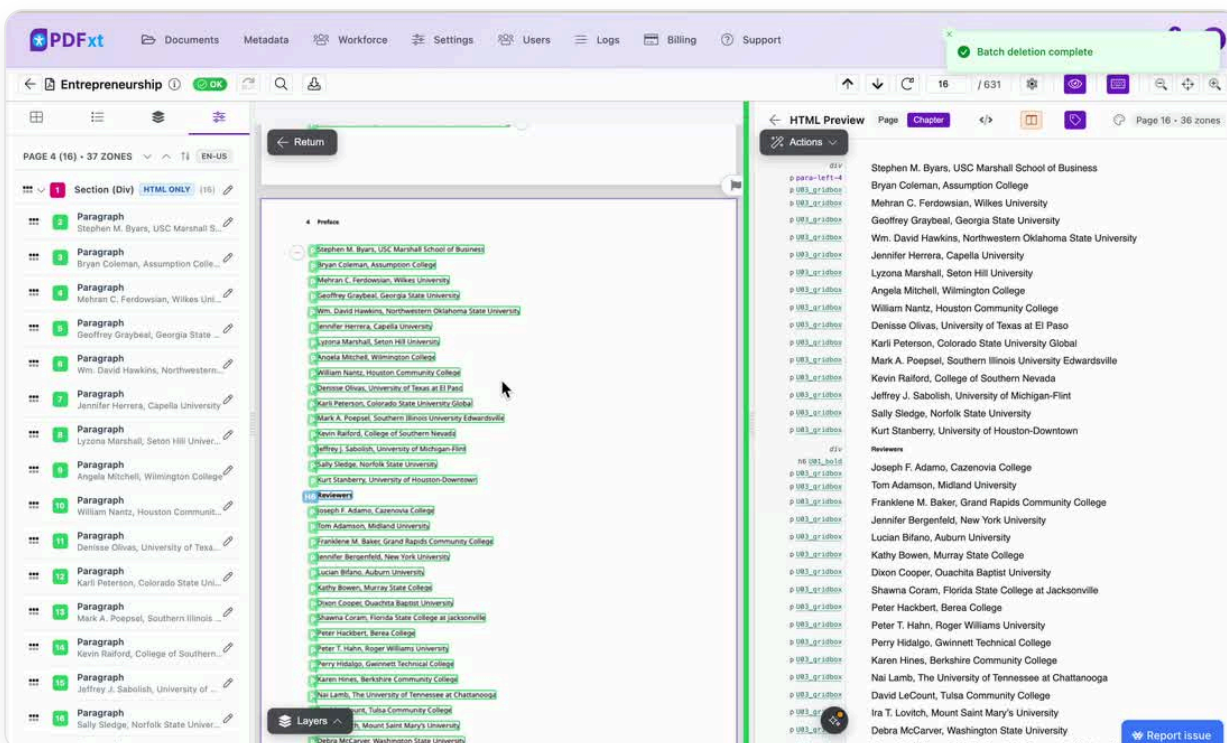
19 Seite 13 sieht gut aus.



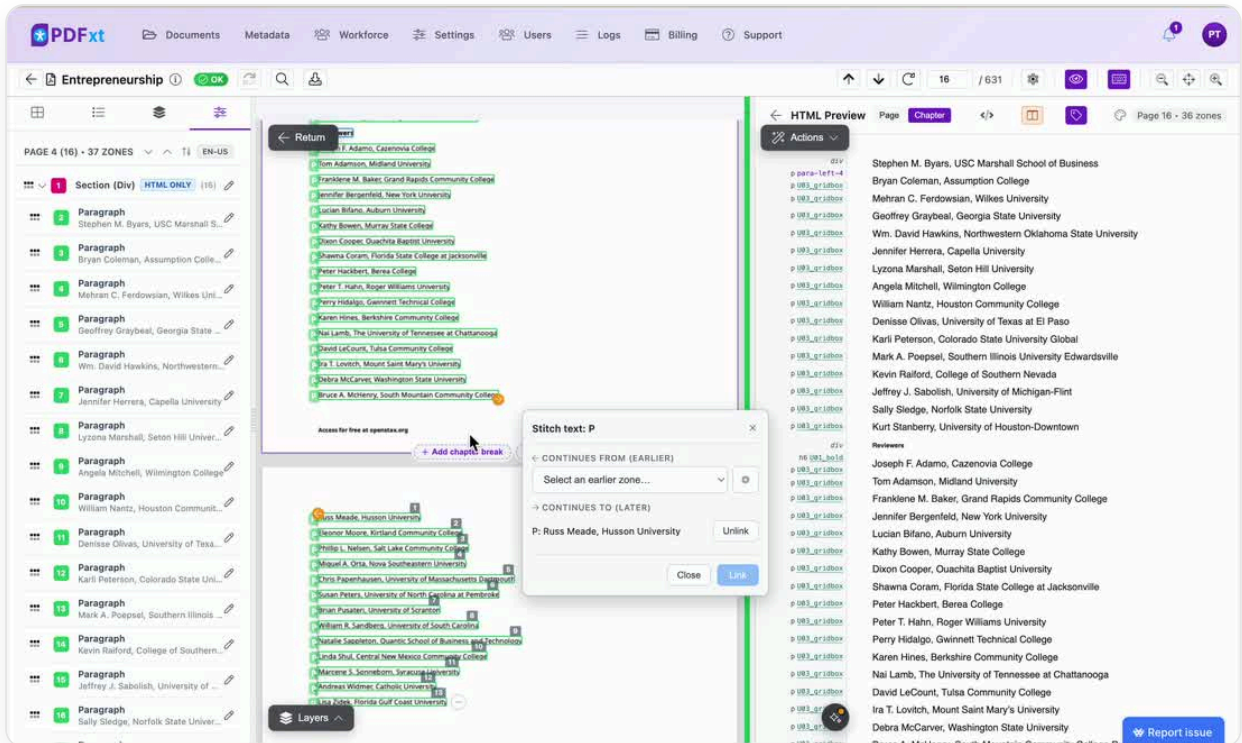
20 Hier auf Seite 16 wurde der Kolumnentitel fälschlich als Text erkannt.



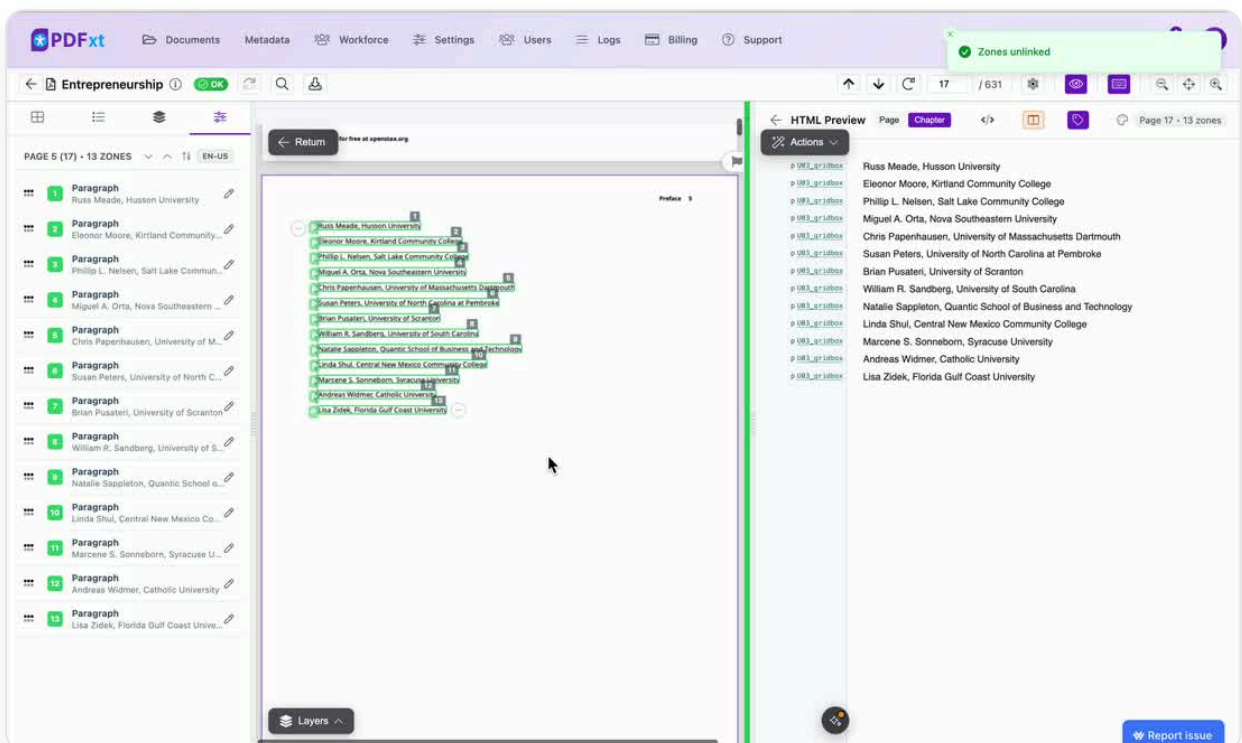
21 Wenn ich ihn lösche, findet das System eine weitere Seite mit demselben Fehler, und ich kann ihn direkt hier löschen.



- 22 Am Ende von Seite 16 hat das System diesen Absatz als auf der nächsten Seite fortgesetzt getaggt. Das ist falsch.



- 23 Ich entferne dieses Tagging.

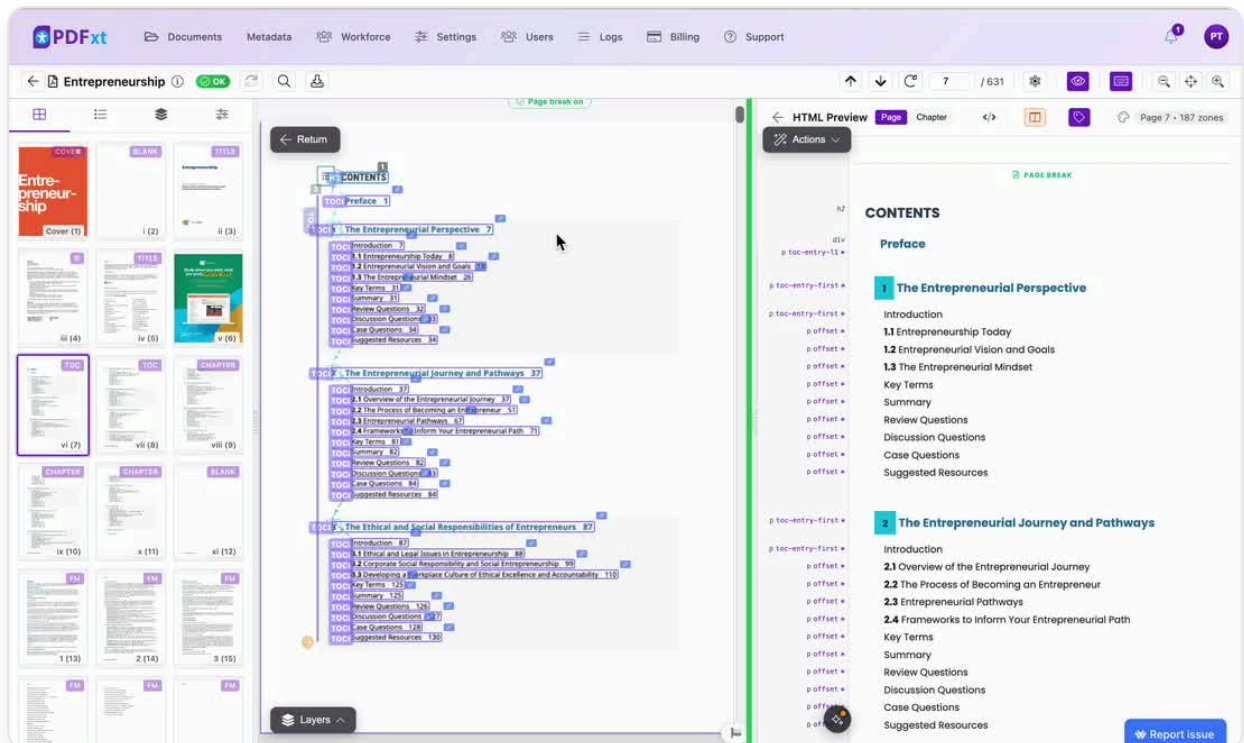


08 TOC & Kapitel

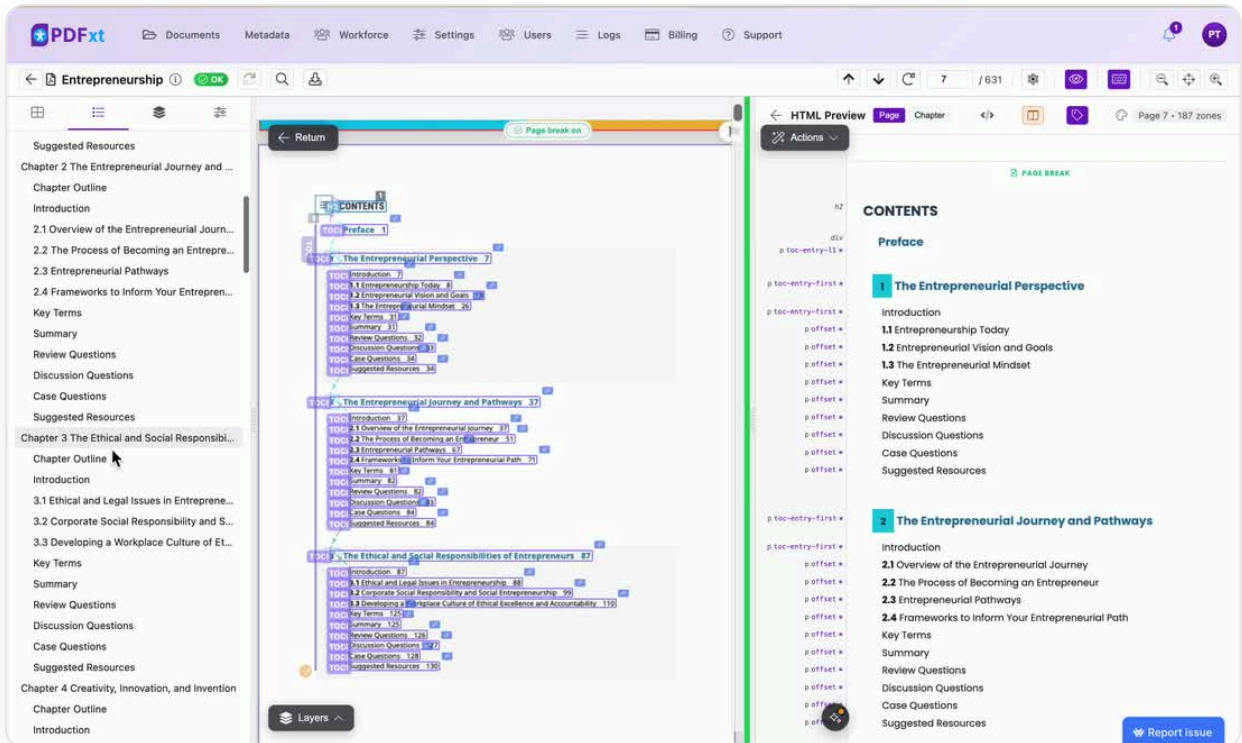
TEIL 8 / 15

Erstellen Sie das TOC für NAV und NCX des ePUB, und setzen Sie Kapitelumbrüche, damit jedes Kapitel eine eigene HTML-Datei wird.

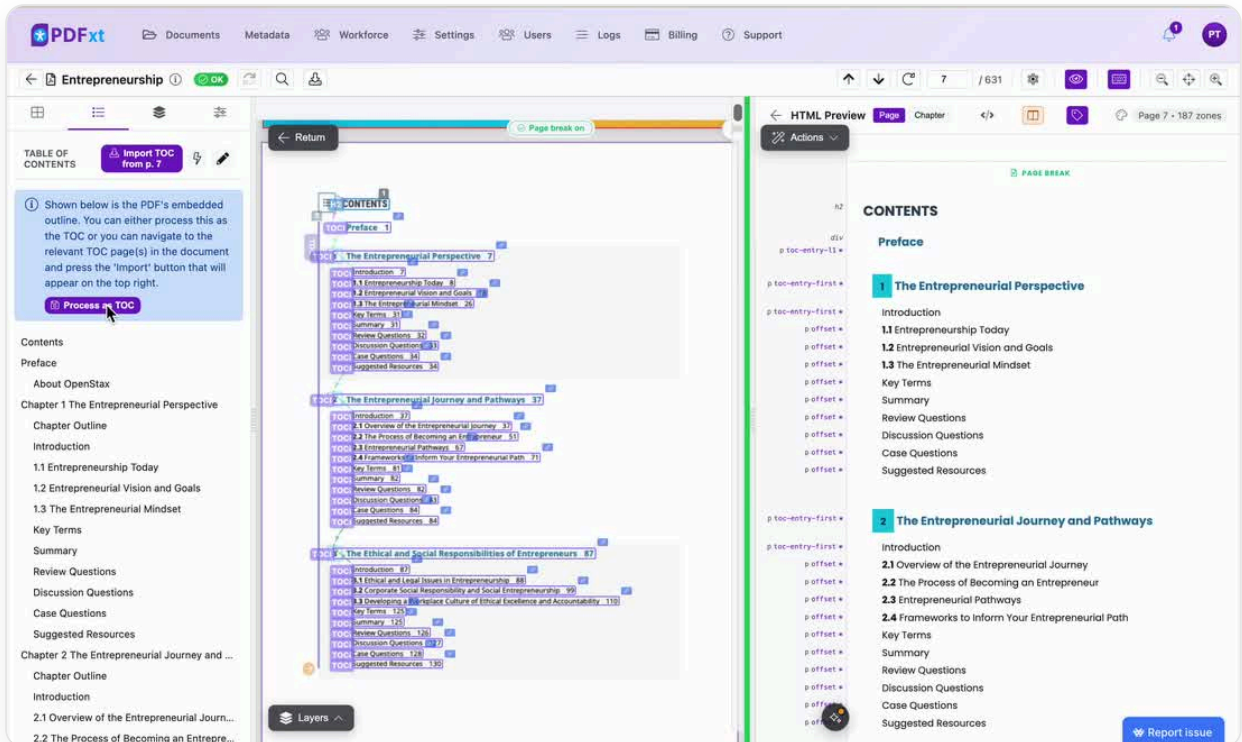
- 1 Jetzt korrigieren wir das TOC, das in die NAV- bzw. NCX-Datei des ePUB kommt.



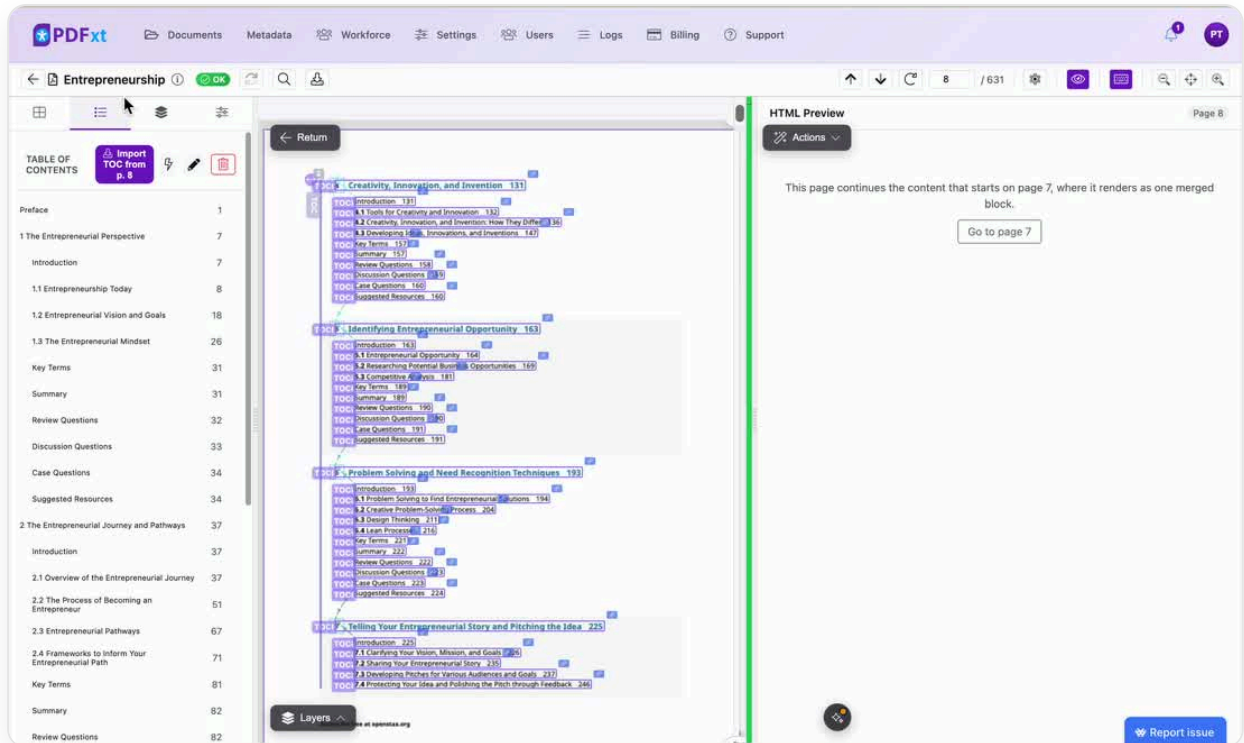
- 2 Das System importiert automatisch das im PDF eingebettete TOC und zeigt es hier im Bereich Table of Contents.



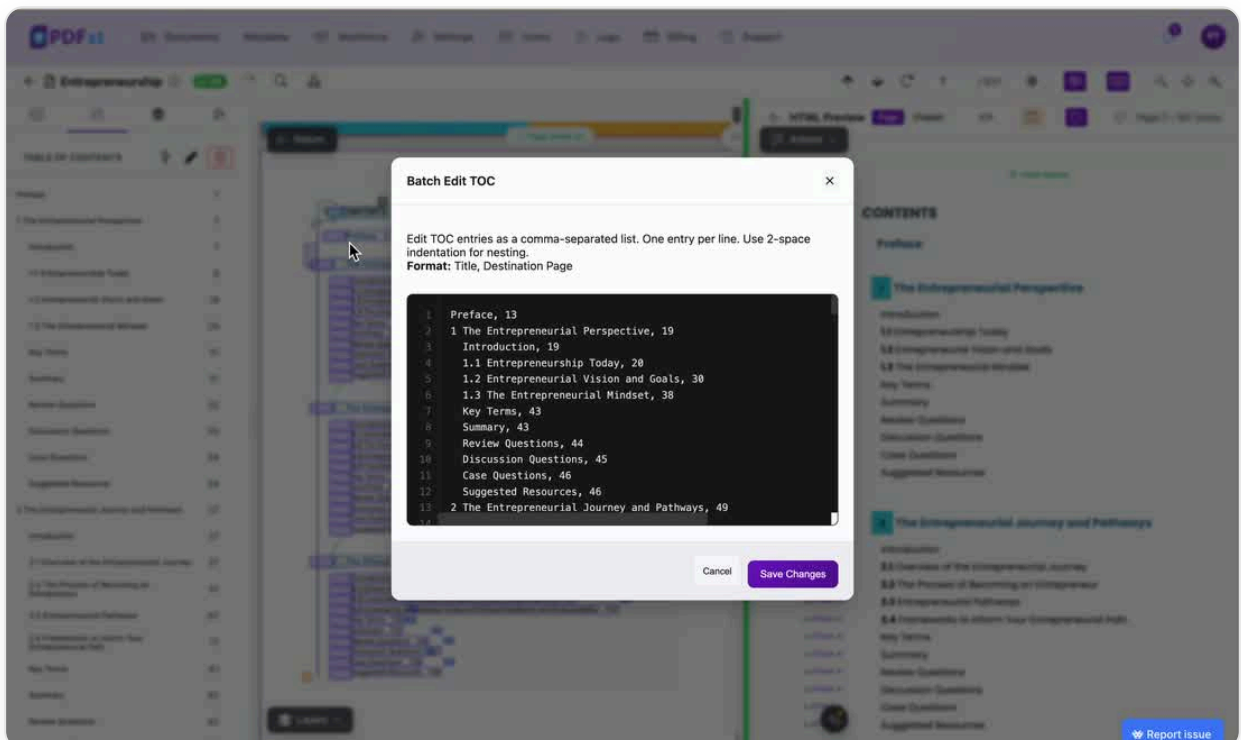
- 3 Ist das TOC so nicht verfügbar, gehen wir zu den TOC-Seiten im Dokument und holen mit der Schaltfläche Import alle TOC-Elemente dieser Seite.



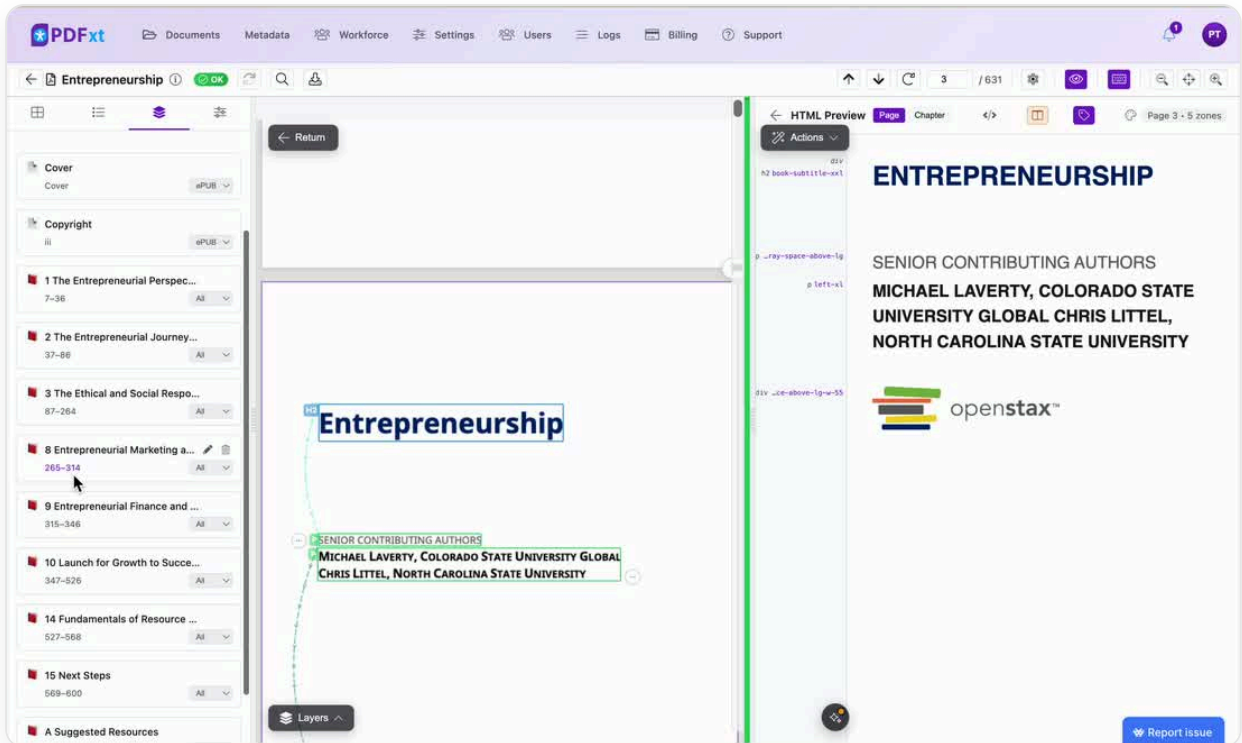
- 4 Das wiederholen wir für alle TOC-Seiten. Jeder Import fügt die Einträge der Seite mit Seitenzahlen zur TOC-Liste hinzu.



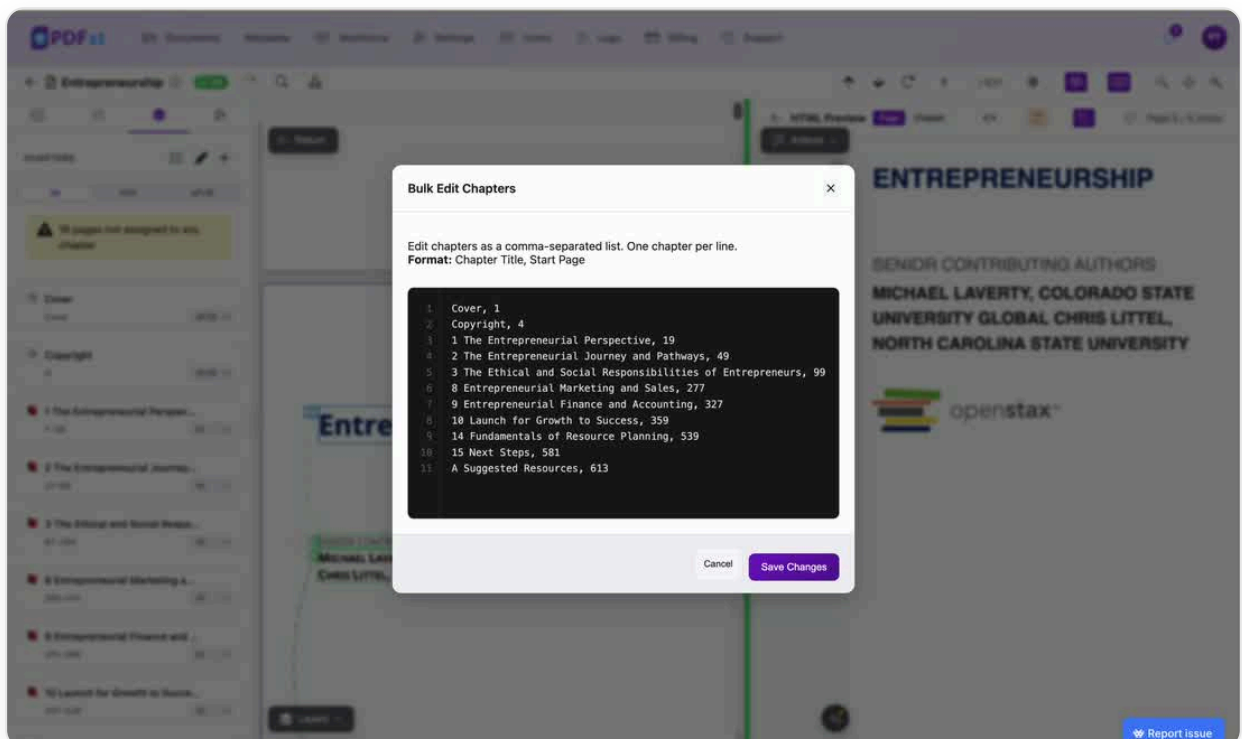
- 5 Als Nächstes ergänzen wir mit Bulk edit fehlende TOCI-Einträge samt Seitenzahlen. Hier ergänze ich oben in der Liste die fehlenden Einträge Cover und Copyright und speichere.



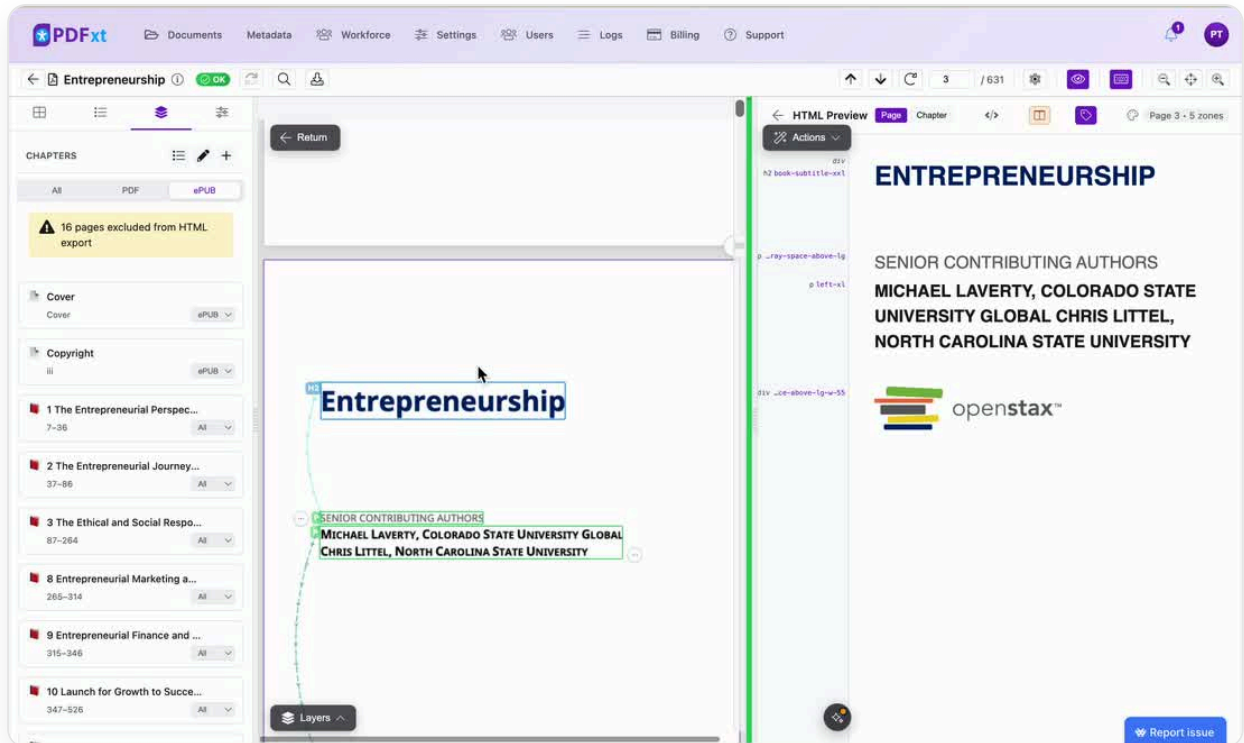
- 6 Danach wechseln wir zum Menü Chapters. Auch hier sind Cover und Copyright aufgeführt.



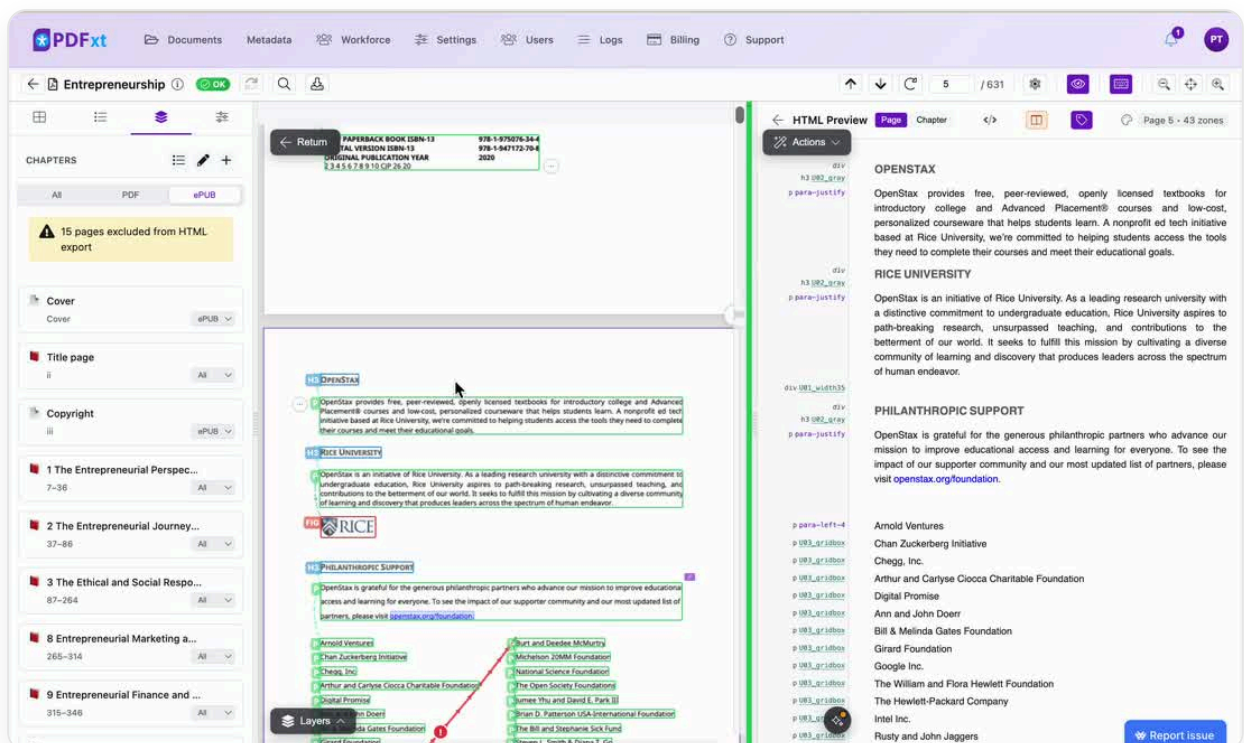
- 7 Hier legen wir die Kapitelumbrüche fest. Jedes Kapitel wird im ePUB zu einer eigenen HTML-Datei.



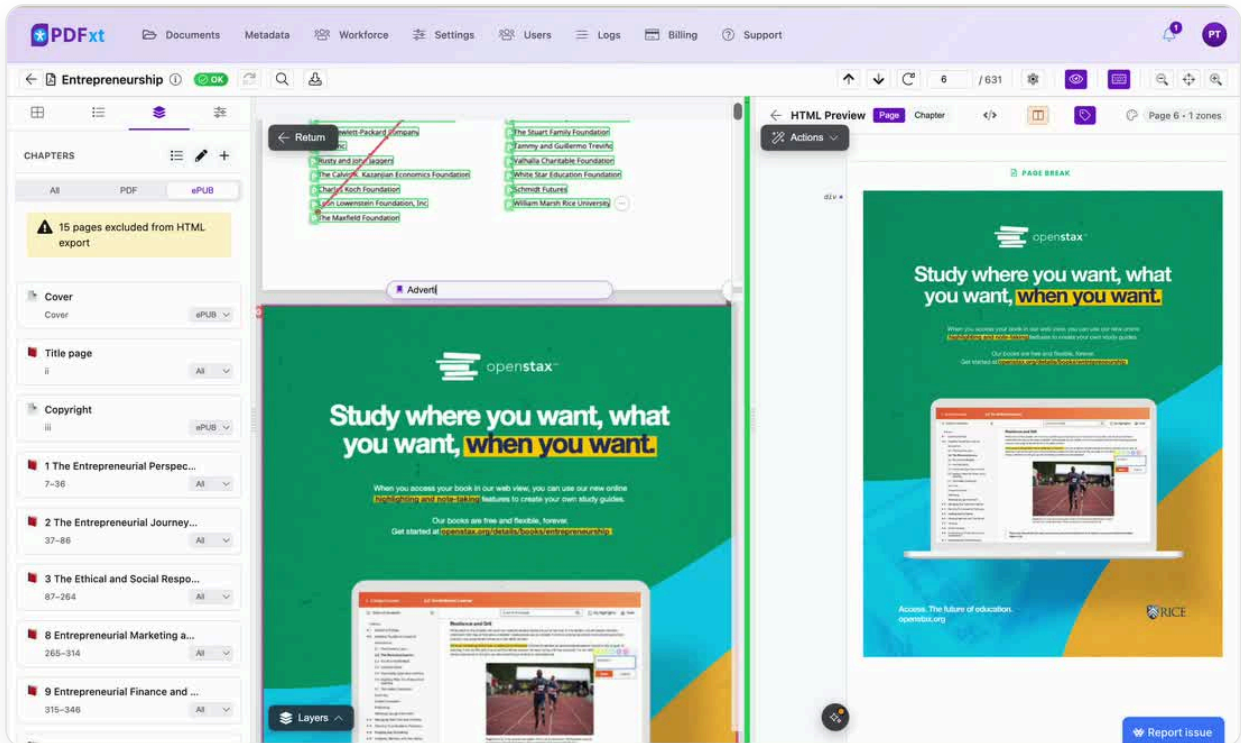
- 8 Alternativ können Sie Kapitelumbrüche direkt im PDF setzen. Ich klicke zwischen den Seiten auf Add chapter break und gebe einen Titel ein.



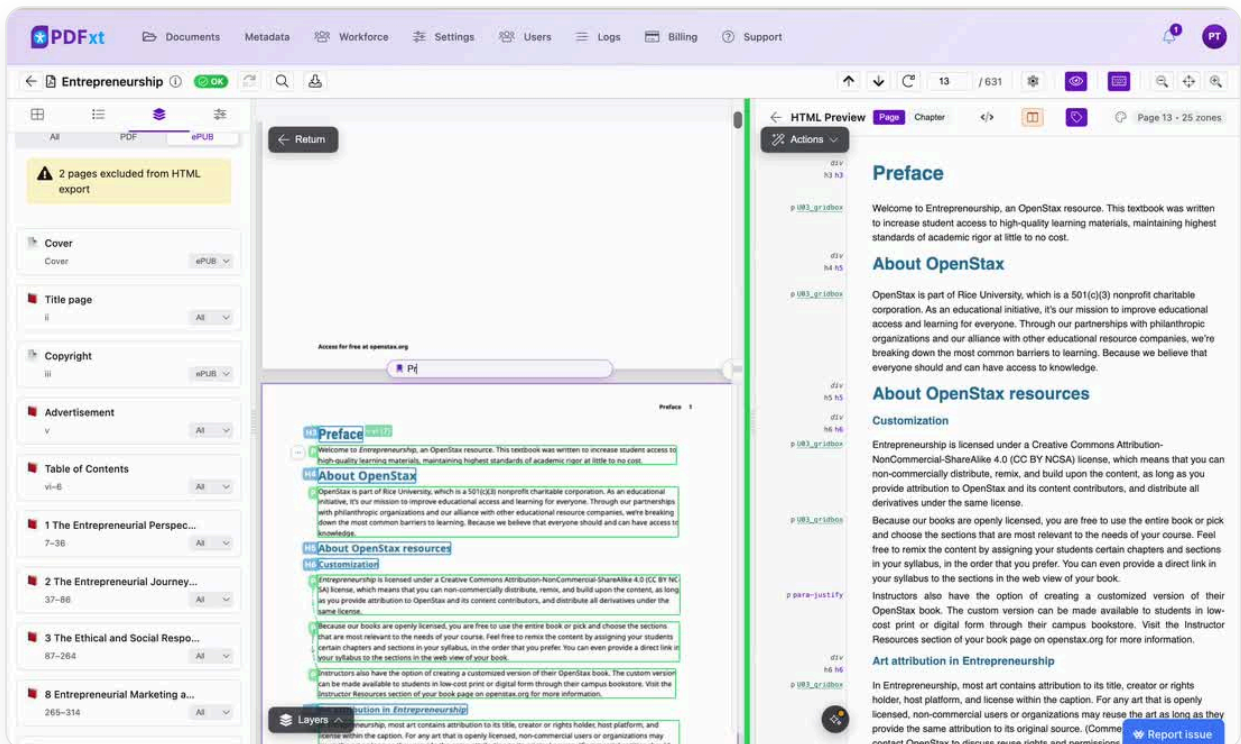
- 9 Das sehen Sie links in der Kapitelliste.



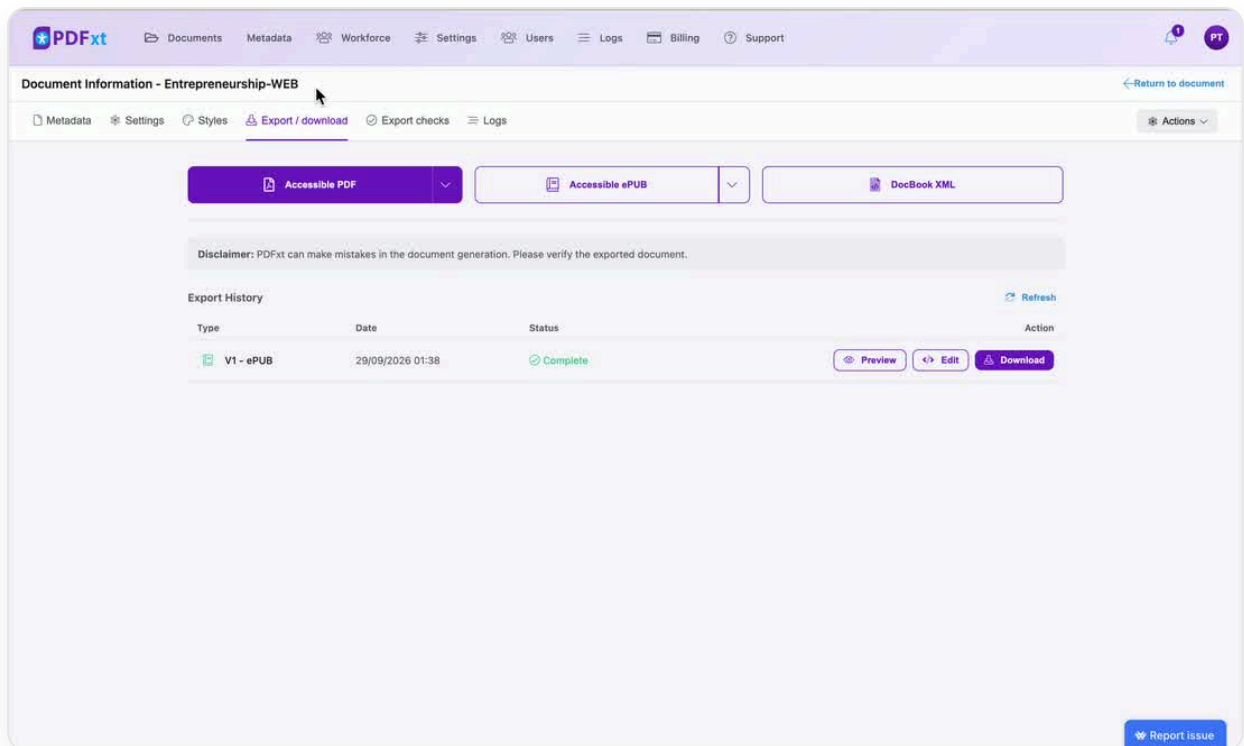
- 10 Das wiederhole ich für die Anzeigenseite und dann für das Inhaltsverzeichnis, sodass jede ein eigenes Kapitel wird.



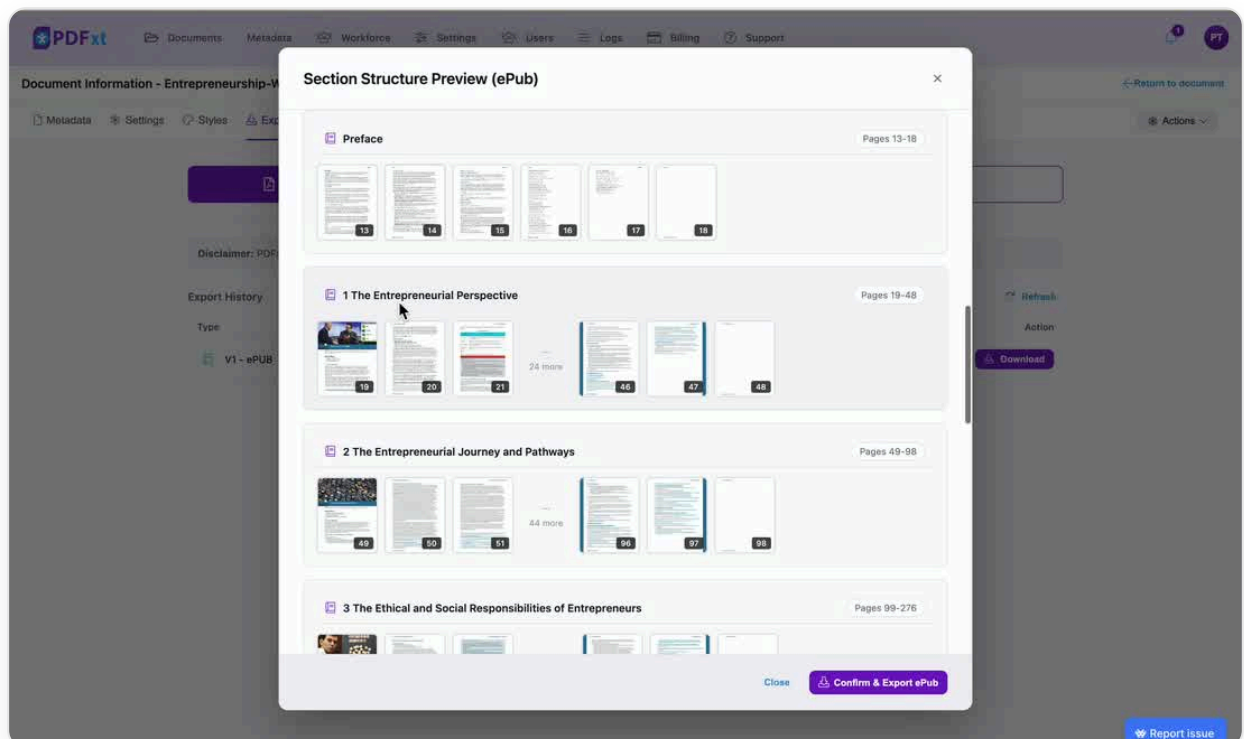
- 11 Zum Schluss setze ich einen Kapitelumbruch für das Vorwort, und es erscheint links in der Liste.



- 12 Jetzt exportieren wir das Dokument als ePUB.



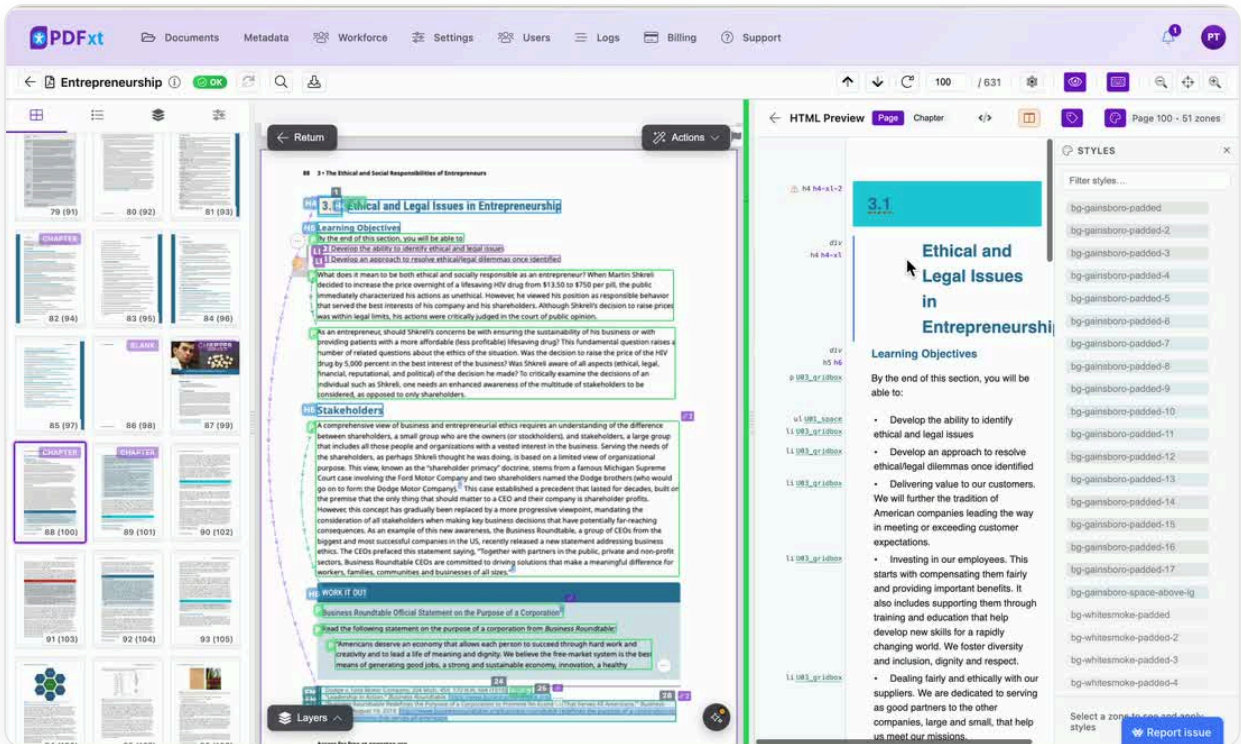
- 13 Die Vorschau zeigt, wie die Seiten für die ePUB-Erstellung in Kapitel aufgeteilt werden, gemäß der Liste Chapters.



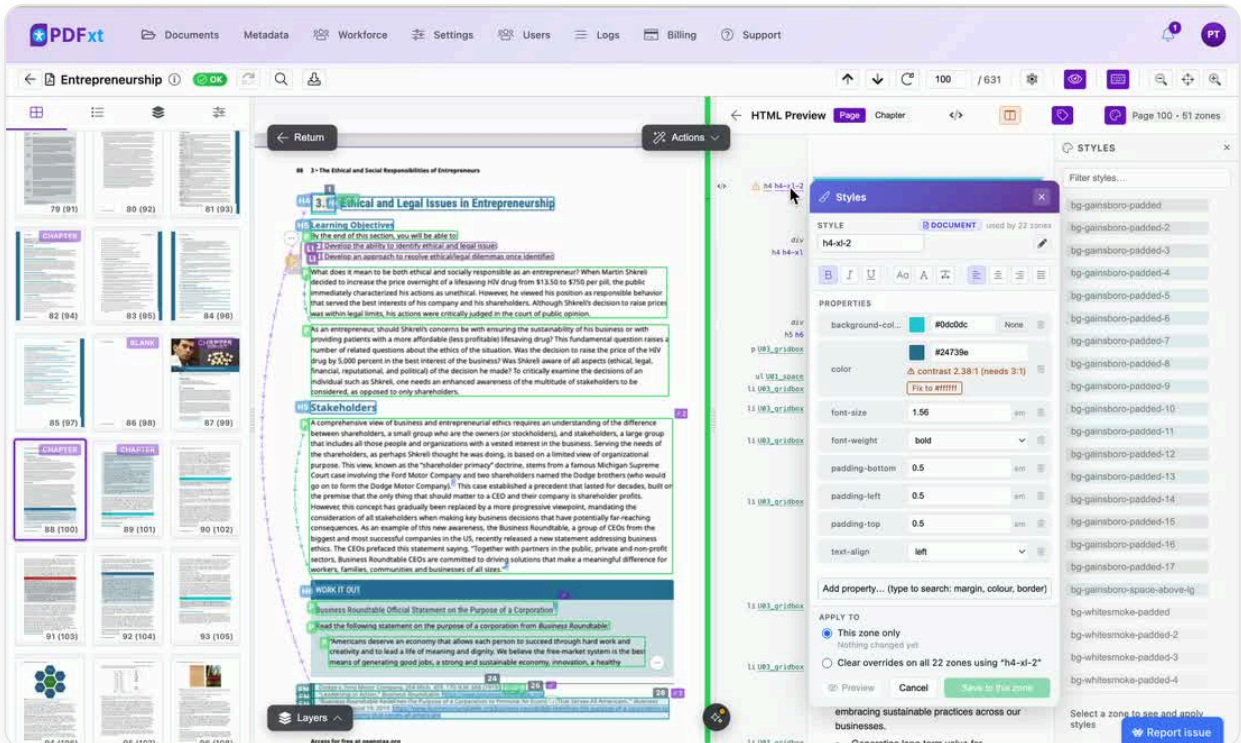
Styles anwenden

Prüfen und bearbeiten Sie das CSS jeder Zone, korrigieren Sie übergeordnete Zone und Lesereihenfolge, sehen Sie Style-Änderungen live in der Vorschau, und bearbeiten Sie HTML direkt.

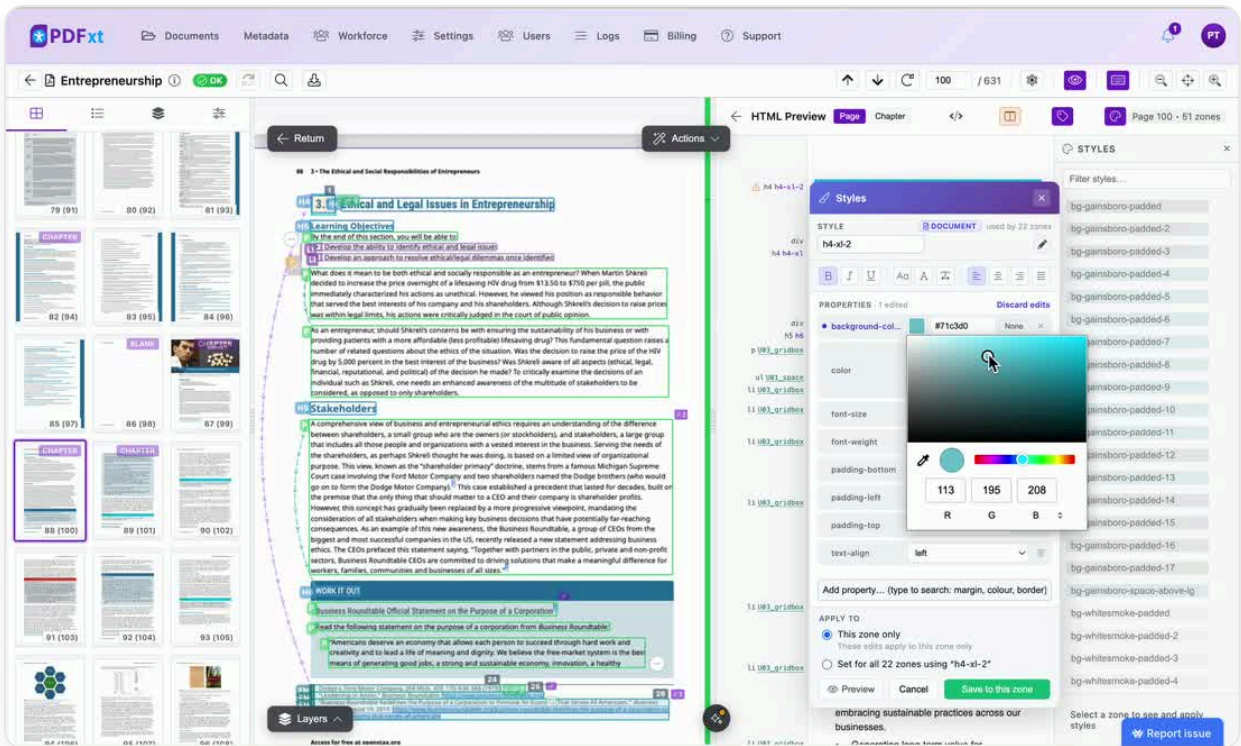
- 1 Im HTML-Inhalt können wir den Styles-Bereich einblenden.



2 Klicken Sie dann auf einen Style-Namen, um das CSS dieser Zone zu sehen.



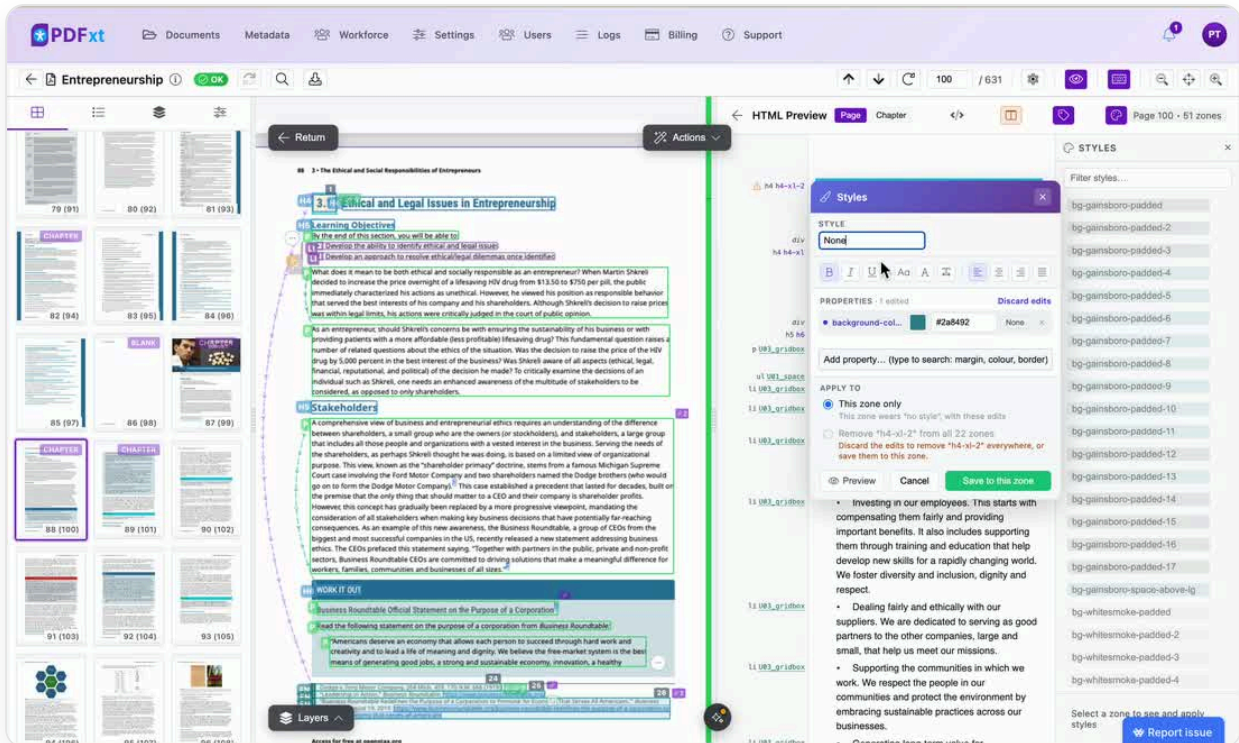
3 Ich kann das Stylesheet ändern, etwa diese Hintergrundfarbe.



4

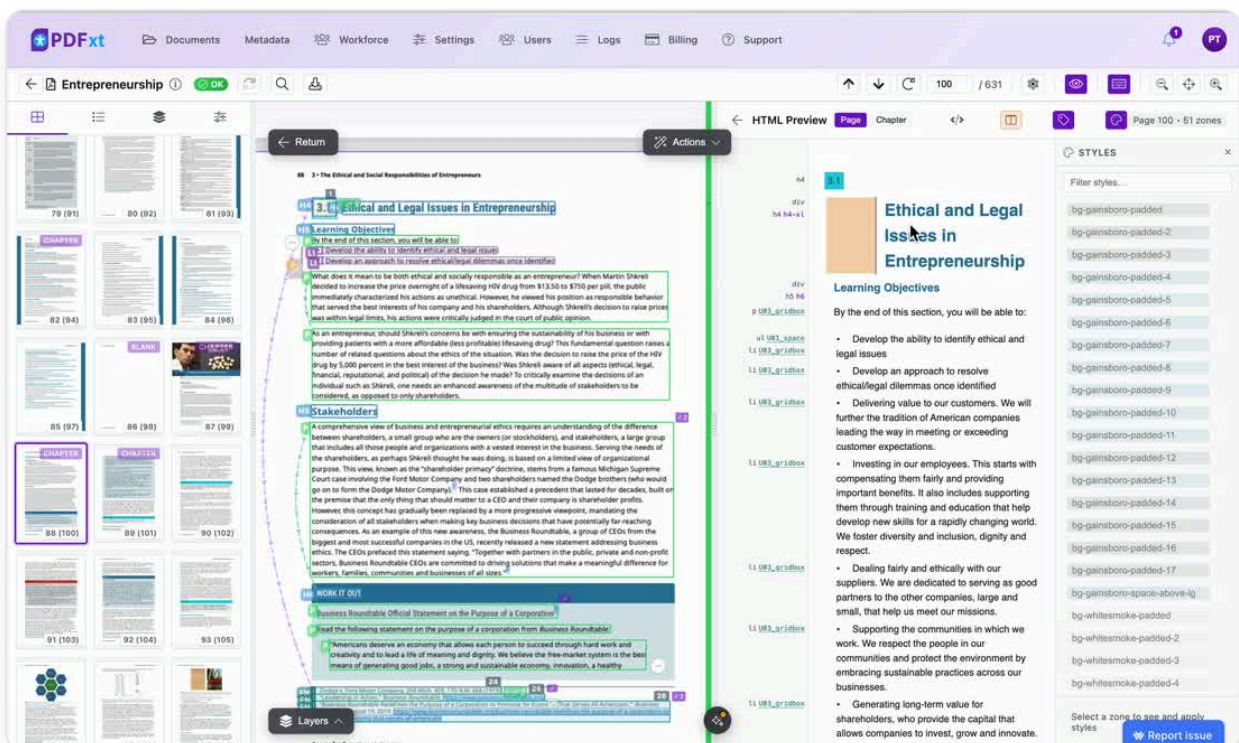
Oder, wie hier, ich entferne die Klasse ganz.

Ich werde gefragt, ob ich sie überall oder nur hier entfernen möchte.



5

Normalerweise würde ich sie durch einen Firmen-Style ersetzen.



6

Als Nächstes bearbeite ich diesen Style, der seitenübergreifend verwendet wird. Ich entferne eine Eigenschaft und übernehme die Änderung in den ursprünglichen Style, für alle 24 Zonen.

The screenshot shows the PDFxT editor interface. The main document is titled 'Entrepreneurship' and is displayed in 'HTML Preview' mode. The document content includes a table of contents on the left, a main text area with a highlighted section titled '3.1 Ethical and Legal Issues in Entrepreneurship', and a 'WORK IT OUT' section. The 'STYLES' panel on the right shows a list of styles, with 'bg-gainsboro-padded-4' selected. The 'PROPERTIES' panel shows the selected style's properties, including color, font-size, font-weight, margin-left, and text-align.

7

Hier ist ein Kasten.

The screenshot shows the PDFxT editor interface. The main document is titled 'Entrepreneurship' and is displayed in 'HTML Preview' mode. The document content includes a table of contents on the left, a main text area with a highlighted section titled '3.1 Ethical and Legal Issues in Entrepreneurship', and a 'WORK IT OUT' section. The 'STYLES' panel on the right shows a list of styles, with 'bg-gainsboro-padded-4' selected. The 'PROPERTIES' panel shows the selected style's properties, including color, font-size, font-weight, margin-left, and text-align.

8

Bei den Zonen sehe ich, dass die Überschrift fälschlich außerhalb des Kastens erfasst wurde.

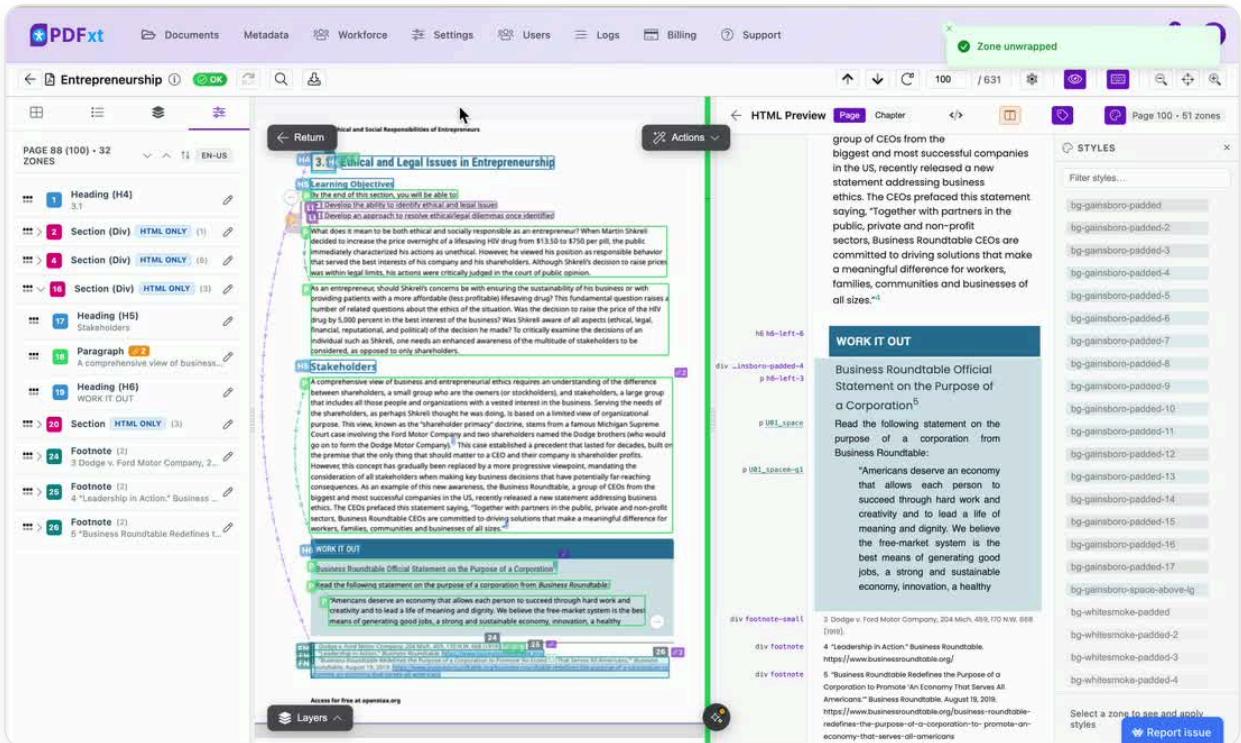
The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The 'ZONES' panel on the left lists zones 79 through 93. The 'HTML Preview' panel on the right shows the document content with zones highlighted. The 'STYLES' panel on the far right shows a list of styles, including 'h6-gainsboro-padded' and 'h6-leave-1'.

9

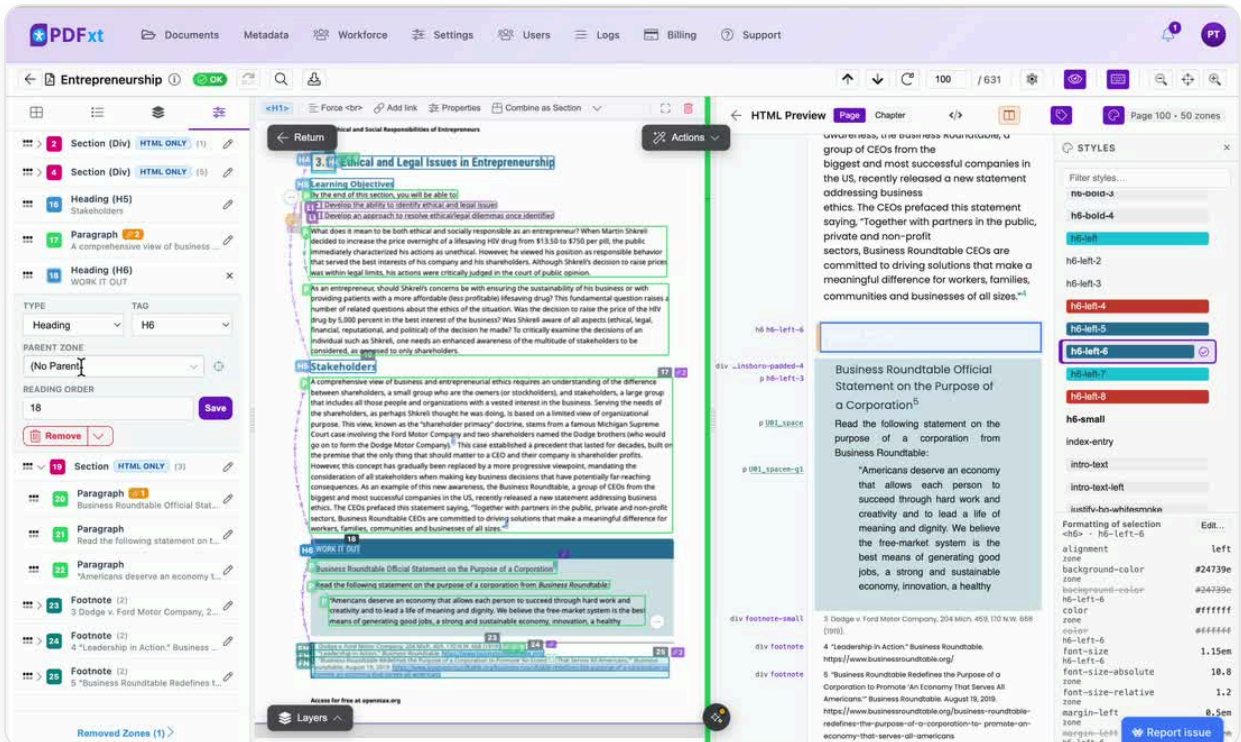
Zuerst korrigiere ich übergeordnete Zone und Lesereihenfolge, um sie in den Kasten zu holen.

The screenshot shows the PDFxT interface with the same document. The 'ZONES' panel on the left is updated, showing a list of zones including 'H6' and 'H6-Left-1'. The 'HTML Preview' panel on the right shows the document content with zones highlighted. The 'STYLES' panel on the far right shows a list of styles, including 'h6-gainsboro-padded' and 'h6-leave-1'.

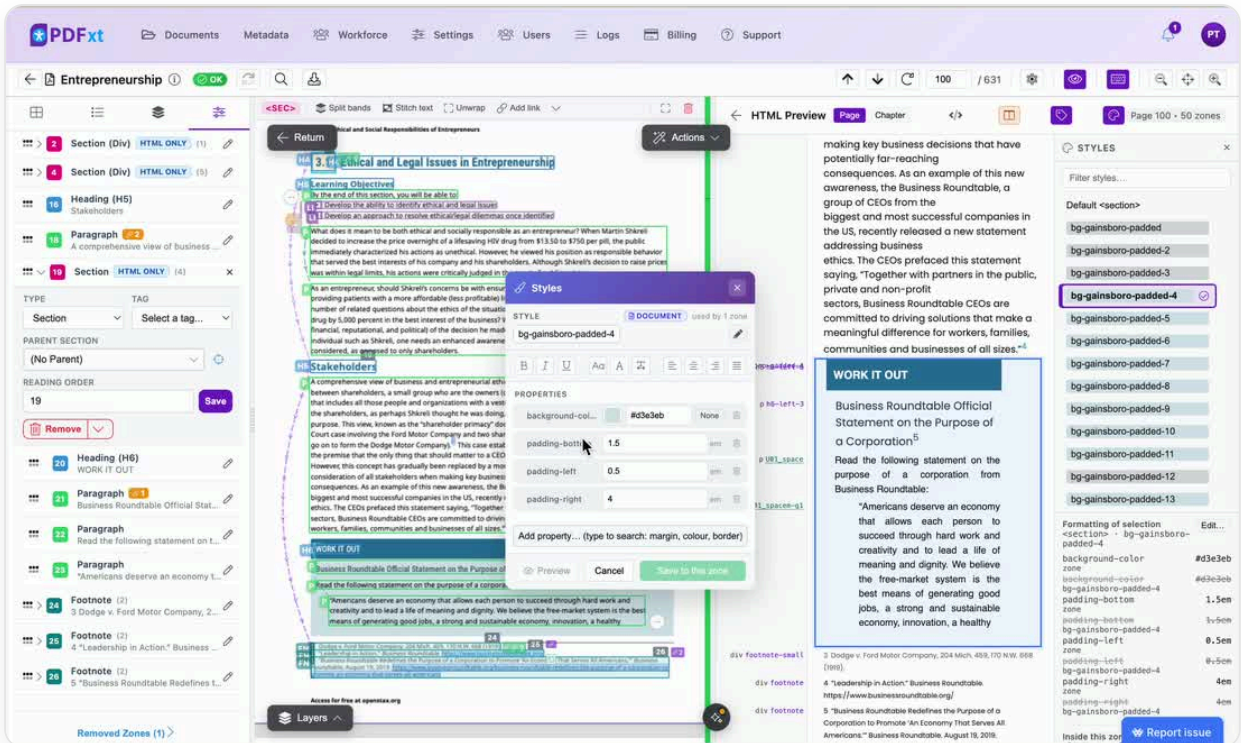
- 10 Ich löse diesen überzähligen Abschnitt auf, damit die Überschrift in den Kasten wandern kann.



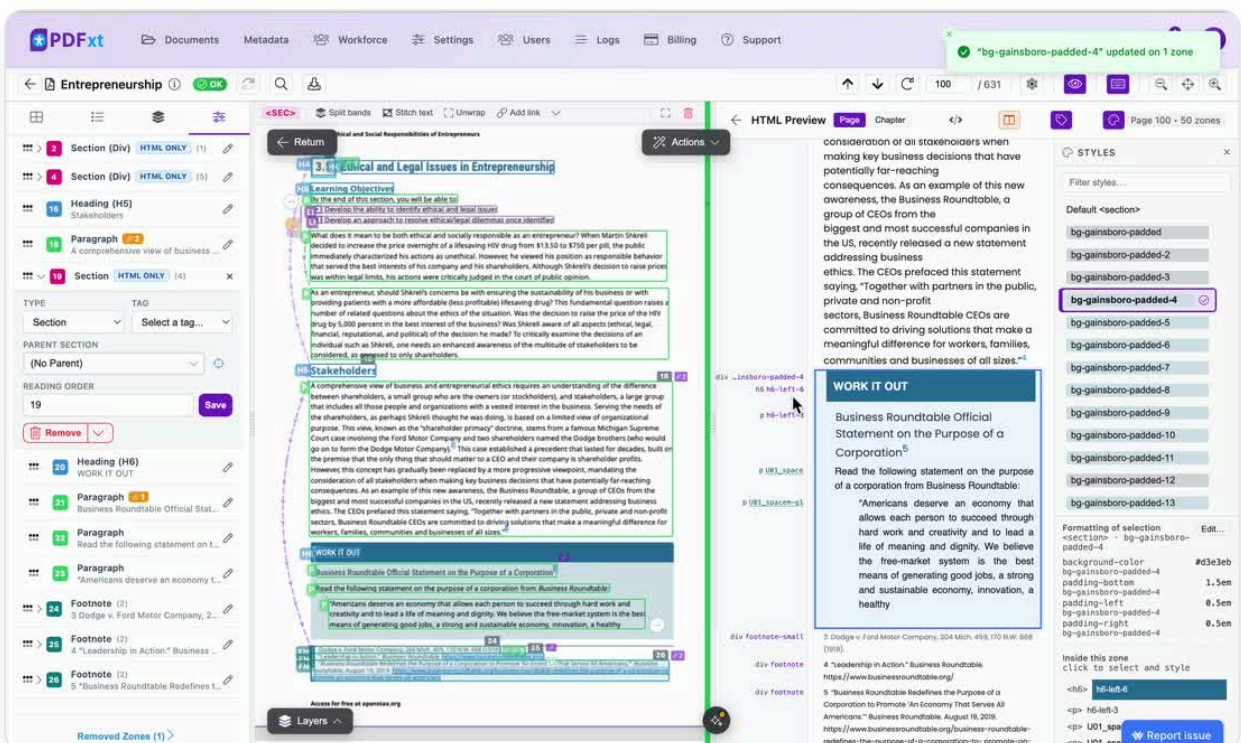
- 11 Dann setze ich den Abschnitt als übergeordnete Zone der Überschrift und passe ihre Lesereihenfolge an.



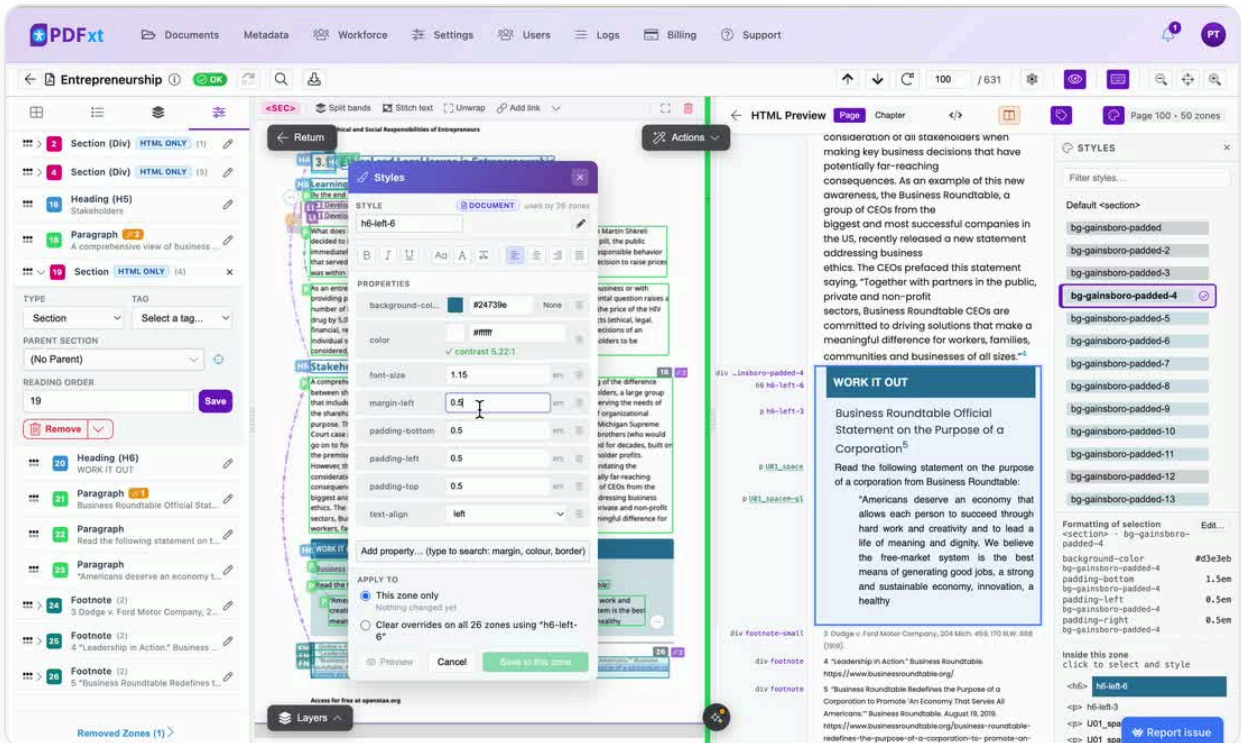
- 12 Dann gestalte ich den Kasten separat.
Ich kann meine Änderungen live ansehen, bevor ich sie anwende.



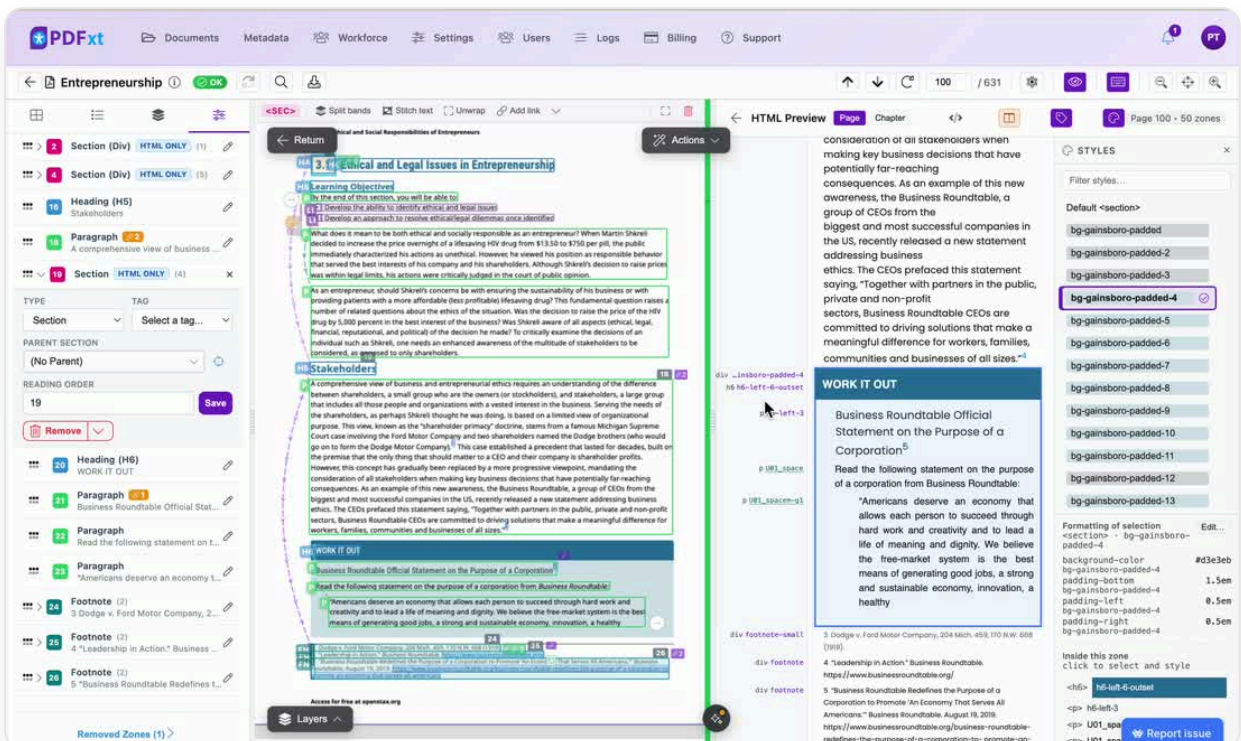
- 13 Sobald es passt, wende ich es auf diese Zone an.



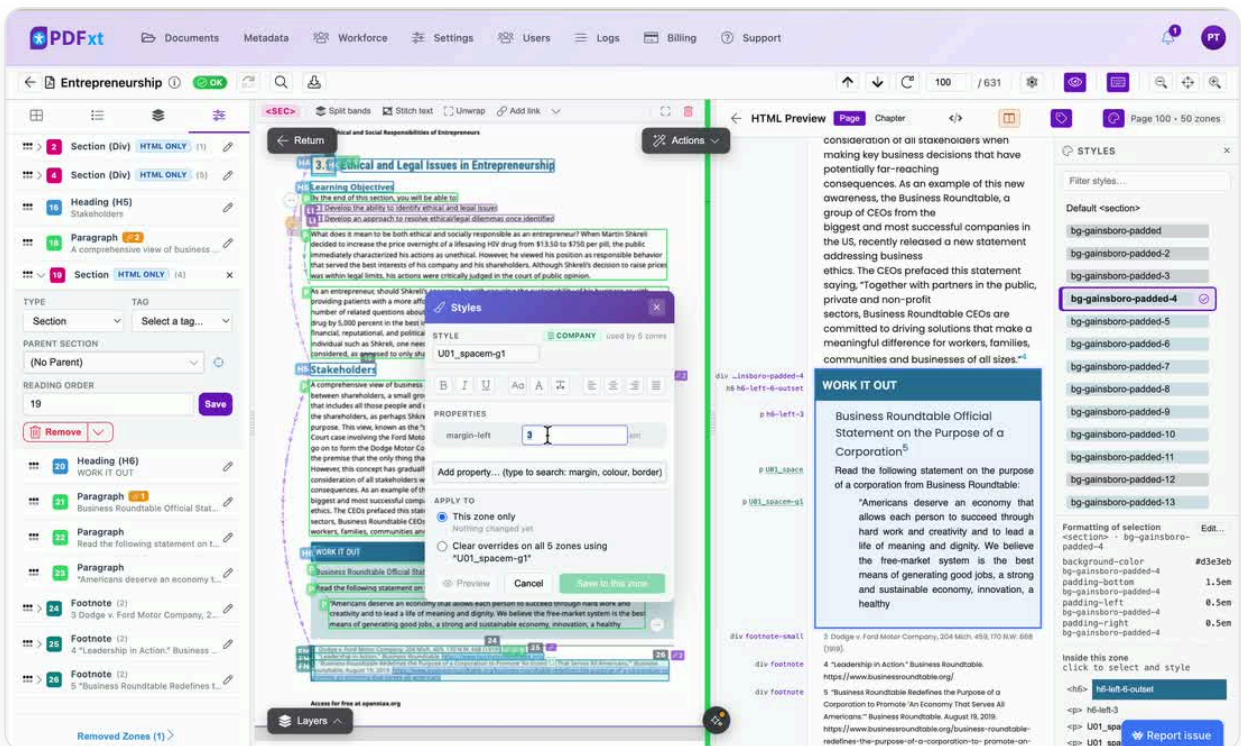
- 14 Dann gestalte ich die Überschrift separat.
Hier passe ich ihre Ränder an und sehe mir das Ergebnis an.



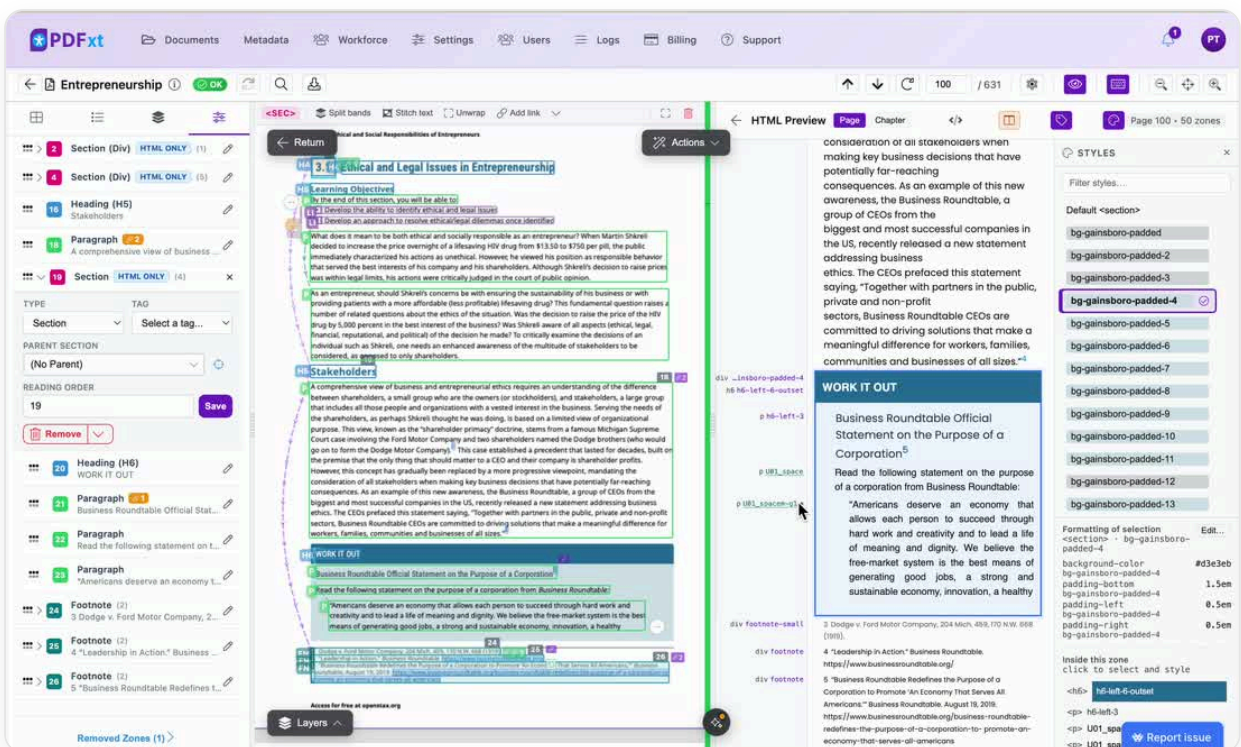
- 15 Und speichere es für diese Zone.



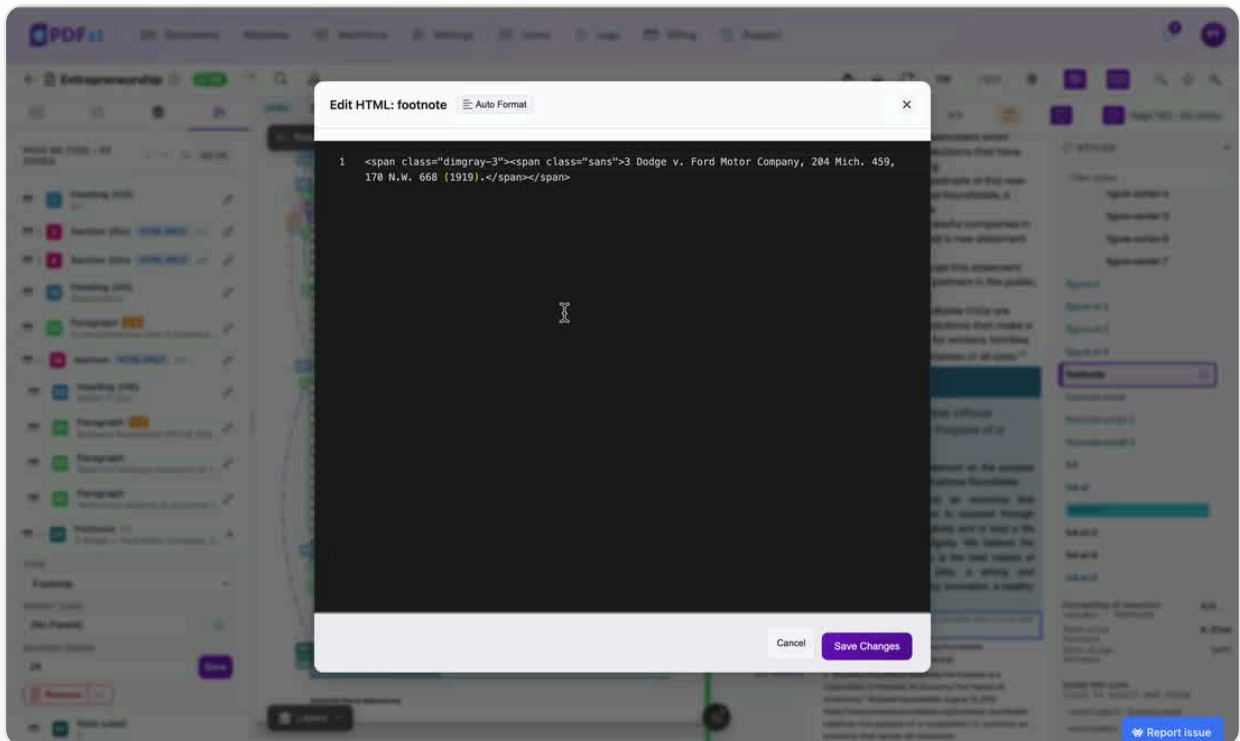
16 Derselbe Editor funktioniert auch für Firmen-Styles, wie diesen Absatzrand.



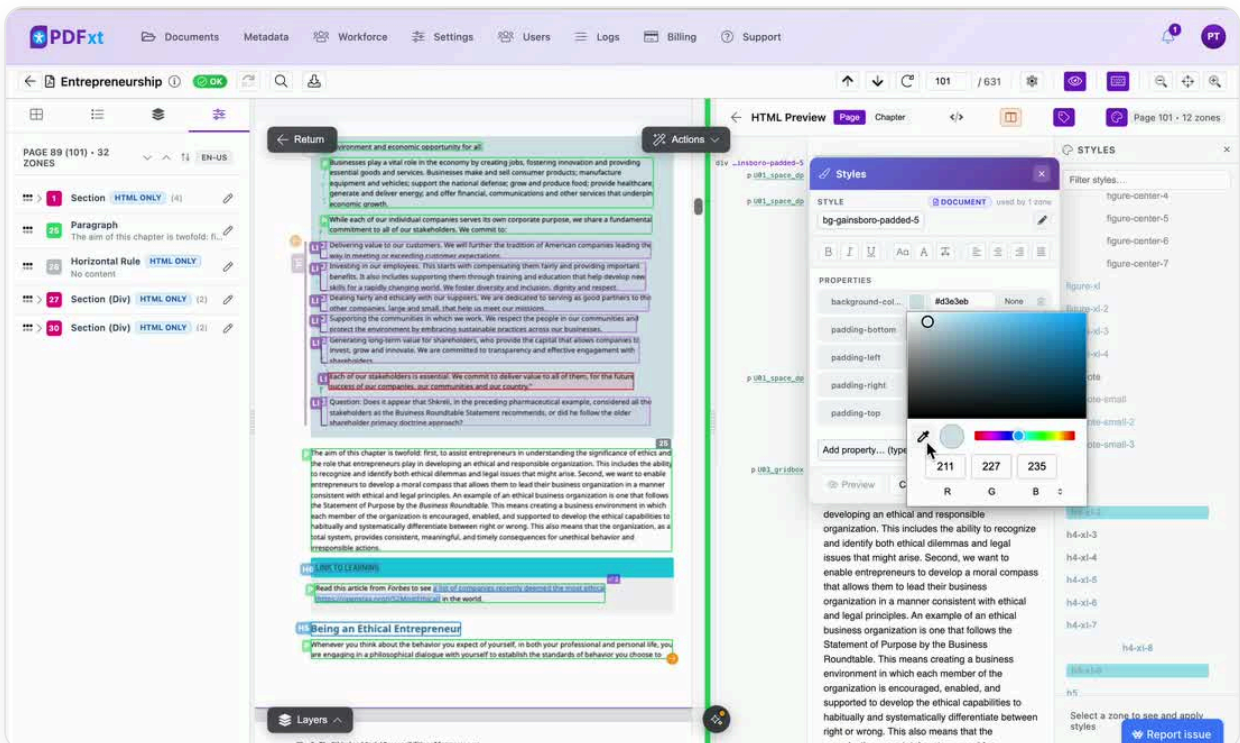
17 Zurück in der HTML-Vorschau erscheinen Kasten und Überschrift jetzt zusammen.



- 18 Wir können das HTML auch direkt im Editor bearbeiten.
Wie bei dieser Fußnote kann ich das HTML bei Bedarf ändern.
Dasselbe mache ich bei der nächsten Fußnote.



- 19 Auf der nächsten Seite passe ich den Hintergrund dieses Kastens an und speichere ihn im Style.



- 20 Für diese Überschrift durchsuche ich den Styles-Bereich, der auch das Firmen-Stylesheet enthält, und wende einen neuen Style an.

The screenshot displays the PDFxT web application interface. The main document is titled 'Entrepreneurship' and is currently on page 101 of 631. The interface is divided into several panels:

- Left Panel (ZONES):** Shows a list of document zones. The selected zone is 'Section (H5)'. Below this, there are options for 'TYPE' (Heading), 'TAG' (H5), and 'PARENT ZONE' ([30] Div). A 'READING ORDER' section shows the number 31. There are 'Remove' and 'Save' buttons.
- Center Panel:** Displays the document content with various styling annotations. A 'LINK TO LEARNING' section is visible, containing a link to a Forbes article. Below it, a section titled 'Being an Ethical Entrepreneur' is highlighted.
- Right Panel (STYLES):** Shows a list of styles. The selected style is 'h4'. Below this, there are options for 'COMPANY STYLESHEET' (U01_h4), 'U01_h4v', 'U01_width40', and 'U04_h4a'. A 'Formatting of selection' table is also present, showing various formatting options like alignment, zone, color, font-size, font-size-absolute, font-size-relative, font-weight, font-weight, font-weight, text-align, and text-align.

10 Tabellen

TEIL 10 / 15

Taggen und zeichnen Sie Tabellen neu, korrigieren Sie Zeilen, Spalten und verbundene Zellen im 5-stufigen Tabelleneditor, und führen Sie seitenübergreifende Tabellen zusammen.

- 1 Das System erkennt und taggt alle Tabellen automatisch.

The screenshot shows the PDFxT editor interface. On the left is a document thumbnail pane. The main area displays a document page with a table titled 'Summary of Pitch Scenarios'. The table has four columns: Audience, Pitch Length, Pitch Approach, and Key. The table is divided into two main sections: 'Friends and family' and 'Elevator pitch competitions'. The 'Friends and family' section has a pitch length of 'Fifteen minutes' and a pitch approach of 'Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground'. The 'Elevator pitch competitions' section has a pitch length of 'Two to five minutes' and a pitch approach of 'Usually a verbal pitch or single slide summarizing need, solution, market, opportunity'. The table editor on the right shows the table structure and allows for editing the table content.

Audience	Pitch Length	Pitch Approach	Key
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should be able to explain the business model and value proposition in a simple and concise manner
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should be able to explain the business model and value proposition in a simple and concise manner

2 Nehmen wir an, mit dieser Tabelle gäbe es ein Problem.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The main content is a table titled 'Summary of Pitch Scenarios' (Table 7.3) with the following data:

Audience	Pitch Length	Pitch Approach	Key Concept	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a 'call to action' to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prices range from free services to \$1,000-2,000.
Angels for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a 'call to action' that might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early investors	Ten to twenty minutes, depending on venue/rules	Startup presentation with slides and video or demo of product/service.	Presentation that may include slides and/or video; more formal than pitch competitions with a specific 'ask' for capital needs and size.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Startup presentation with slides and video or demo of product/service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly and company is profitable.

3 Ich lösche mit **Shift** + **Del** alle Tags auf dieser Seite und zeichne Überschrift und Tabelle neu.

The screenshot shows the PDFxT interface with a confirmation dialog box open. The dialog box has the following text:

Delete all tags from page 251

Are you sure you want to delete all tags from this page? This action cannot be undone.

Buttons: Cancel, Delete tags

4

Ich entferne auch das Tabellen-Tag auf der nächsten Seite, wo die Tabelle weitergeht.

Found 3 similar zones in the same position on following pages. Would you like to delete these similar zones as well? **Delete 3 Zones**

Table 7.3

Audience	Pitch Length	Pitch Approach	Key Context	Notes
Trade groups/associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service; may be tailored to the specific group	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meetings, depending on agency rules	Outcome is to get "scored" to gain grant funding if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

Pitch Audiences

No matter to whom you are pitching, you usually need to include references to your problem-solution statement, value proposition, and key features, and how you prioritize that information will change for different audiences. As shown in [Table 7.3](#), once those core sections are covered, your different presentations should be tailored for different ultimate "asks." The ask in a pitch is the specific amount of money, type of assistance you request, or outcome you are seeking.

Investors

You have been introduced to different types of investors and will learn about them in more depth in [Entrepreneurial Finance and Accounting](#). For now, you just need to know the different types so you can start to think about how entrepreneurs structure their pitches to them. Individual investors want to know about team, product, value proposition, and potential return on investment. Angel investors are individuals who use their own money to invest in companies they're interested in. Venture capitalists are investors who pool money from others and use that money to invest in companies.

Pitching to many potential investors without success can be time consuming and disheartening, but in most cases, the investor's time is worth more than that of the people giving the pitch. If an investor offers feedback, it must be considered. You will probably not get all of the answers you need regarding how to make your venture an immediate success after giving

5

Zuerst wähle ich Heading im Menü Actions und ziehe es um den Tabellentitel.

Hold the left mouse button and drag to draw a zone. Stay within a single column, don't draw across columns.

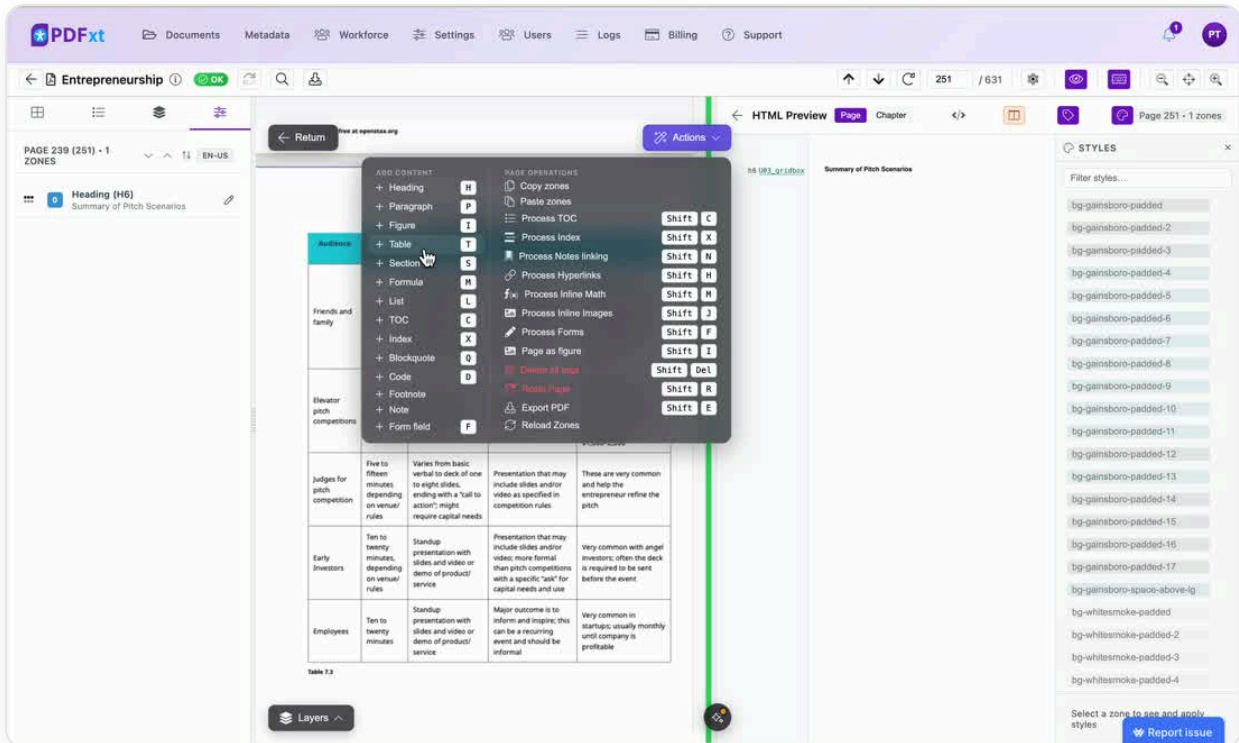
Draw <H1>

Summary of Pitch Scenarios

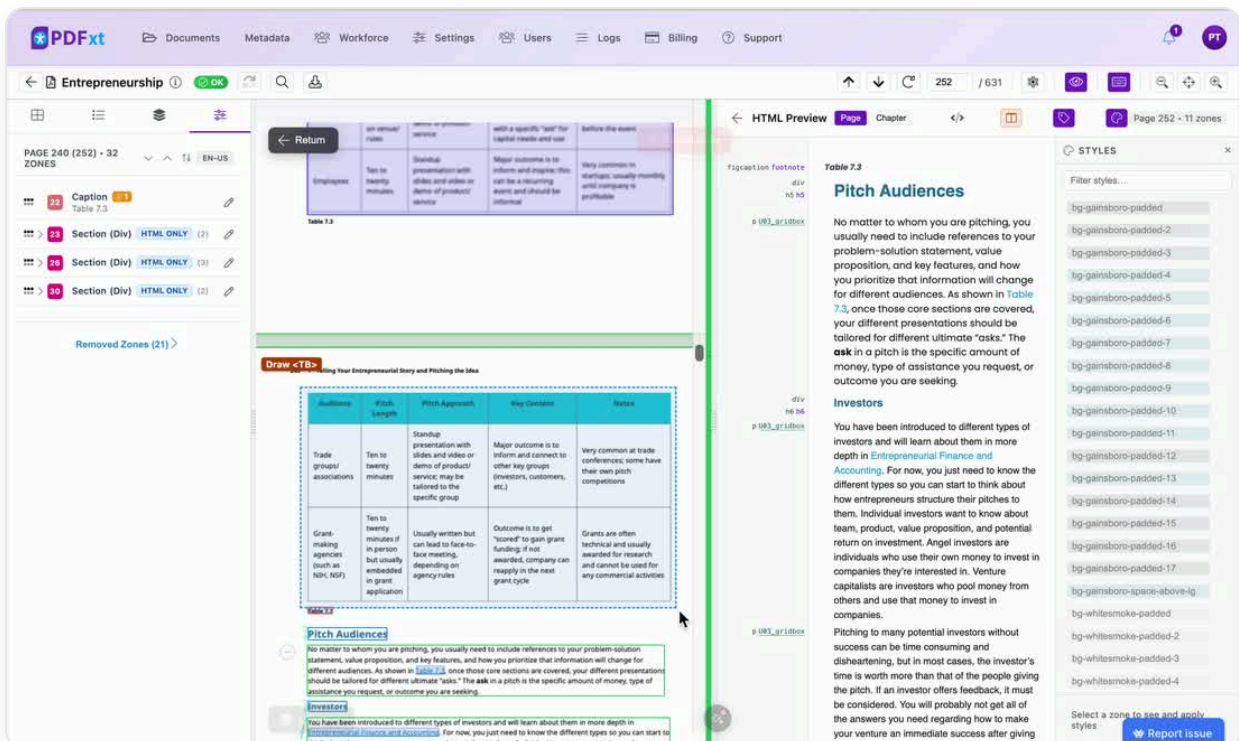
Audience	Pitch Length	Pitch Approach	Key Context	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to draw the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action" might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

Table 7.3

- 6 Für die Tabelle wähle ich im Menü Actions die Zone Table, oder drücke die Taste T, und ziehe eine Zone um den Tabellenbereich.



- 7 Dasselbe mache ich für den Rest der Tabelle auf der nächsten Seite.



8 Das System erkennt Zeilen und Spalten automatisch.

The screenshot shows the PDFxT software interface. On the left, the document 'Entrepreneurship' is open, showing a table of contents with 'Table (3) Audience Pitch Length Pitch Approach...'. The main window displays a PDF page with a table titled 'Summary of Pitch Scenarios'. The table has 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table has 5 rows of data. The right side of the interface shows the 'HTML Preview' tab, which displays the table structure with columns and rows identified. The 'STYLES' panel on the right shows a list of styles for the table cells.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

9 Das Ergebnis kann ich in der HTML-Vorschau prüfen.

The screenshot shows the PDFxT software interface with the 'HTML Preview' tab active. The table is displayed in a clean HTML format with columns and rows clearly defined. The 'HTML Preview' tab shows the table structure and content.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

10 Die Tabelle auf der nächsten Seite wird genauso erkannt.

PDFxT interface showing a document with a table on page 252. The table is titled "Pitch Audiences" and has 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table contains 2 rows of data. The software interface shows the document structure on the left and the HTML preview on the right.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service; may be tailored to the specific group.	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

11 Ist die Tabelle noch falsch, oder stimmen Colspans und Rowspans nicht, kann ich die Tabelle bearbeiten.

PDFxT interface showing a document with a table on page 251. The table is titled "Summary of Pitch Scenarios" and has 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table contains 4 rows of data. The software interface shows the document structure on the left and the HTML preview on the right.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks).	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service.	Major outcome is to inform and engage; this can be a recurring event and should be informal.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service.	Major outcome is to inform and engage; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

12 Das geht in 5 Schritten. In Schritt 1 bestätigen wir die Struktur der Tabelle.

The screenshot shows the PDFxT software interface. On the left, a sidebar displays document navigation options. The main workspace shows a table structure for 'Summary of Pitch Scenarios'. The right-hand pane displays the table's HTML structure, including the table header and body. A dialog box at the bottom prompts the user to confirm the table structure.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

13 In Schritt 2 markieren wir die Zeilen.

The screenshot shows the PDFxT software interface. On the left, a sidebar displays document navigation options. The main workspace shows a table structure for 'Summary of Pitch Scenarios'. The right-hand pane displays the table's HTML structure, including the table header and body. A dialog box at the bottom prompts the user to mark the rows.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 14 Für die Demo entferne ich die Zeilen und zeichne sie neu.
Um eine Zeile zu zeichnen, ziehe ich einfach über die Tabelle.

The screenshot shows the PDFxT editor interface. On the left, a sidebar lists the document structure: 'Heading (H6) Summary of Pitch Scenarios', 'Table (2) Audience Pitch Length Pitch Appro...', 'Table Head (THEAD) (1)', and 'Table Body (TBODY) (5)'. The main area displays a table titled 'Summary of Pitch Scenarios' with 5 columns: 'Audience', 'Pitch Length', 'Pitch Approach', 'Key Content', and 'Notes'. The table has 5 rows. A red box highlights the table, and a red arrow points to the 'Delete all rows' button in the bottom toolbar. The toolbar also shows 'Cancel', 'Back', and 'Next' buttons.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/ rules	Standup presentation with slides and video or demo of product/ service	Presentation that may include slides and/or video as specified in competition rules	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 15 Schritt 3 sind die Spalten. Auch hier entferne ich eine Spalte und ziehe sie dann neu.

The screenshot shows the PDFxT editor interface. On the left, a sidebar lists the document structure: 'Heading (H6) Summary of Pitch Scenarios', 'Table (2) Audience Pitch Length Pitch Appro...', 'Table Head (THEAD) (1)', and 'Table Body (TBODY) (5)'. The main area displays a table titled 'Summary of Pitch Scenarios' with 5 columns: 'Audience', 'Pitch Length', 'Pitch Approach', 'Key Content', and 'Notes'. The table has 5 rows. A red box highlights the table, and a red arrow points to the 'Delete all columns' button in the bottom toolbar. The toolbar also shows 'Cancel', 'Back', and 'Next' buttons.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/ rules	Standup presentation with slides and video or demo of product/ service	Presentation that may include slides and/or video as specified in competition rules	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 16 In Schritt 4 korrigieren wir Zeilen- und Spaltenverbünde, indem wir Zellen verbinden oder trennen.

Table 7.3

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competitions	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action", might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 17 Der letzte Schritt ist die Erkennung von thead, tbody undtfoot. Per Klick auf die Zeilenlabels wechsele ich zwischen Kopf, Rumpf und Fuß.

Table 7.3

Header	Audience	Pitch Length	Pitch Approach	Key Content	Notes
Body	Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Body	Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Body	Judges for pitch competitions	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action", might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Body	Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Body	Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

18 Zum Schluss speichern wir die Tabelle.

Table structure saved

Table 2.3: Summary of Pitch Scenarios

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
Judges for pitch competition	Five to fifteen minutes depending on venue/ rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early investors	Ten to twenty minutes, depending on venue/ rules	Standup presentation with slides and video or demo of product/ service.	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

19 In unserem Fall scheint eine Zelle einen falschen Hintergrund zu haben. Das ist leicht zu beheben. Ich suche die Zelle und bearbeite ihren Style.

Table 2.3: Summary of Pitch Scenarios

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
Judges for pitch competition	Five to fifteen minutes depending on venue/ rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early investors	Ten to twenty minutes, depending on venue/ rules	Standup presentation with slides and video or demo of product/ service.	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

20 Hier ist die Tabelle auf zwei Seiten verteilt.

The screenshot shows the PDFXt software interface. The left sidebar displays the document structure, including 'Table 7.3' and 'Pitch Audiences'. The main view shows the table content, which is split across two pages. The right sidebar shows the HTML preview of the table content.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/ associations	Ten to twenty minutes	Usually written but can lead to face-to-face meeting, depending on agency rules	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

Pitch Audiences

No matter to whom you are pitching, you usually need to include references to your problem-solution statement, value proposition, and key features, and how you prioritize that information will change for different audiences. As shown in Table 7.3, once those core sections are covered, your different presentations should be tailored for different ultimate "asks." The ask in a pitch is the specific amount of money, type of assistance you request, or outcome you are seeking.

Investors

You have been introduced to different types of investors and will learn about them in more depth in *Entrepreneurial Finance and Accounting*. For now, you just need to know the different types so you can start to think about how entrepreneurs structure their pitches to them. Individual investors want to know about team, product, value proposition, and potential return on investment. Angel investors are individuals who use their own money to invest in companies they're interested in. Venture capitalists are investors who pool money from others and use that money to invest in companies.

Pitching to many potential investors without success can be time consuming and disheartening, but in most cases, the investor's time is worth more than yours.

21 Dafür gibt es die Schaltflächen Continued from und Continued to, oder die Option Stitch text in der oberen Leiste.

The screenshot shows the PDFXt software interface. The left sidebar displays the document structure, including 'Table 7.3' and 'Pitch Audiences'. The main view shows the table content, which is split across two pages. The right sidebar shows the HTML preview of the table content. A dialog box is open, showing options for continuing the table from the previous page.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/ rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch

Table 7.3

240 7 - Telling Your Entrepreneurial Story and Pitching the Idea

This TB continues from...
SELECT THE ORIGINATING ZONE
[1] TB + HD
Pick a zone on the page
Merge first TR instead
Cancel Merge

22 So wähle ich, welche Zone in welcher Zone weitergeht.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. A dialog box titled 'Stitch text: TB' is open, allowing the user to select a zone to continue from or to. The 'CONTINUES TO (LATER)' section is active, and the option '[0] TB: <span style=' is selected. The background document shows a table with columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table lists various audience types like 'Trade groups/associations', 'Grant-making agencies', and 'Venture capitalists'.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service; may be tailored to the specific group.	Major outcome is to inform and connect to other key groups (investors, customers, etc.).	Very common at trade conferences; some have their own pitch competitions.
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules.	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle.	Grants are often technical and usually awarded for research and cannot be used for any commercial activities.

23 Nach dem Bestätigen sind die Zonen verknüpft.

The screenshot shows the PDFxT interface after the zones have been linked. A green confirmation message 'Zones linked' is displayed at the top. The background document is the same as in the previous screenshot, but now the zones are linked, and the 'Pitch Audiences' table is visible. The table lists various audience types like 'Trade groups/associations', 'Grant-making agencies', and 'Venture capitalists'.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service; may be tailored to the specific group.	Major outcome is to inform and connect to other key groups (investors, customers, etc.).	Very common at trade conferences; some have their own pitch competitions.
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules.	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle.	Grants are often technical and usually awarded for research and cannot be used for any commercial activities.

- 24 Die Tabelle wird zu einer einzigen Tabelle zusammengeführt, ohne den thead der zweiten Seite.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Entrepreneurship 251 / 631

HTML Preview Page Chapter

Page 251 - 52 zones

Return

7.3 - Developing Pitches for Various Audiences

Summary of Pitch Scenarios

Audience	Pitch Length	Pitch Approach	Key Concerns	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patented), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
Judges for pitch competition	Five to fifteen minutes depending on venue/ rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action" might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early investors	Ten to twenty minutes, depending on venue/ rules	Standup presentation with slides and video or demo of product/ service.	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

Table 7.3

pitch competitions minutes pitch or single slide summarizing need, solution, market, opportunity high-level innovation, value proposition, and a "call to action" to close the audience accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000

Judges for pitch competition Five to fifteen minutes depending on venue/ rules Varies from basic verbal to deck of one to eight slides, ending with a "call to action" might require capital needs Presentation that may include slides and/or video as specified in competition rules These are very common and help the entrepreneur refine the pitch

Early investors Ten to twenty minutes, depending on venue/ rules Standup presentation with slides and video or demo of product/ service Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use Very common with angel investors; often the deck is required to be sent before the event

Employees Ten to twenty minutes Standup presentation with slides and video or demo of product/ service Major outcome is to inform and inspire; this can be a recurring event and should be informal Very common in startups; usually monthly until company is profitable

Report Issue

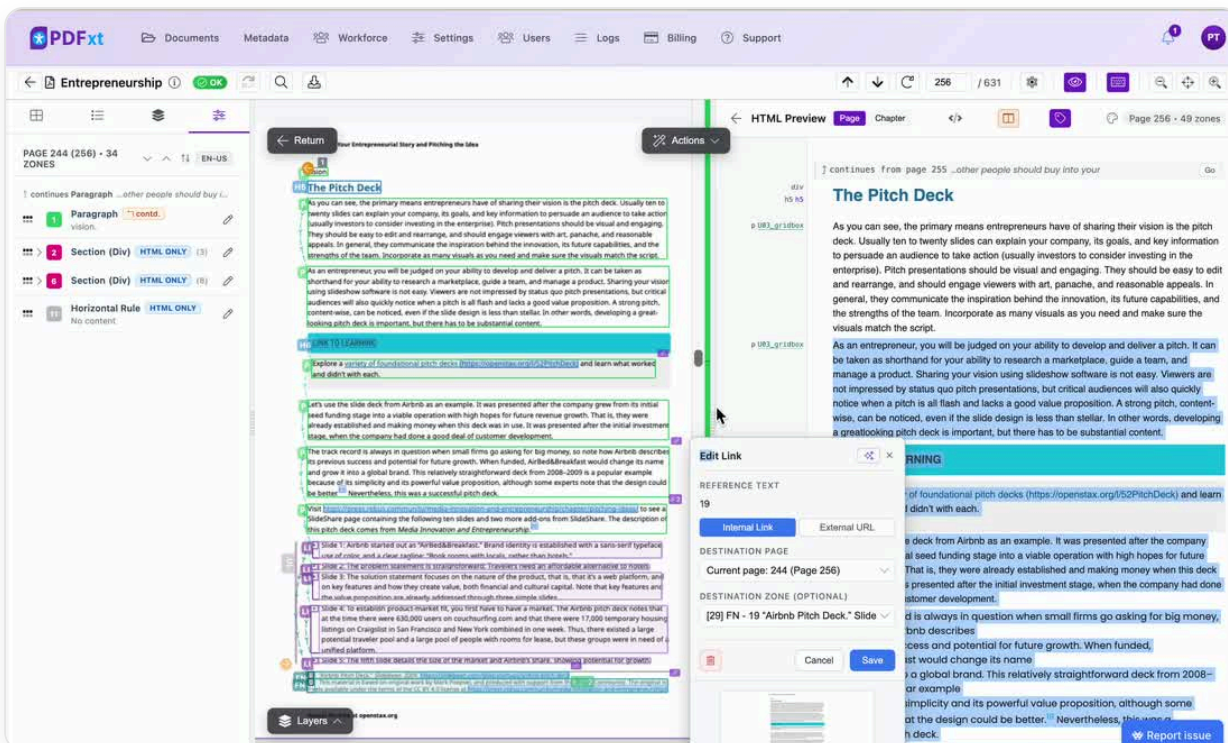
Zeichnen Sie Fußnotenzonen, und stellen Sie mit Process Notes linking die beidseitigen Links zwischen Verweiszeichen und Fußnoten wieder her.

1

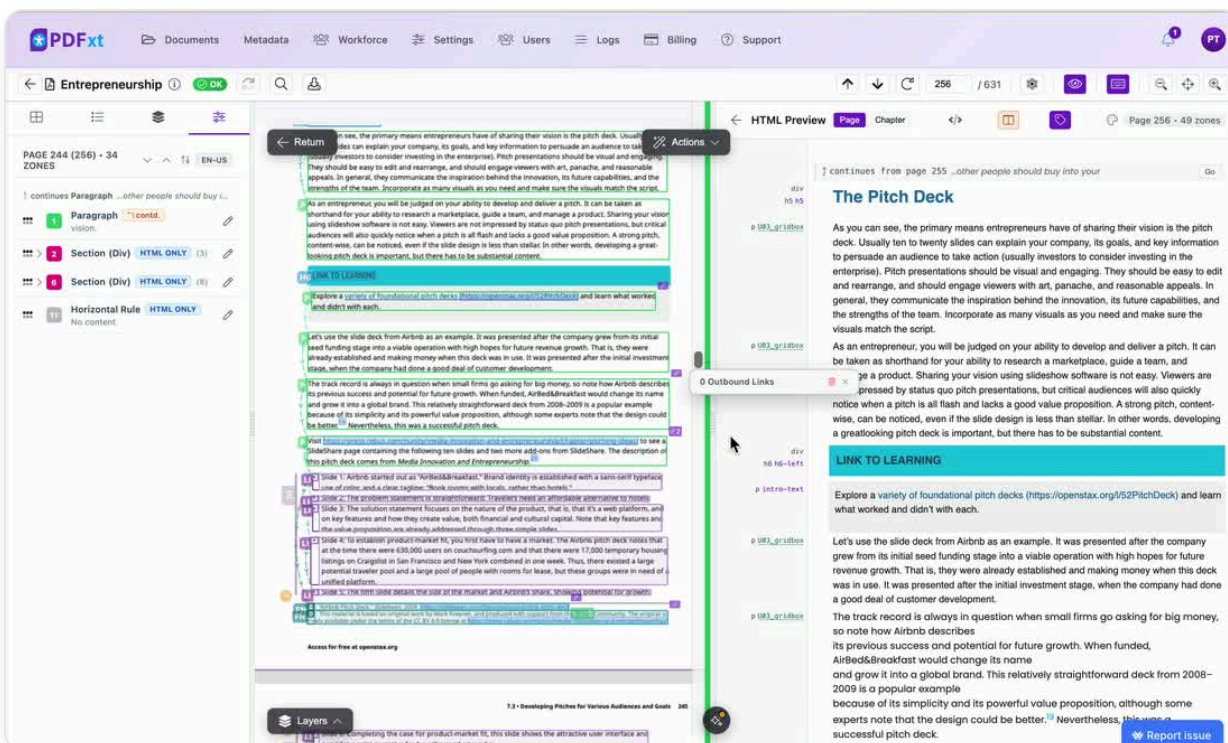
Fußnoten sowie Kapitel- und Buchendnoten erkennt und taggt PDFxt automatisch, mit Links von jedem Verweiszeichen.

The screenshot displays the PDFxt software interface. The top navigation bar includes options like Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. The left sidebar shows the document structure for 'Entrepreneurship', with a list of zones including 'Paragraph', 'Section (Div)', and 'Horizontal Rule'. The central document view shows a pitch deck titled 'The Pitch Deck' with various annotations and links. The right sidebar shows the HTML preview of the pitch deck, including a 'LINK TO LEARNING' section. The interface is designed for managing PDF documents and their associated footnotes and annotations.

- 2 Öffnen Sie den Link eines Verweiszeichens, und Sie sehen die Fußnotenzone, auf die er zeigt.

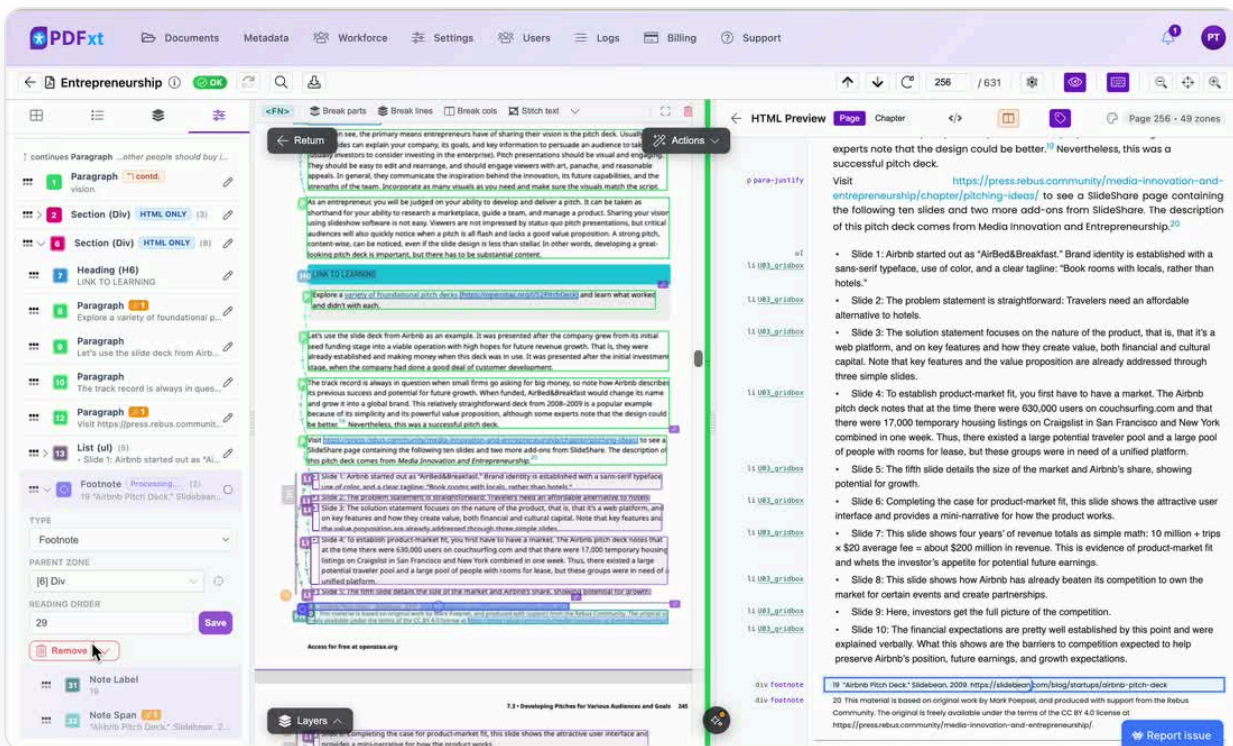


- 3 Für diese Demo lösche ich die Fußnotenlinks, ein Verweiszeichen nach dem anderen.



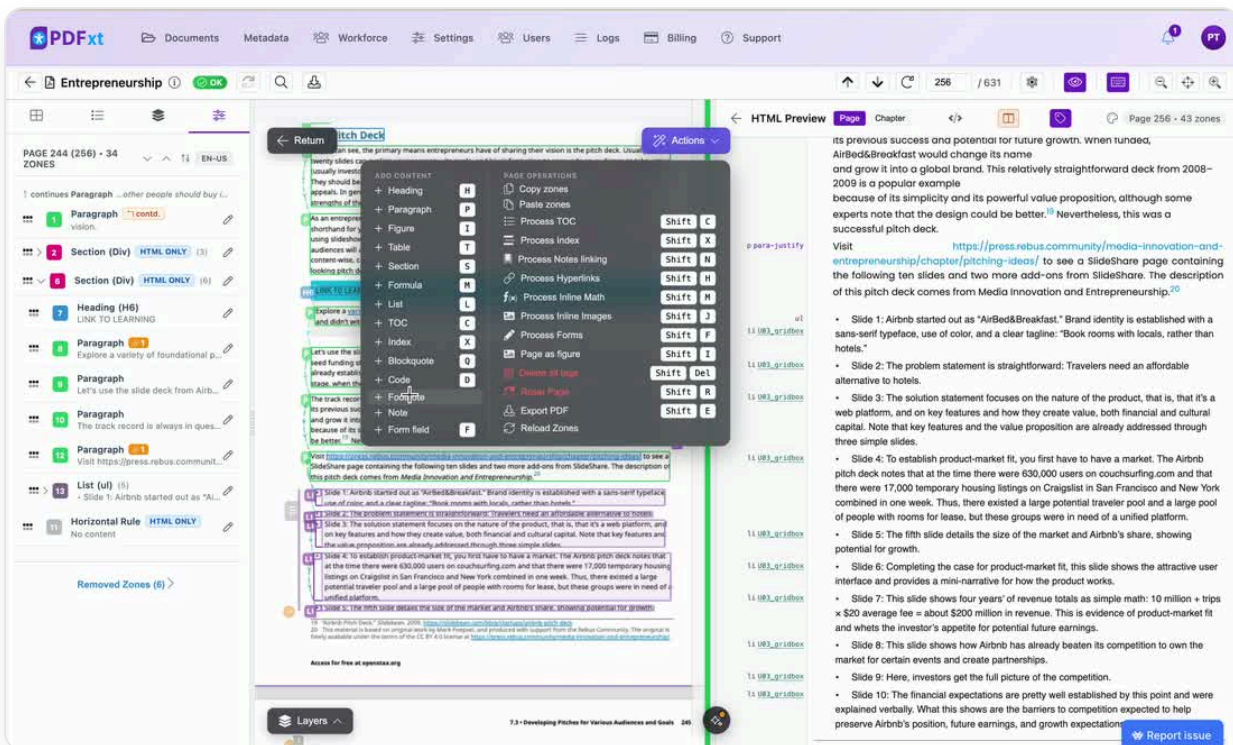
4

Dann lösche ich die Fußnoten, um Ihnen zu zeigen, wie man sie zeichnet.

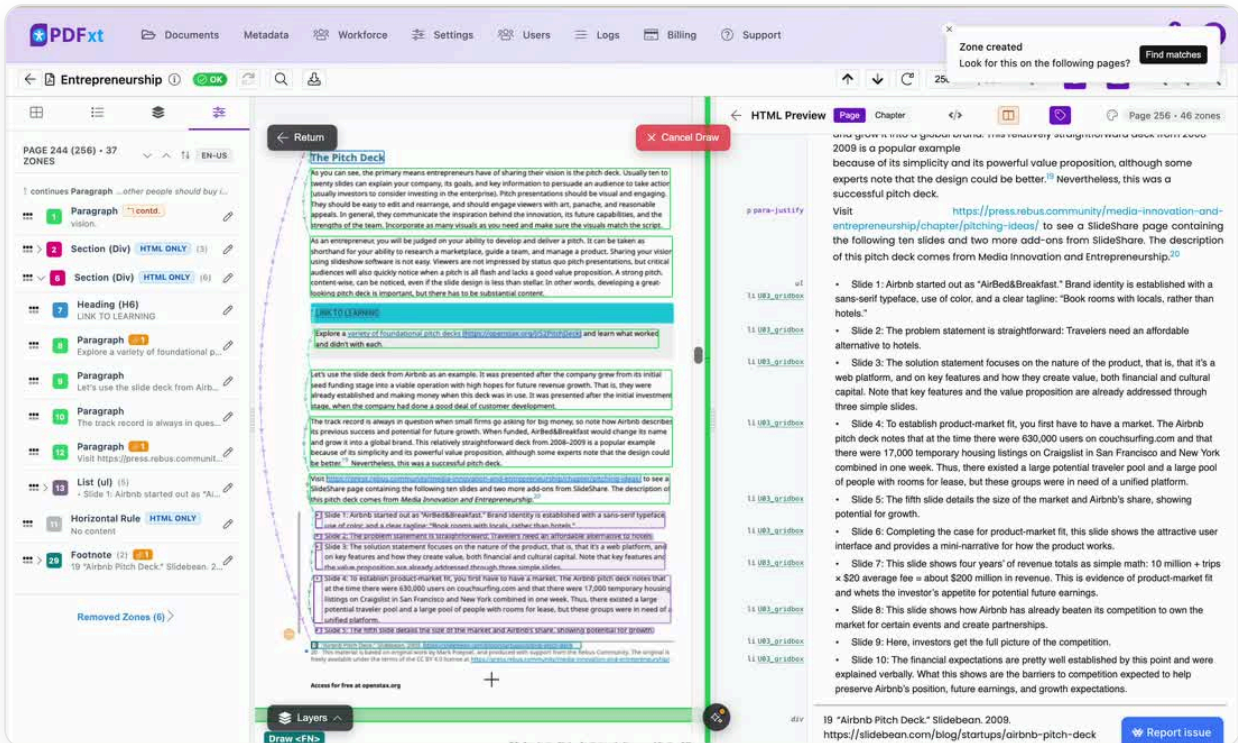


5

Zeichnen Sie die Fußnote als Zone, mit Footnote aus dem Menü Actions.

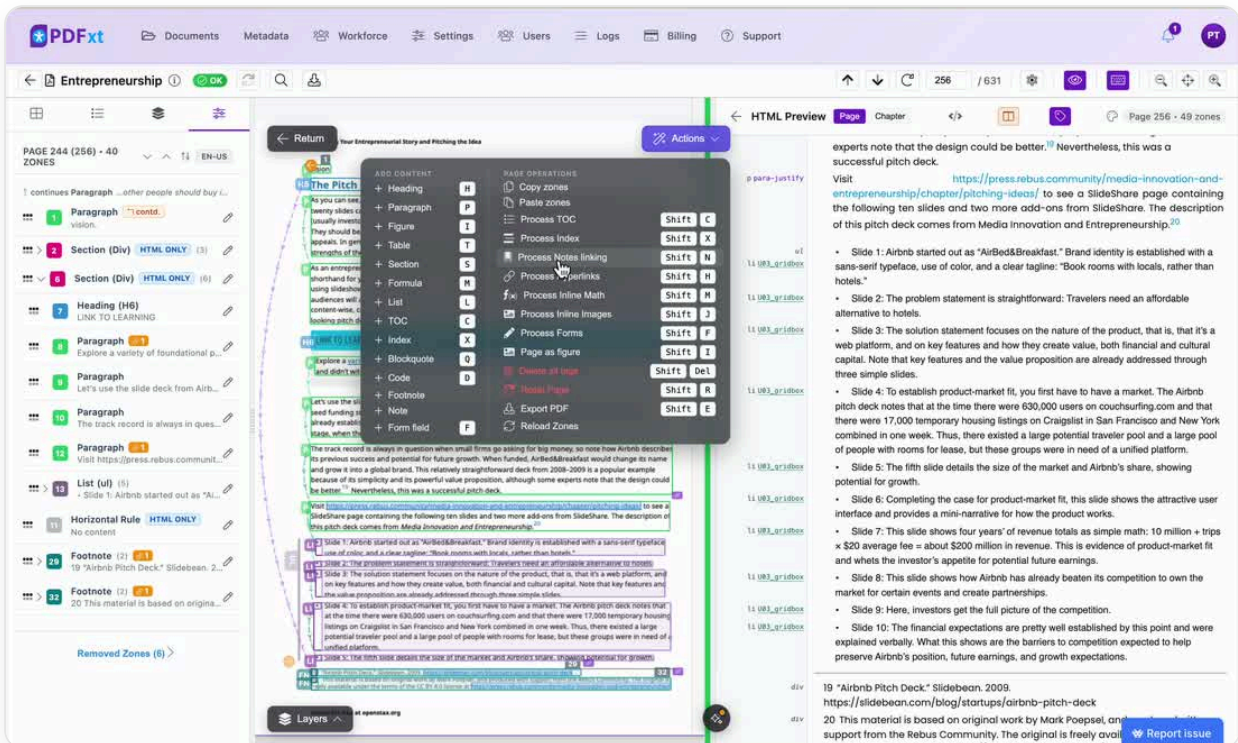


6 Wiederholen Sie das für die zweite Fußnote.



The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows a list of zones, including 'Paragraph', 'Section (Div)', 'Heading (H6)', 'List (ul)', and 'Footnote'. The main content area displays a pitch deck titled 'The Pitch Deck' with a list of slides. The 'Return' button is highlighted in red, and the 'Cancel Draw' button is also visible. The right sidebar shows a list of slides, including 'Slide 1: Airbnb started out as "AirBed&Breakfast"', 'Slide 2: The problem statement is straightforward: Travelers need an affordable alternative to hotels.', 'Slide 3: The solution statement focuses on the nature of the product, that is, that it's a web platform, and on key features and how they create value, both financial and cultural capital.', 'Slide 4: To establish product-market fit, you first have to have a market. The Airbnb pitch deck notes that at the time there were 630,000 users on couchsurfing.com and that there were 17,000 temporary housing listings on Craigslist in San Francisco and New York combined in one week. Thus, there existed a large potential traveler pool and a large pool of people with rooms for lease, but these groups were in need of a unified platform.', 'Slide 5: The fifth slide details the size of the market and Airbnb's share, showing potential for growth.', 'Slide 6: Completing the case for product-market fit, this slide shows the attractive user interface and provides a mini-narrative for how the product works.', 'Slide 7: This slide shows four years' of revenue totals as simple math: 10 million + trips x \$20 average fee = about \$200 million in revenue. This is evidence of product-market fit and whets the investor's appetite for potential future earnings.', 'Slide 8: This slide shows how Airbnb has already beaten its competition to own the market for certain events and create partnerships.', 'Slide 9: Here, investors get the full picture of the competition.', 'Slide 10: The financial expectations are pretty well established by this point and were explained verbally. What this shows are the barriers to competition expected to help preserve Airbnb's position, future earnings, and growth expectations.'

7 Nutzen Sie dann die Seitenaktion Process Notes linking, **Shift** + **N**.



The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows a list of zones, including 'Paragraph', 'Section (Div)', 'Heading (H6)', 'List (ul)', and 'Footnote'. The main content area displays a pitch deck titled 'The Pitch Deck' with a list of slides. The 'Process Notes linking' action is highlighted in the 'Actions' menu. The right sidebar shows a list of slides, including 'Slide 1: Airbnb started out as "AirBed&Breakfast"', 'Slide 2: The problem statement is straightforward: Travelers need an affordable alternative to hotels.', 'Slide 3: The solution statement focuses on the nature of the product, that is, that it's a web platform, and on key features and how they create value, both financial and cultural capital.', 'Slide 4: To establish product-market fit, you first have to have a market. The Airbnb pitch deck notes that at the time there were 630,000 users on couchsurfing.com and that there were 17,000 temporary housing listings on Craigslist in San Francisco and New York combined in one week. Thus, there existed a large potential traveler pool and a large pool of people with rooms for lease, but these groups were in need of a unified platform.', 'Slide 5: The fifth slide details the size of the market and Airbnb's share, showing potential for growth.', 'Slide 6: Completing the case for product-market fit, this slide shows the attractive user interface and provides a mini-narrative for how the product works.', 'Slide 7: This slide shows four years' of revenue totals as simple math: 10 million + trips x \$20 average fee = about \$200 million in revenue. This is evidence of product-market fit and whets the investor's appetite for potential future earnings.', 'Slide 8: This slide shows how Airbnb has already beaten its competition to own the market for certain events and create partnerships.', 'Slide 9: Here, investors get the full picture of the competition.', 'Slide 10: The financial expectations are pretty well established by this point and were explained verbally. What this shows are the barriers to competition expected to help preserve Airbnb's position, future earnings, and growth expectations.'

8

Damit werden die Links von den Verweiszeichen zu den Fußnoten neu erstellt.

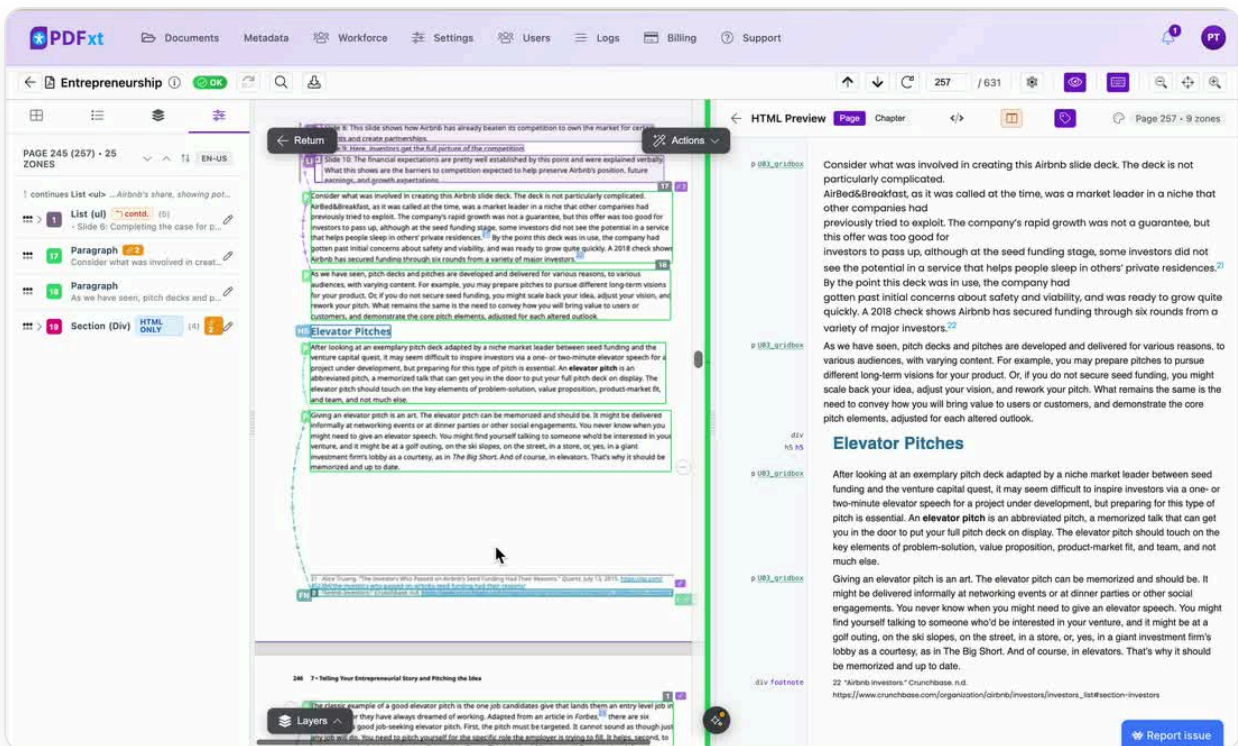
The screenshot shows the PDFxT editor interface. The left sidebar lists zones with their HTML tags: Footnote (1), Section (Div) (2), Section (Div) (3), Heading (H6) (4), Paragraph (5), Paragraph (6), Paragraph (7), List (ul) (8), Horizontal Rule (9), and Footnote (10). The main area displays the document content with various zones highlighted. A 'Footnote' zone is selected, showing its content and a list of zones it references. The right sidebar shows the 'HTML Preview' of the selected zone, displaying the HTML code for the footnote and its references.

9

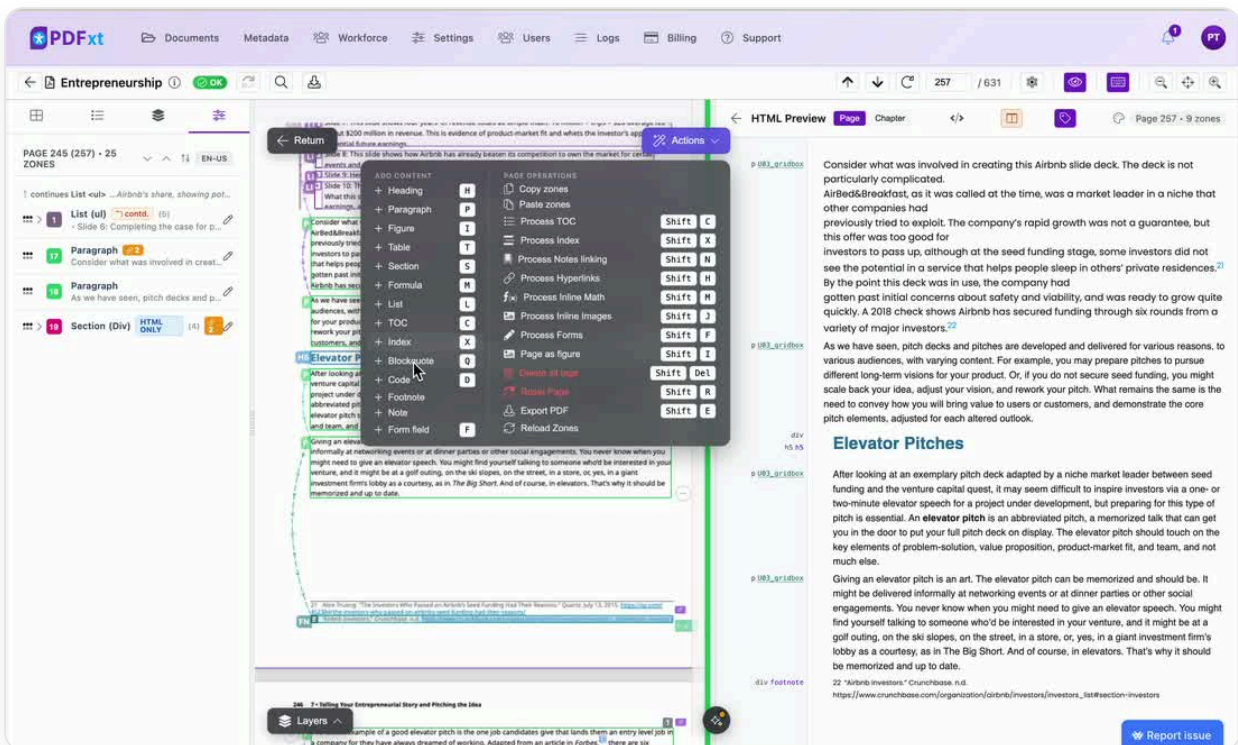
Zu jeder Fußnotenzone zeigen wir auch die Informationen zur beidseitigen Verlinkung.

The screenshot shows the PDFxT editor interface. The left sidebar lists zones with their HTML tags: Footnote (1), Section (Div) (2), Section (Div) (3), Heading (H6) (4), Paragraph (5), Paragraph (6), Paragraph (7), List (ul) (8), Horizontal Rule (9), and Footnote (10). The main area displays the document content with various zones highlighted. A 'Footnote' zone is selected, showing its content and a list of zones it references. The right sidebar shows the 'HTML Preview' of the selected zone, displaying the HTML code for the footnote and its references.

10 Eine ähnliche Korrektur auf der nächsten Seite.



11 Zeichnen Sie die fehlende Fußnotenzone genauso.



- 12 Die ausgehenden Links bestätigen, dass beide Verweiszeichen jetzt auf ihre Fußnoten zeigen.

The screenshot displays the PDFxT editor interface. The main document area shows a text block with several footnotes. A list of outbounds is visible on the right side of the editor. The outbounds list includes:

- 21 Alice Truong: "The Investors Who Passed on Airbnb's Seed Funding Had Their Reasons". Quartz. July 13, 2015. <https://qz.com/452384/the-investors-who-passed-on-airbnbs-seed-funding-had-their-reasons/>
- 22 "Airbnb investors." Crunchbase. n.d. https://www.crunchbase.com/organization/airbnb/investors/investors_list#section=investors

The document also contains a section titled "Elevator Pitches" with a paragraph of text. The text discusses the importance of an elevator pitch and provides examples of how to deliver one. The text is as follows:

After looking at an exemplary pitch deck adapted by a niche market leader between seed funding and the venture capital quest, it may seem difficult to inspire investors via a one- or two-minute elevator speech for a project under development, but preparing for this type of pitch is essential. An **elevator pitch** is an abbreviated pitch, a memorized talk that can get you in the door to put your full pitch deck on display. The elevator pitch should touch on the key elements of problem-solution, value proposition, product-market fit, and team, and not much else.

Giving an elevator pitch is an art. The elevator pitch can be memorized and should be. It might be delivered informally at networking events or at dinner parties or other social engagements. You never know when you might need to give an elevator speech. You might find yourself talking to someone who'd be interested in your venture, and it might be at a golf outing, on the ski slopes, on the street, in a store, or, yes, in a giant investment firm's lobby as a courtesy, as in *The Big Short*. And of course, in elevators. That's why it should be memorized and up to date.

21 Alice Truong: "The Investors Who Passed on Airbnb's Seed Funding Had Their Reasons". Quartz. July 13, 2015. <https://qz.com/452384/the-investors-who-passed-on-airbnbs-seed-funding-had-their-reasons/>

22 "Airbnb investors." Crunchbase. n.d. https://www.crunchbase.com/organization/airbnb/investors/investors_list#section=investors

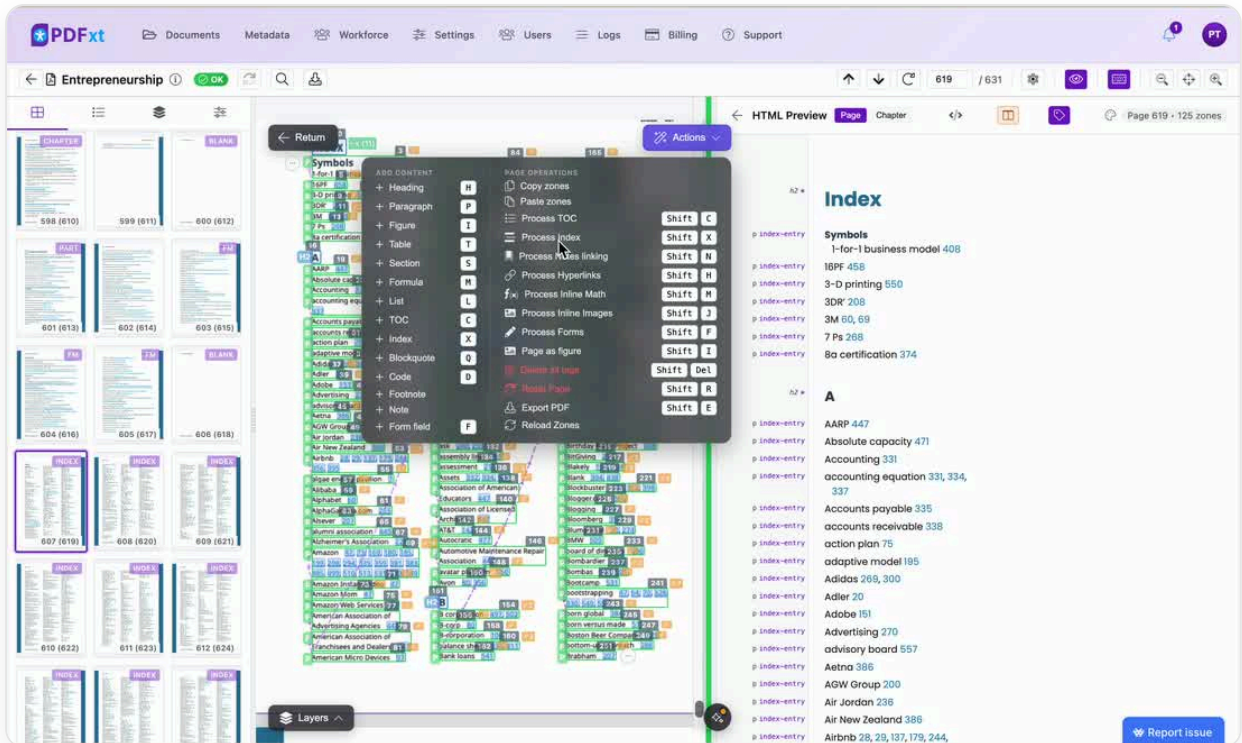
Verarbeiten Sie einen kompletten Index in einem Schritt: PDFxt erstellt die Indexeinträge und verlinkt jede Seitenzahl, Sie prüfen das Ergebnis.

1

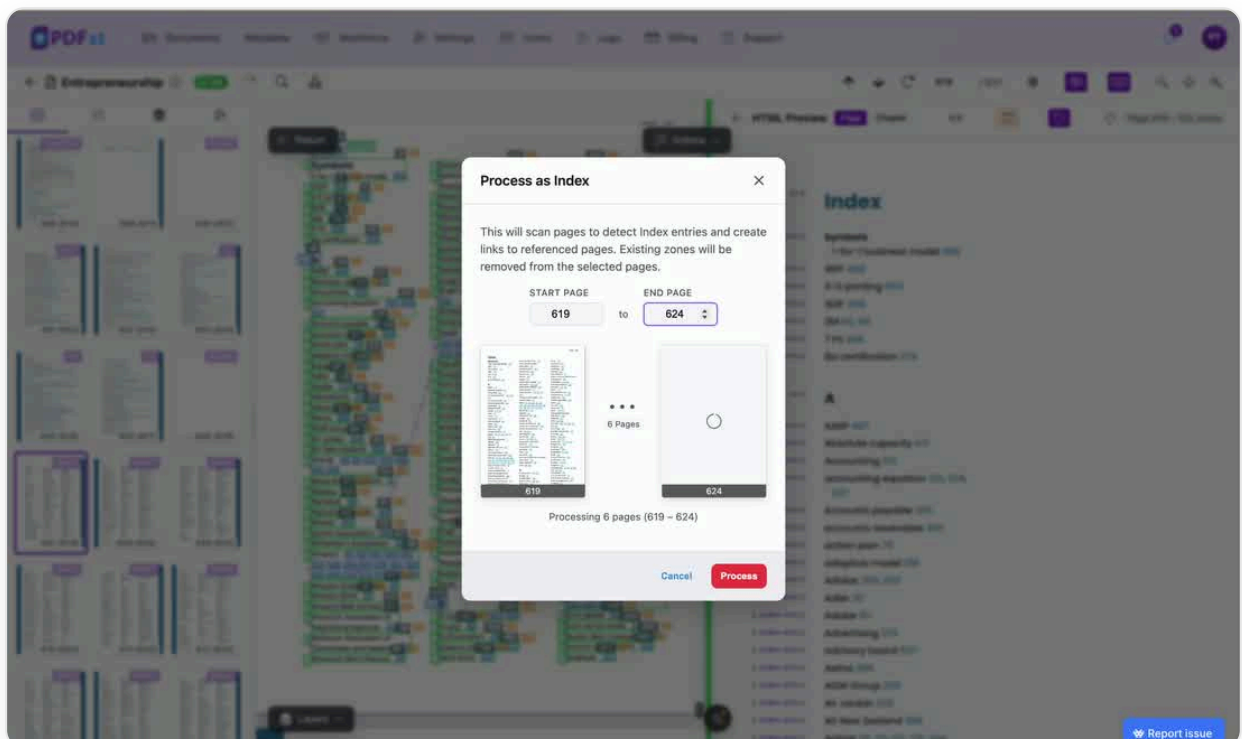
Sie wissen sicher, wie aufwendig das Taggen von Index-Seitenzahlen ist. PDFxt automatisiert das vollständig.

The screenshot displays the PDFxt web application interface. At the top, there's a navigation bar with the PDFxt logo and various menu items: Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. Below this, a breadcrumb trail shows 'Entrepreneurship' with a search icon and a status indicator 'OK'. The main workspace is divided into three panels. On the left, a sidebar shows a grid of document thumbnails, each labeled with a page number and a document title. The central panel, titled 'Symbols', contains a list of terms and their corresponding page numbers, organized alphabetically. The right panel, titled 'HTML Preview', shows the generated index structure, including sections for 'Symbols', 'A', and 'B'. The bottom of the interface features a 'Layers' panel and a 'Report issue' button.

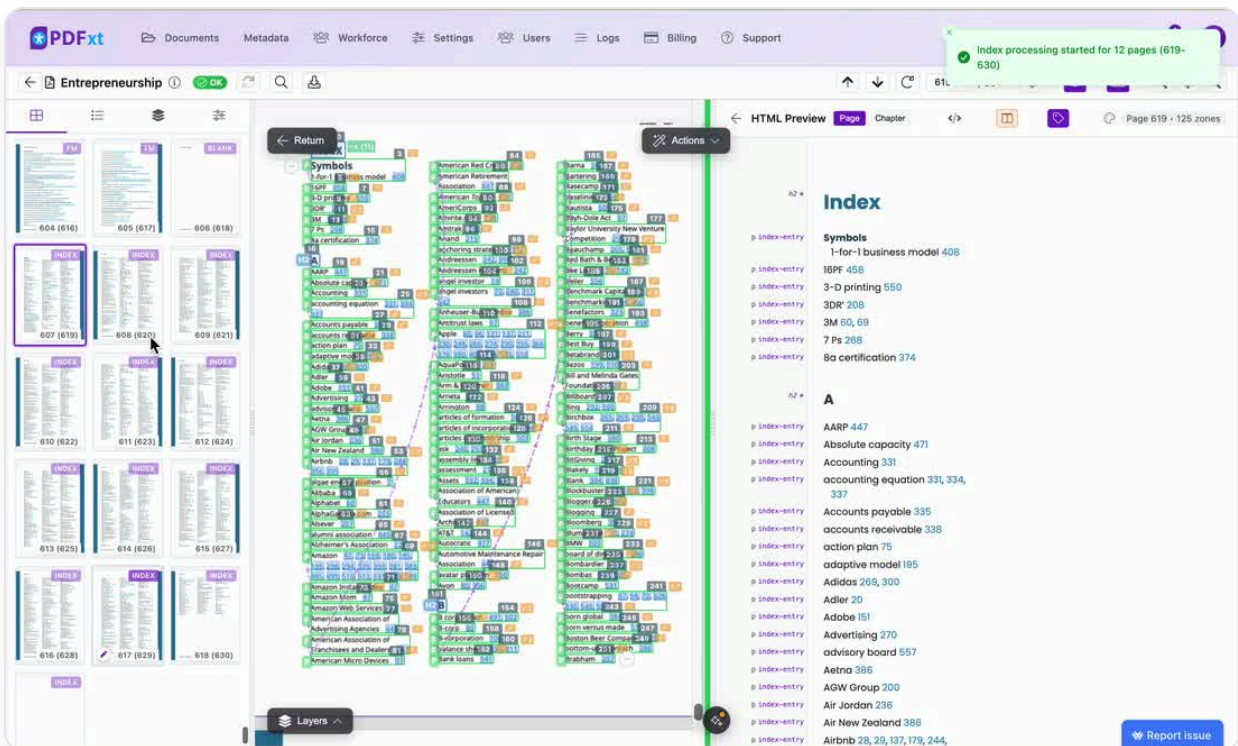
- 2 Gehen Sie einfach zur ersten Indexseite und wählen Sie Process Index im Menü Actions, **Shift** + **X**.



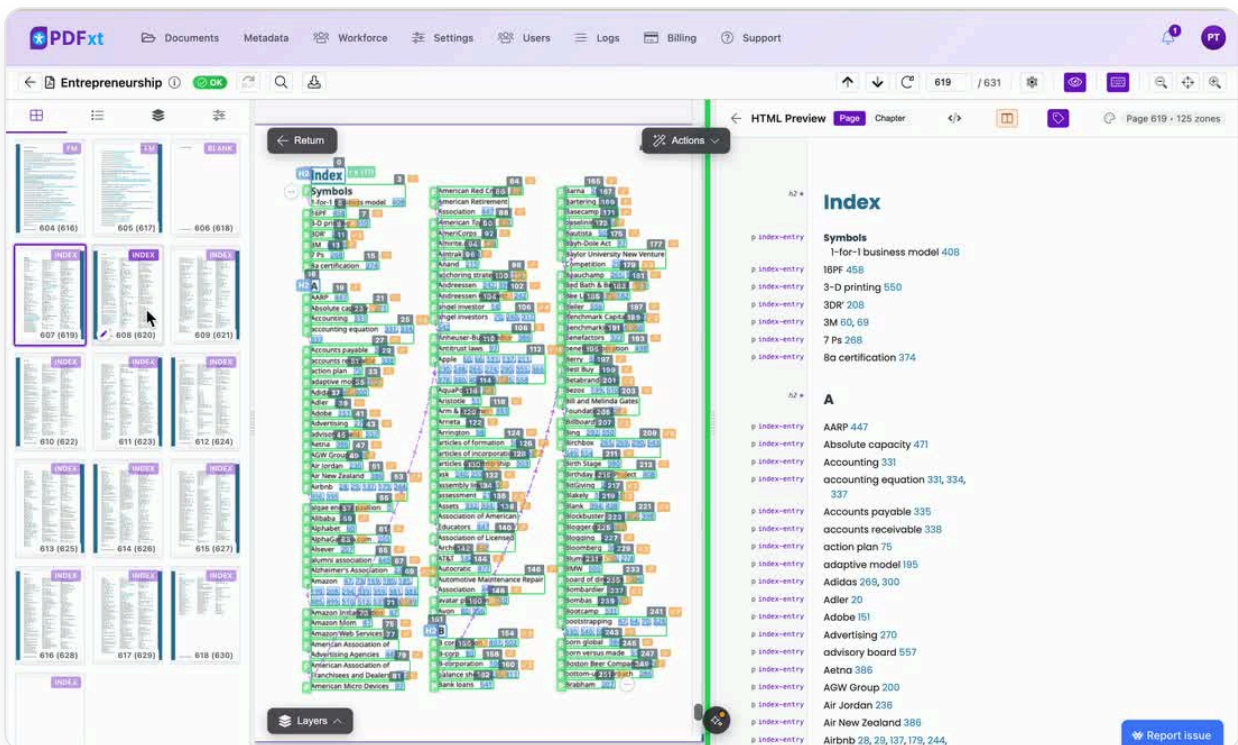
- 3 Legen Sie den Seitenbereich für den ganzen Index fest.



- 4 PDFxt erstellt automatisch die Indexeinträge und verlinkt sie mit ihren Seiten.

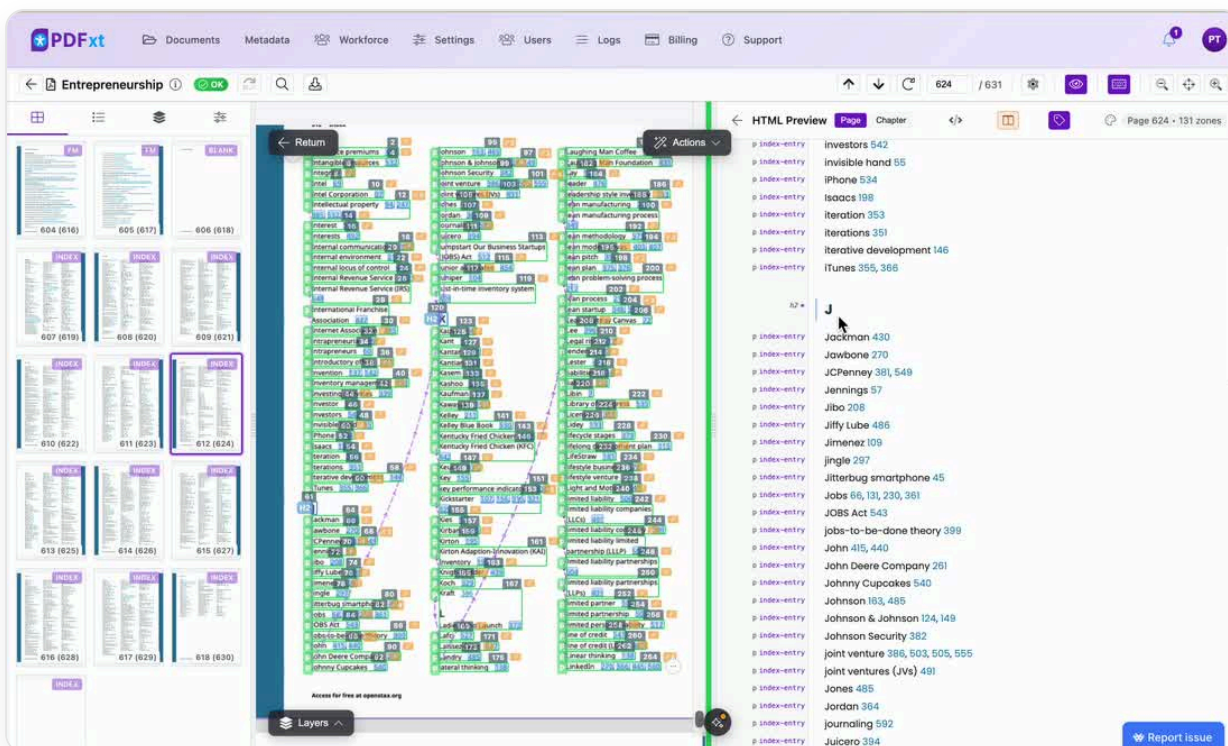


- 5 Als Anwender können Sie die Ergebnisse Seite für Seite prüfen.



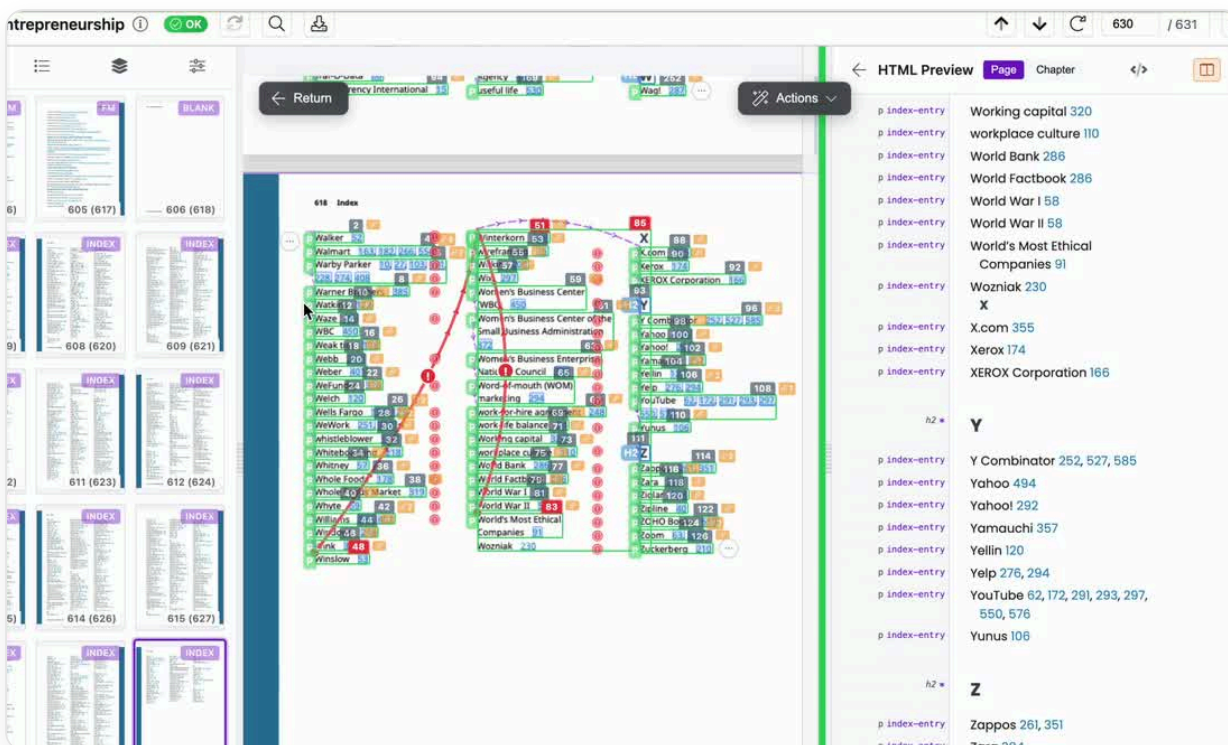
6

Jeder Eintrag ist getaggt, und seine Seitenzahlen verlinken auf die jeweiligen Seiten.

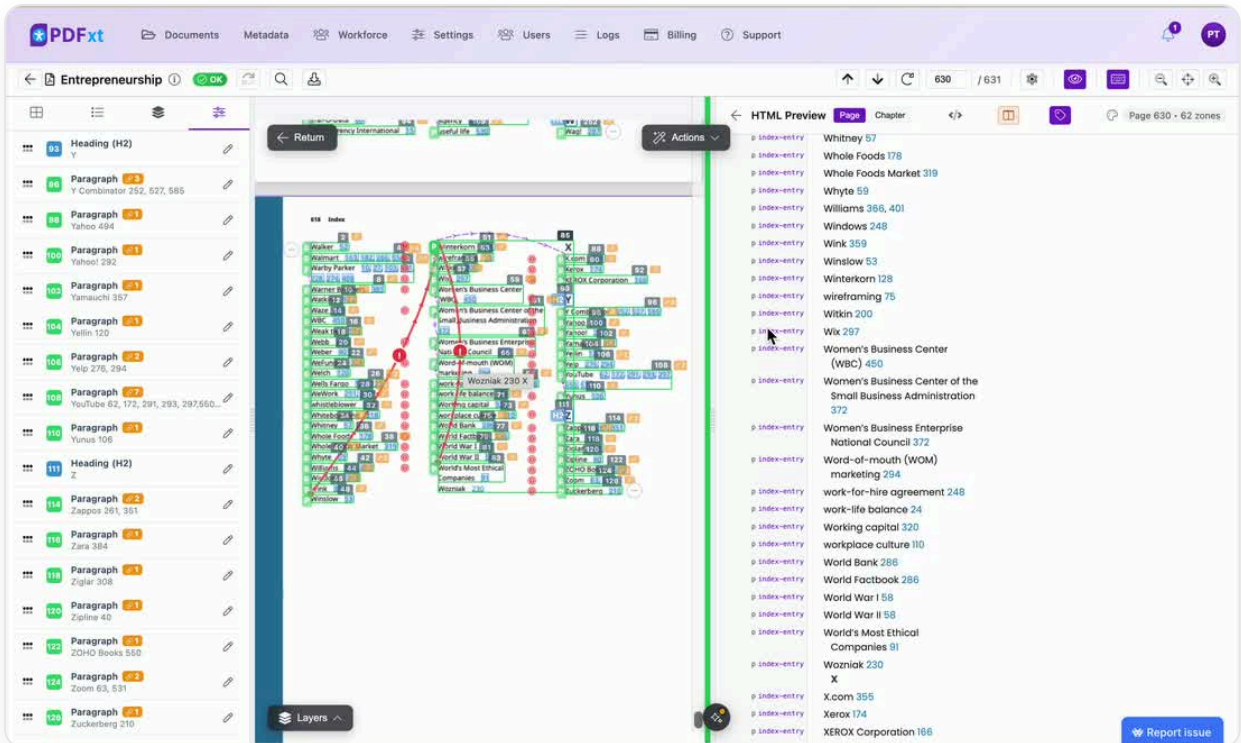


7

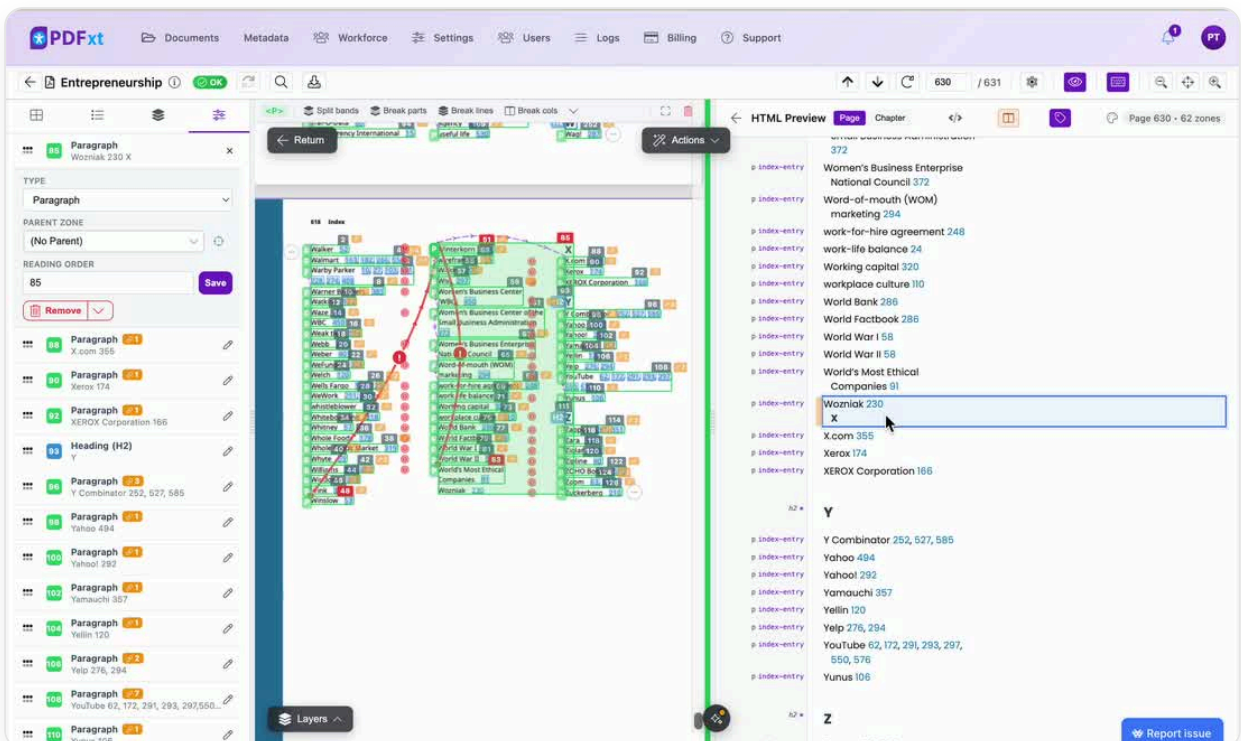
Auf der letzten Seite ist die Zonierung fehlerhaft, und PDFxT markiert die Linie der Lesereihenfolge als Hinweis.



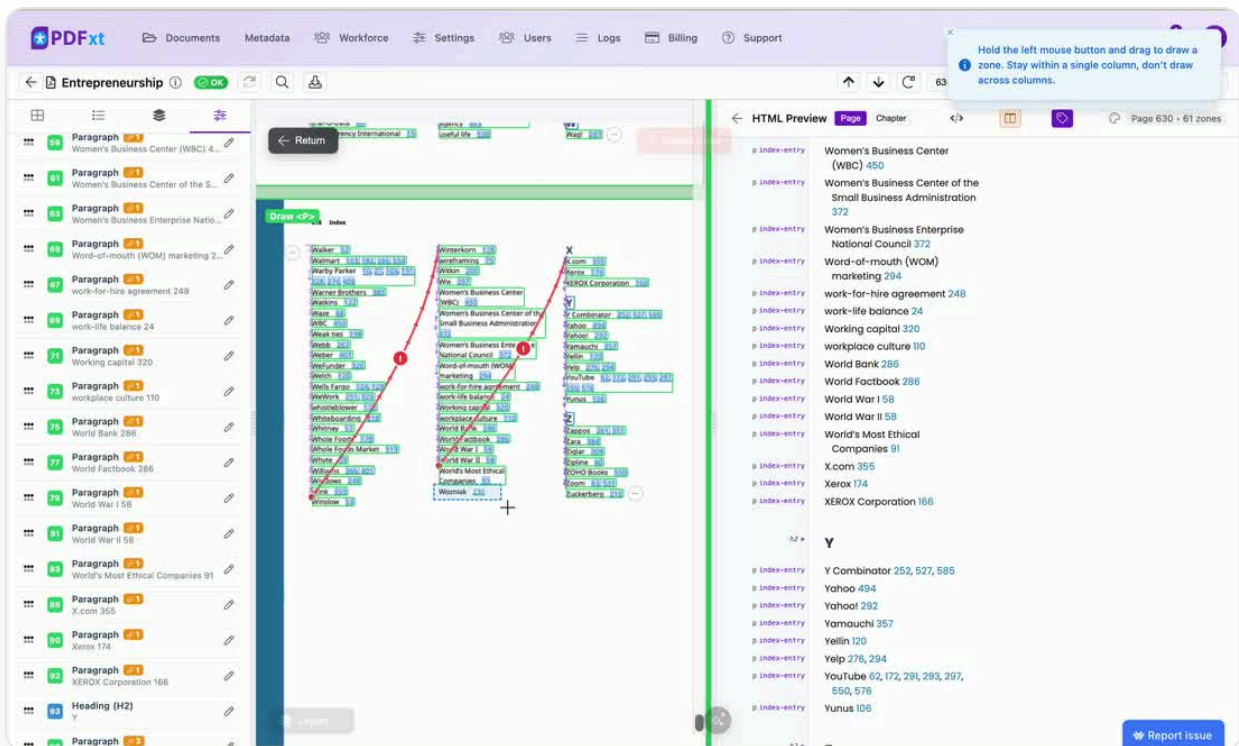
8 Ich korrigiere das schnell.



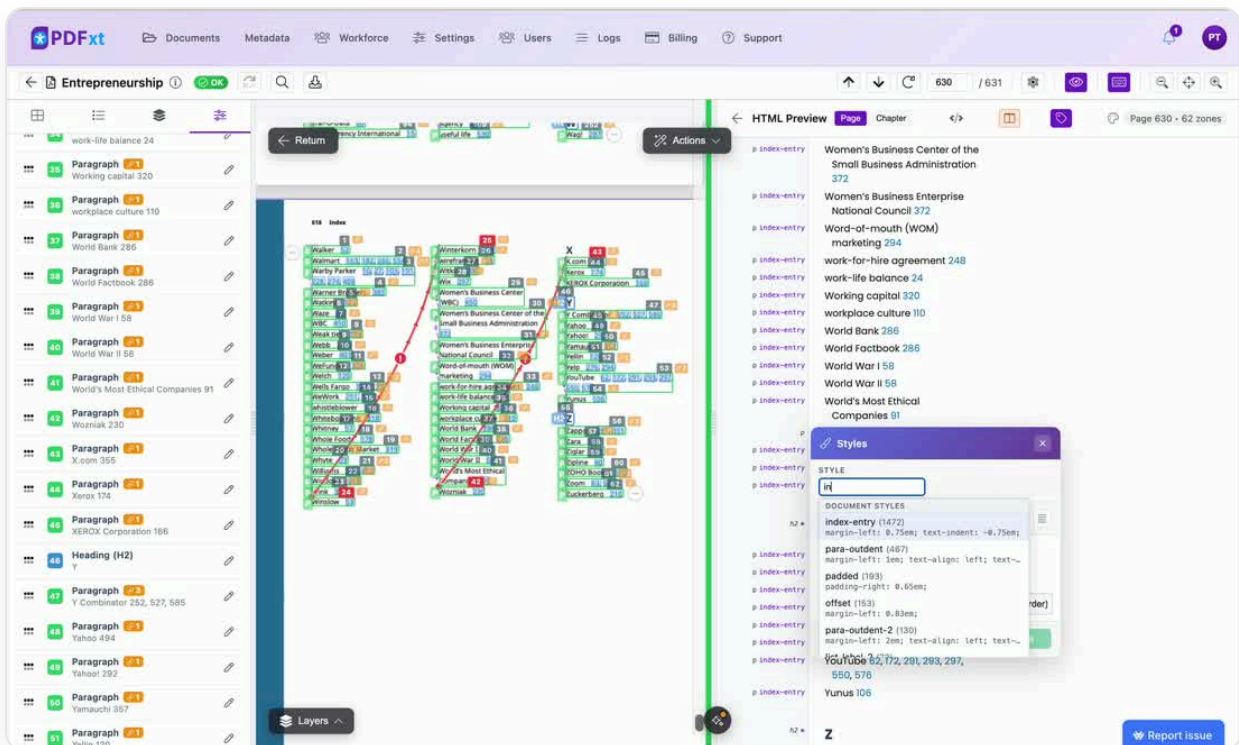
9 Entfernen Sie zuerst die Zone, die den letzten Eintrag mit der Überschrift X zusammengefasst hat.



10 Zeichnen Sie dann den letzten Eintrag als eigene Zone neu.



11 Wenden Sie den Style index-entry an, passend zu den anderen Einträgen.



12 Zeichnen Sie dann X als Überschrift neu.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar contains a table of contents with entries like 'work-life balance 24', 'Paragraph 320', 'workplace culture 110', 'World Bank 266', 'World Factbook 286', 'World War I 58', 'World War II 58', 'World's Most Ethical Companies 91', 'Wozniak 230', 'X.com 355', 'Xerox 174', 'XEROX Corporation 166', 'Y Combinator 252, 527, 585', 'Yahoo 494', 'Yahoo! 292', 'Yamauchi 357', 'Yellin 120', and 'Yunus 106'. The main area shows a list of entries with a red line drawn across it. A new entry 'X' is added to the list. The right sidebar shows a list of entries with a red line drawn across it. A tooltip at the top right says 'Hold the left mouse button and drag to draw a zone. Stay within a single column, don't draw across columns.'

13 Fertig.

The screenshot shows the PDFxT interface with the same document. The red line has been removed, and the entry 'X' is now highlighted. A 'Zone created' message is visible at the top right, saying 'Look for this on the following pages? Find matches'. The left sidebar and right sidebar are the same as in the previous screenshot. The main area shows the list of entries with 'X' highlighted. A 'Layers' button is visible at the bottom left.

Prüfen und bearbeiten Sie die von PDFxT erkannten ePUB-Metadaten wie Titel, Autor, Verlag und ISBN.

- 1 Vor dem Export prüfen wir die Metadaten des ePUB.
Sie werden automatisch erkannt.
Bei Bedarf ändern wir sie, etwa hier den Autor.

The screenshot shows the PDFxT web interface for editing document metadata. The top navigation bar includes links for Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. The main header indicates the document is 'Entrepreneurship-WEB'. Below this, a sub-header shows tabs for Metadata, Settings, Styles, Export/download, Export checks, and Logs. The 'Metadata' tab is active, displaying a preview of the document cover on the left and a form for editing metadata on the right. The cover preview shows the title 'Entrepreneurship' on an orange background. The metadata form includes fields for Title, Author, Language, Multi-lingual, Created Date, Producer, and Uploaded By. Below these are additional ePUB metadata fields for Source ISBN, ePub ISBN, and Publisher. A 'Report issue' button is located at the bottom right.

Original document	
Title *	Entrepreneurship
Author	Entrepreneurship
Language ①	English
Multi-lingual ①	☐ This document contains multiple languages
Created Date	29/09/2026
Producer	Prince 16.2 (www.princexml.com)
Uploaded By	Unknown

Additional ePUB metadata	
Optional bibliography for the ePub package document. Anything left blank is omitted from the export rather than written empty.	
Source ISBN ①	9781975076344
ePub ISBN ①	978-0-306-40615-7
Publisher ①	Publisher Inc

- 2 Weiter unten gibt es weitere ePUB-Felder wie ISBN, Verlag, Copyright und Erscheinungsdatum.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Title * Entrepreneurship

Author OpenStax

Language English

Multi-lingual ☐ This document contains multiple languages

Created Date 29/09/2026

Producer Prince 16.2 (www.princexml.com)

Uploaded By Unknown

Additional ePub metadata
Optional bibliography for the ePub package document. Anything left blank is omitted from the export rather than written empty.

Source ISBN 9781975076344 Use for empty fields

ePub ISBN 978-0-306-40615-7

Publisher Publisher Inc

Copyright © 2026 Publisher Inc

Publication date 2026

Title sort form Entrepreneurship

Report Issue

- 3 Hier tragen wir den Verlag ein.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Multi-lingual ☒ This document contains multiple languages

Created Date 29/09/2026

Producer Prince 16.2 (www.princexml.com)

Uploaded By Unknown

Additional ePub metadata
Optional bibliography for the ePub package document. Anything left blank is omitted from the export rather than written empty.

Source ISBN 9781975076344 Use for empty fields

ePub ISBN 978-0-306-40615-7

Publisher OpenStax

Copyright © 2026 Publisher Inc

Publication date 2026

Title sort form Entrepreneurship

PAGES 631 BASE FONT SIZE A 9

Content Statistics

241 Figures	94 Form Fields	1 Formulas	1243 Headings	66 Tables
----------------	-------------------	---------------	------------------	--------------

Report Issue

4

Dann speichern wir die Eigenschaften.

The screenshot shows the PDFxT web interface for editing document metadata. The top navigation bar includes links for Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. A green notification bubble in the top right corner states 'Document information saved'. The main heading is 'Document Information - Entrepreneurship-WEB', with a 'Return to document' link. Below the heading is a sub-navigation bar with 'Metadata' (selected), Settings, Styles, Export / download, Export checks, and Logs. An 'Actions' dropdown menu is also present. On the left, there is a preview of the document cover, which is orange with the word 'Entrepreneurship' in white. Below the preview is a 'Replace Cover' button. The main content area is divided into two sections. The first section, 'Original document', shows 'Entrepreneurship-WEB' and a list of fields: Title (Entrepreneurship), Author (OpenStax), Language (English), Multi-lingual (checkbox), Created Date (29/09/2026), Producer (Prince 16.2 (www.princexml.com)), and Uploaded By (Unknown). The second section, 'Additional ePub metadata', includes a description and fields for Source ISBN (9781975076344), ePub ISBN (978-0-306-40615-7), and Publisher (OpenStax). A 'Report issue' button is located at the bottom right.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Document Information - Entrepreneurship-WEB

Metadata Settings Styles Export / download Export checks Logs

Actions

Original document Entrepreneurship-WEB

Title * Entrepreneurship

Author OpenStax

Language English

Multi-lingual ☐ This document contains multiple languages

Created Date 29/09/2026

Producer Prince 16.2 (www.princexml.com)

Uploaded By Unknown

Additional ePub metadata

Optional bibliography for the ePub package document. Anything left blank is omitted from the export rather than written empty.

Source ISBN 9781975076344 Use for empty fields

ePub ISBN 978-0-306-40615-7

Publisher OpenStax

Report issue

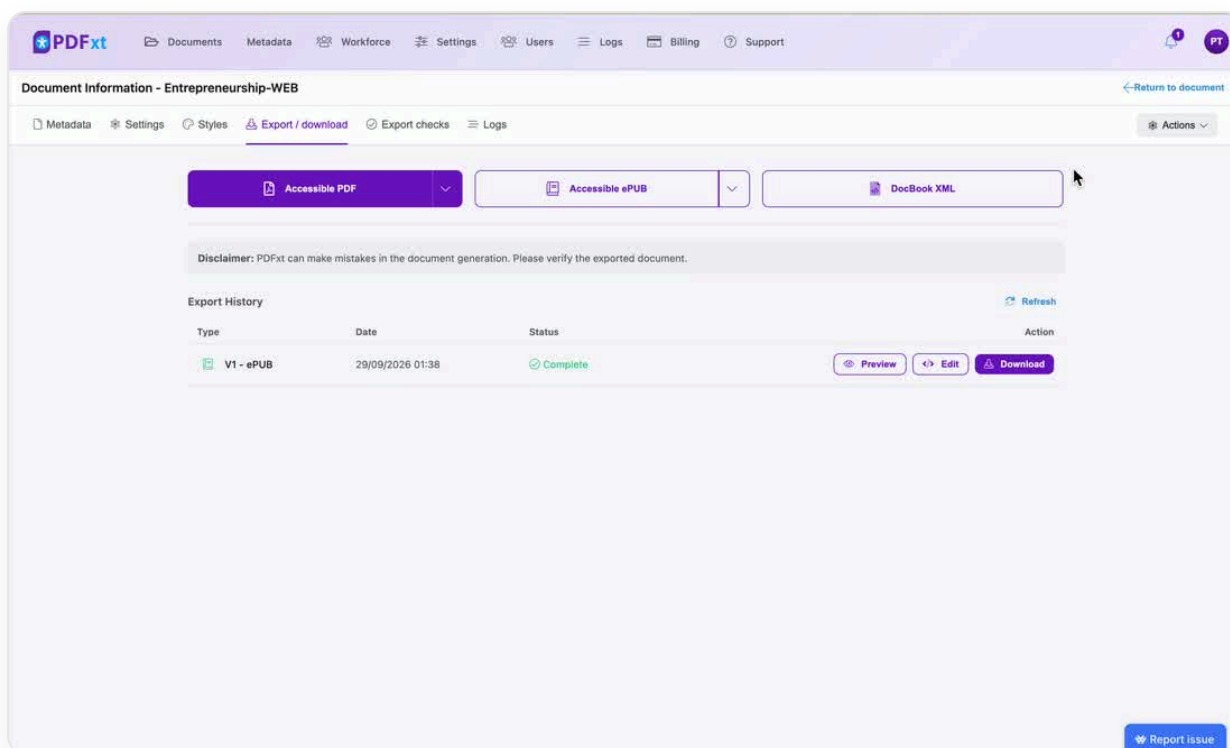
14

Export

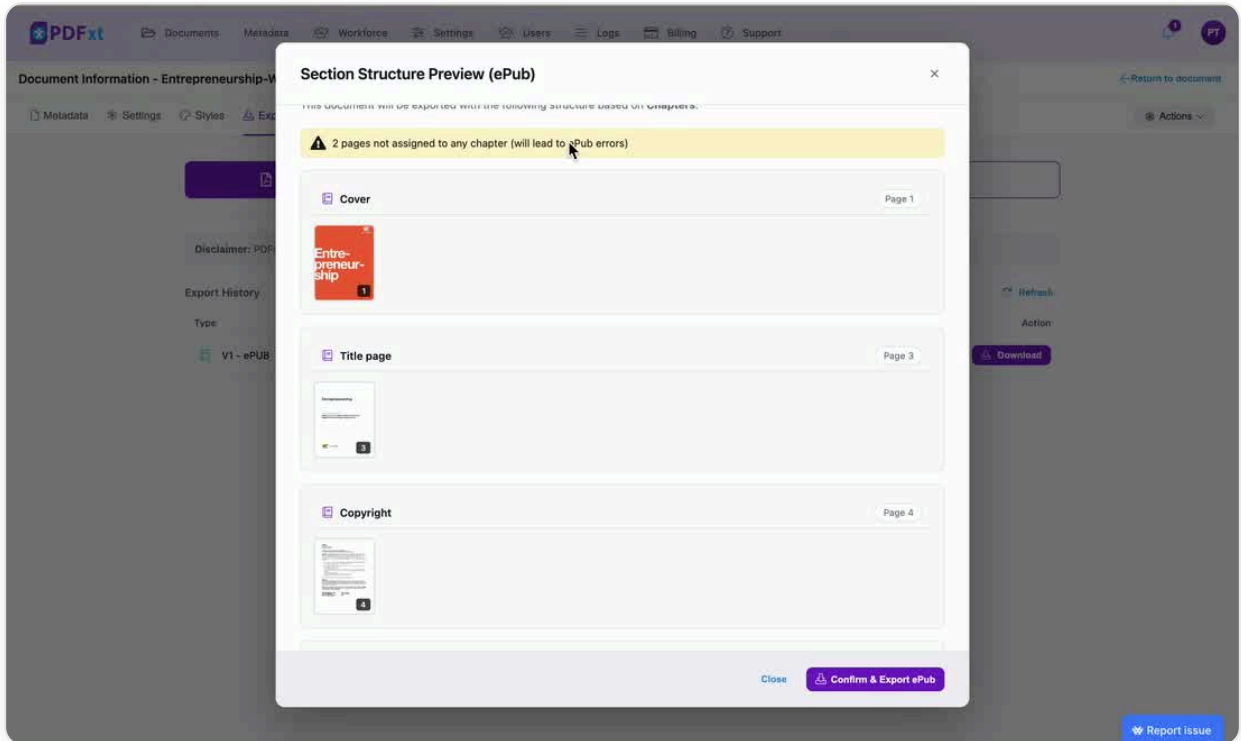
TEIL 14 / 15

Exportieren Sie das barrierefreie ePUB, beheben Sie Warnungen zur Kapitelaufteilung, und prüfen Sie das Ergebnis mit EPUBCheck und Ace.

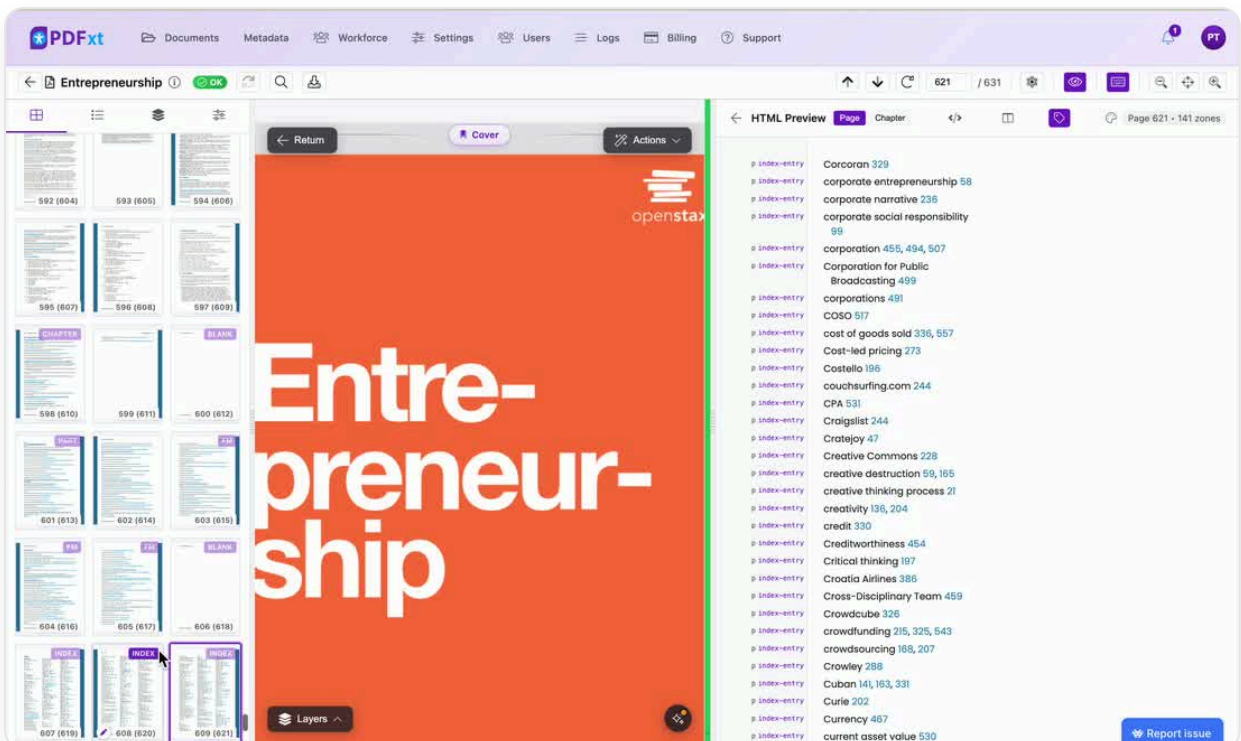
- 1 Der letzte Schritt ist der Export des barrierefreien ePUB.



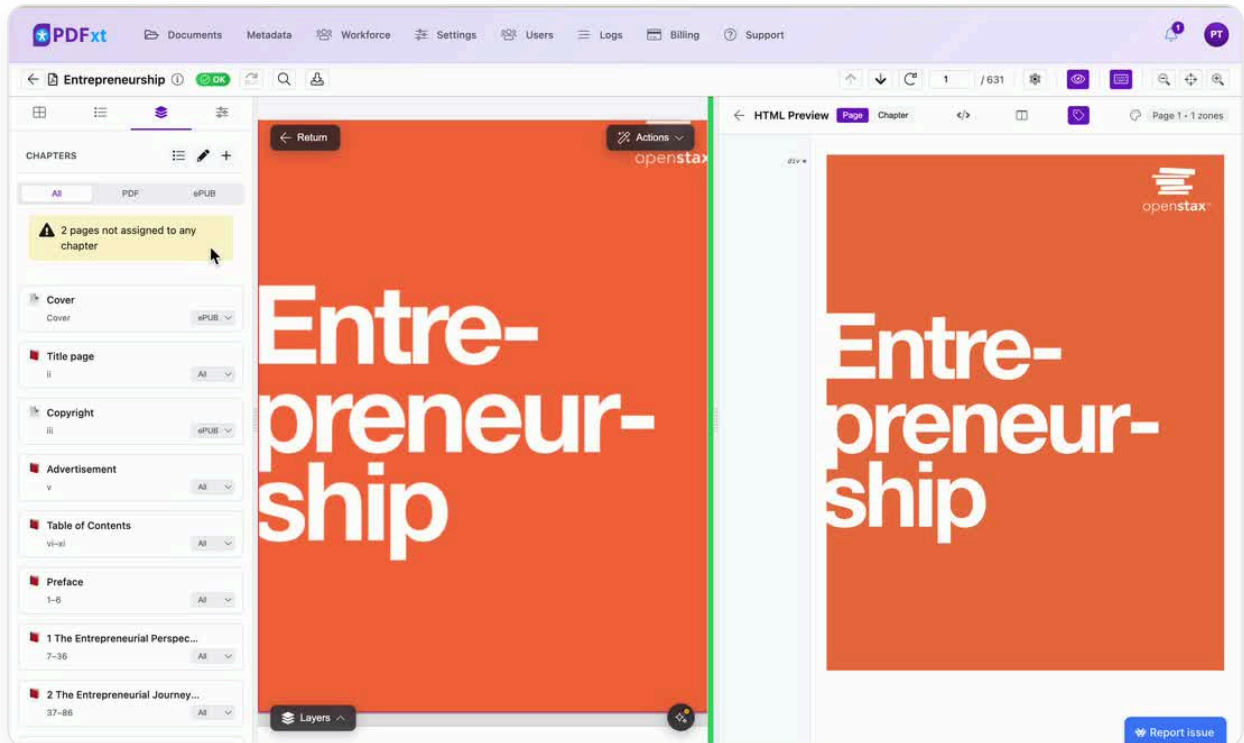
- 2 Vor dem Export zeigt PDFxT eine Vorschau der Abschnittsstruktur und warnt, dass 2 Seiten bei der Kapitelaufteilung fehlen.



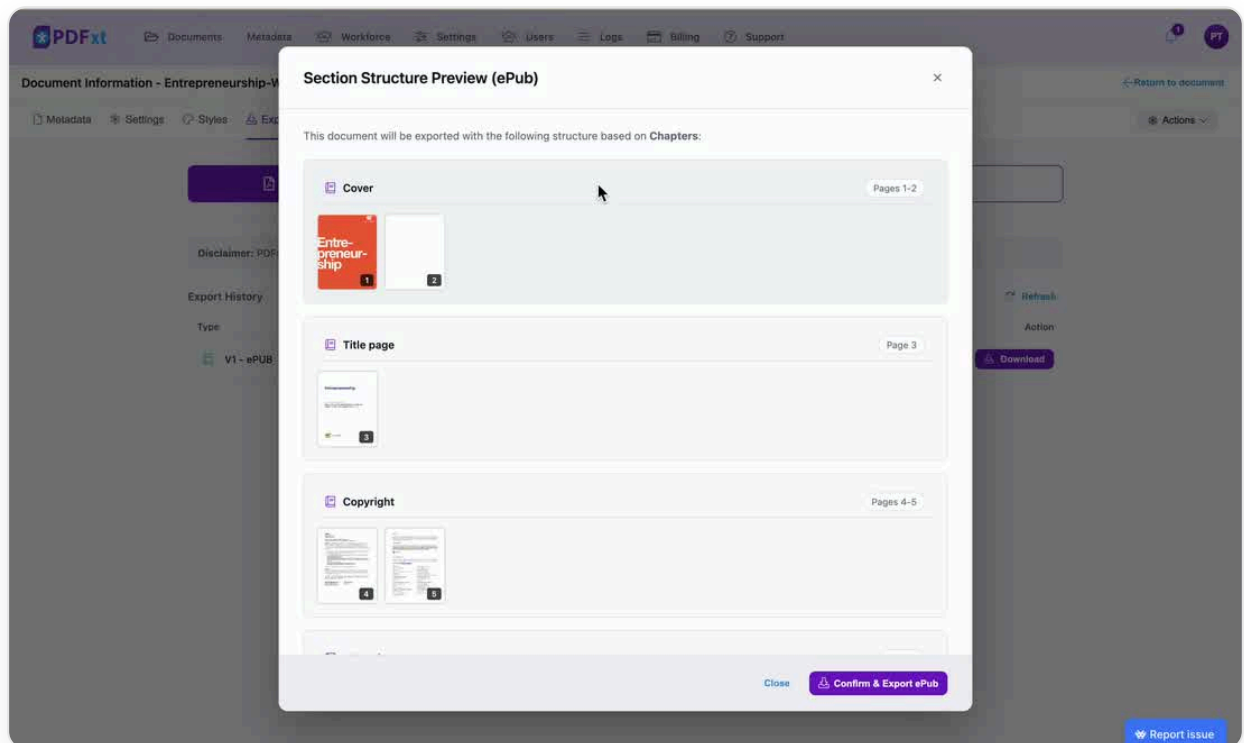
- 3 Wir gehen zurück in den Editor und beheben das.



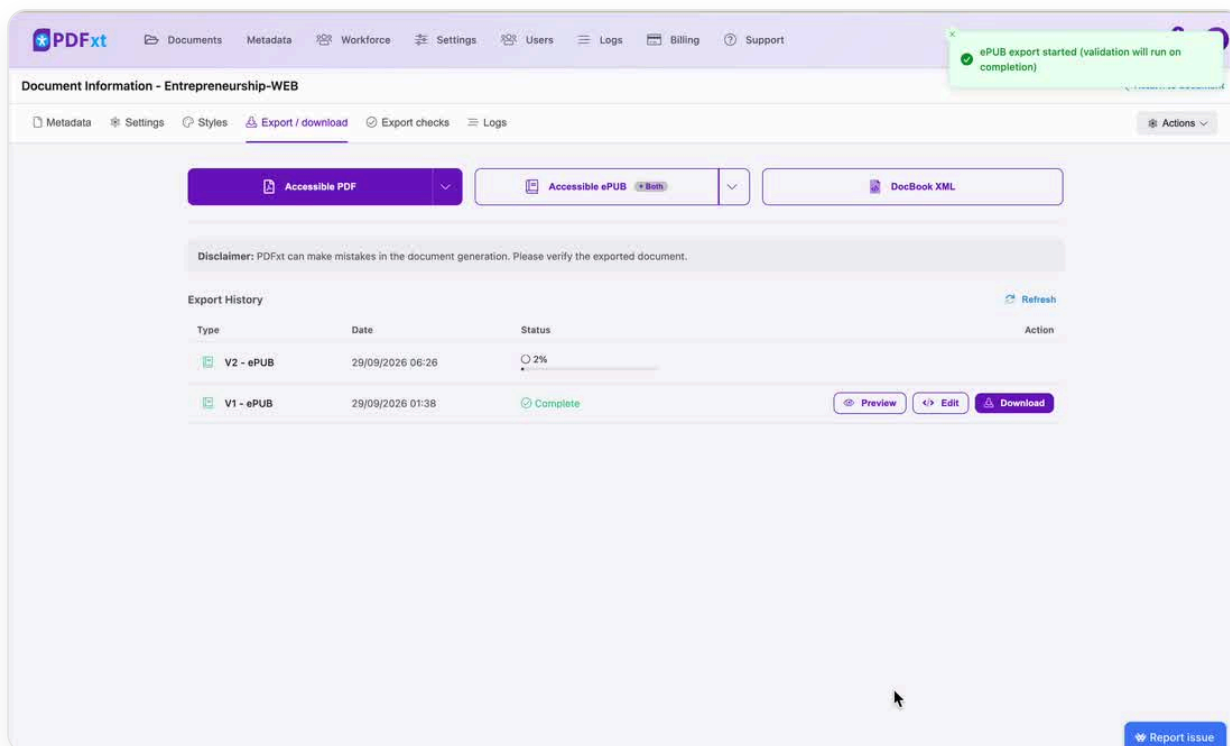
- 4 Der Bereich Chapters zeigt dieselbe Warnung. Also korrigieren wir die Kapitelliste mit Bulk edit.



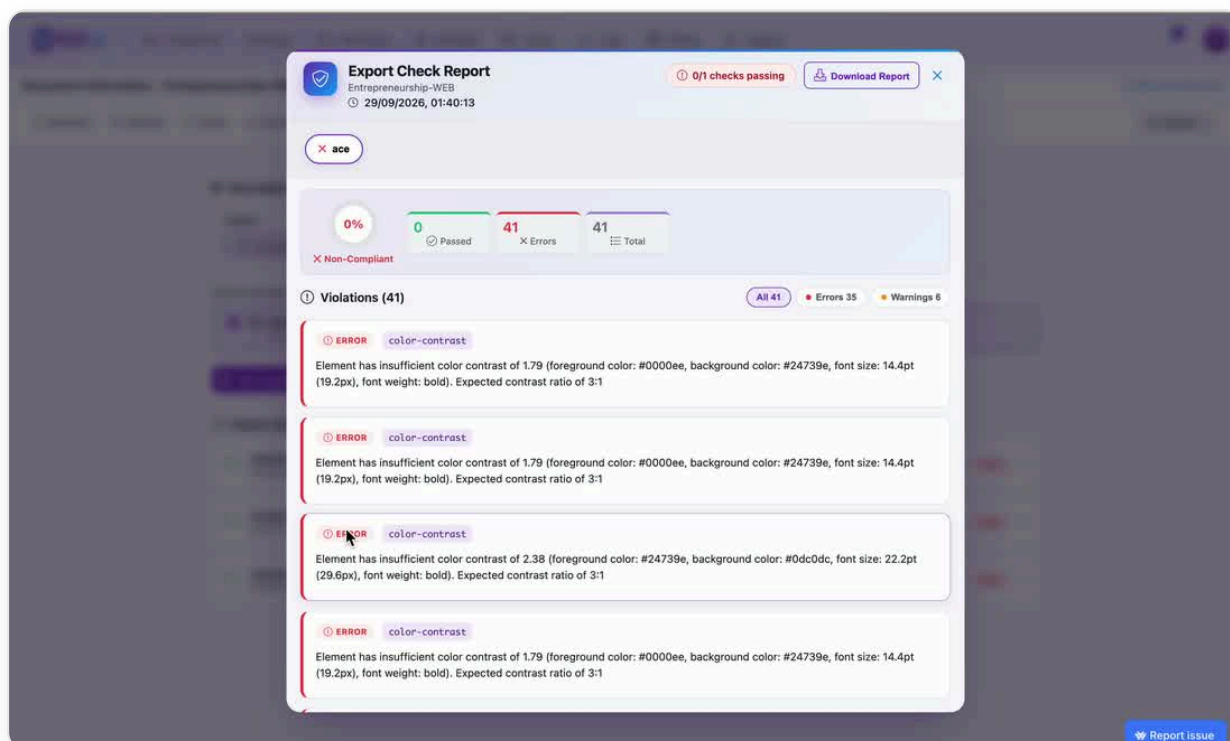
- 5 Jetzt passt es. Wir exportieren das ePUB, und die Strukturvorschau zeigt diesmal keine Warnungen.
Ich lasse außerdem EPUBCheck und Ace über das exportierte ePUB laufen.



- 6 Bei sehr großen Dokumenten wie diesem kann das einige Minuten dauern.



- 7 Im Tab Export checks kann ich Prüfungen starten oder die letzten Ergebnisse von EPUBCheck und Ace ansehen.



Danach wird die Datei automatisch heruntergeladen.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Exported file ready for download
Your exported file is ready. [Download](#)

Document Information - Entrepreneurship-WEB

Metadata Settings Styles Export / download **Export checks** Logs Actions

Run export checks

Check:
Accessible ePUB V1 - 29/09/2026, 01:38:25 Original PDF

EPUB ACCESSIBILITY

☒ EPUBCheck
EPUB structure & packaging validity

☒ Ace by Daisy
EPUB Accessibility Checker

Run checks

Check history

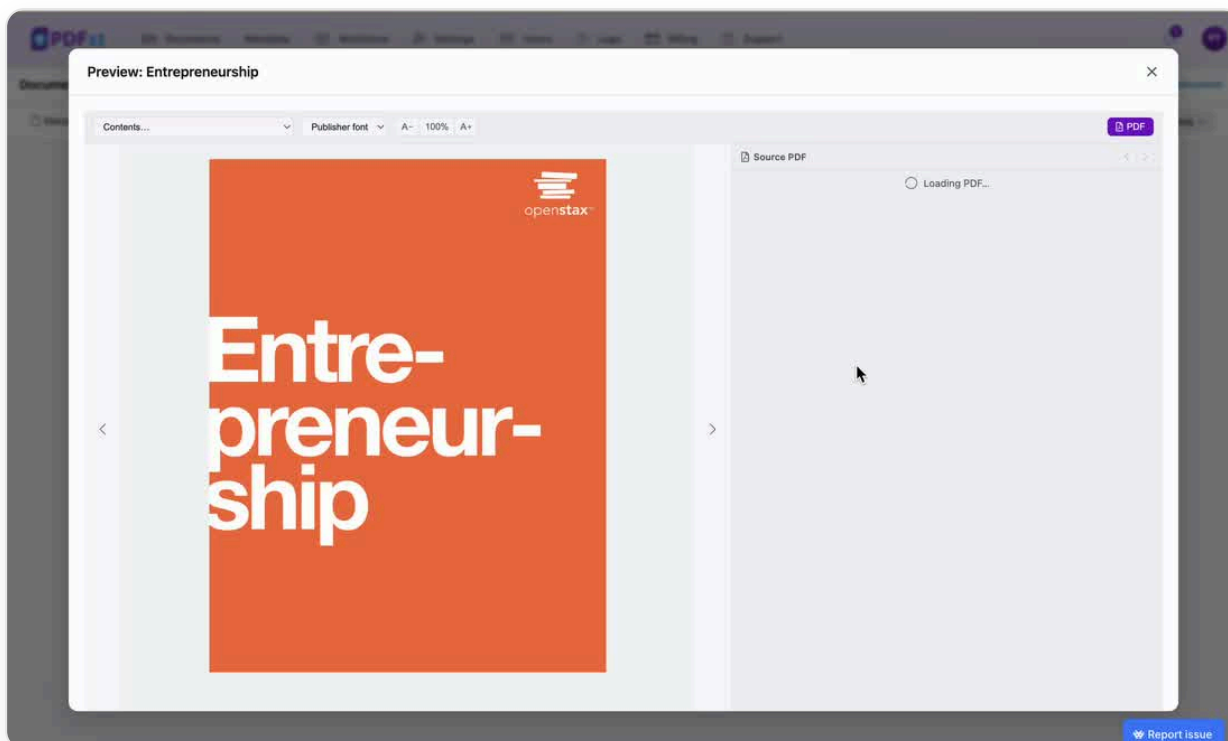
29/09/2026, 06:29:54 v2 EPUBCHECK	FAIL >
29/09/2026, 01:40:13 v1 ACE BY DAISY	FAIL >
29/09/2026, 01:38:40 v1 EPUBCHECK	FAIL >

Report issue

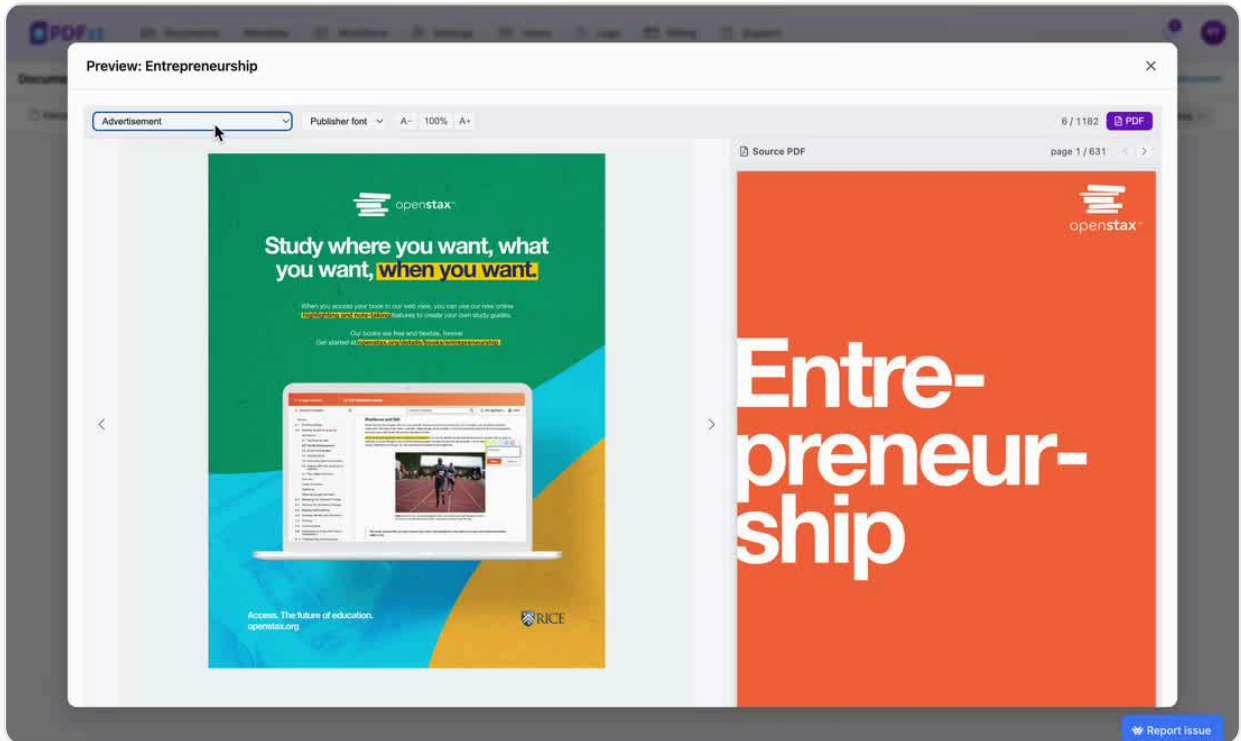
ePUB-Vorschau

Sehen Sie sich das fertige ePUB im integrierten Reader an, und prüfen Sie HTML, Abbildungen, OPF und NAV im ePUB-Editor.

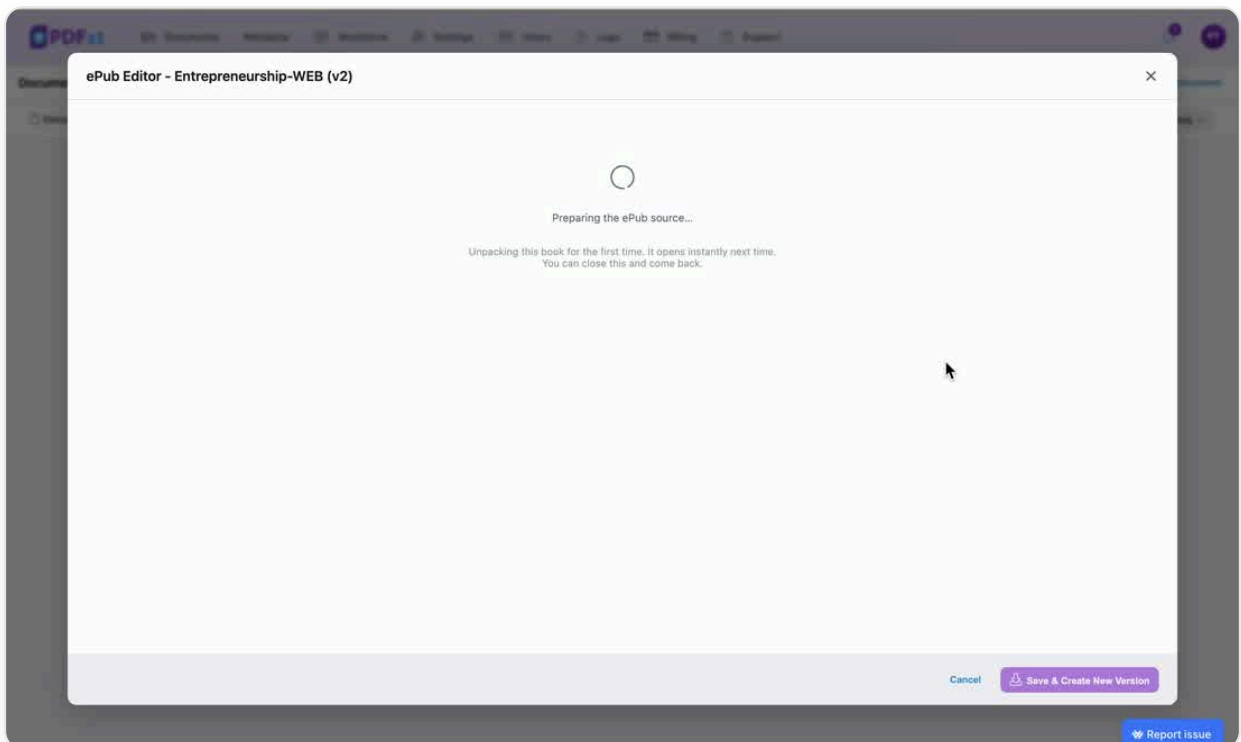
- 1 Wir haben auch einen integrierten ePUB-Reader, in dem Sie das erzeugte ePUB ansehen können.



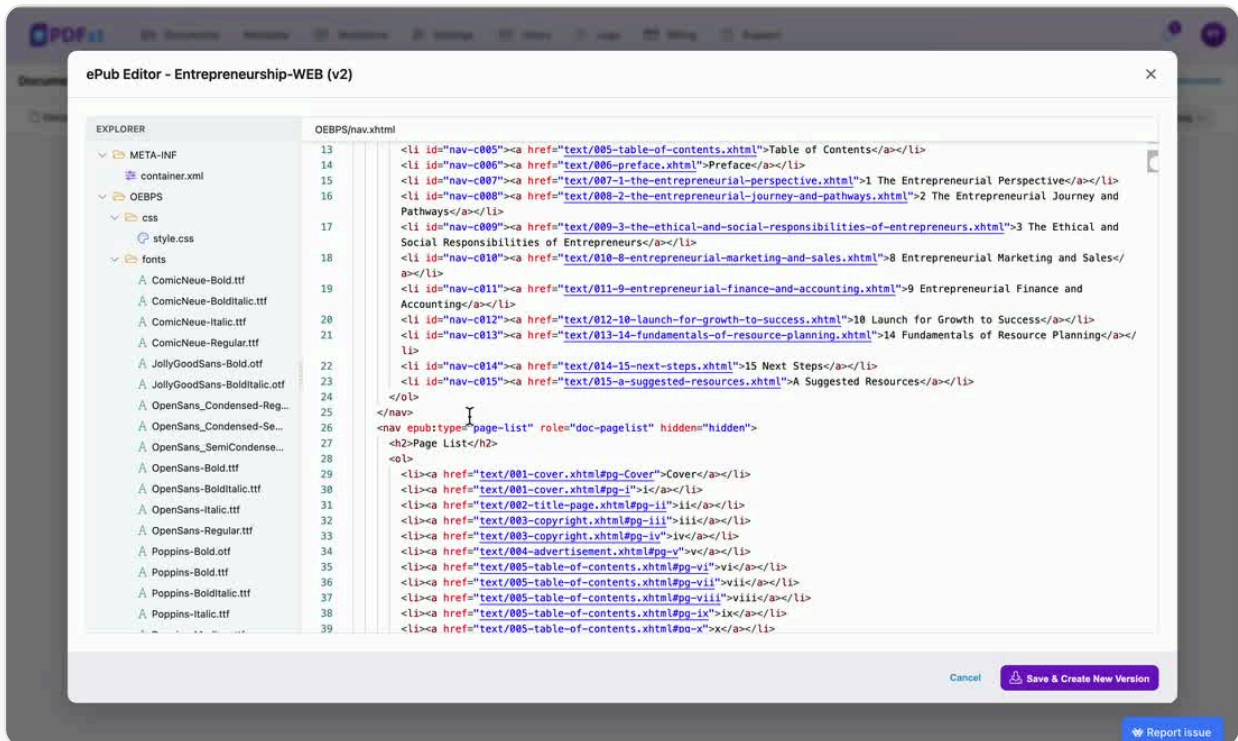
- 2 Sie können zwischen Abschnitten springen und jede Seite direkt mit dem Quell-PDF vergleichen.



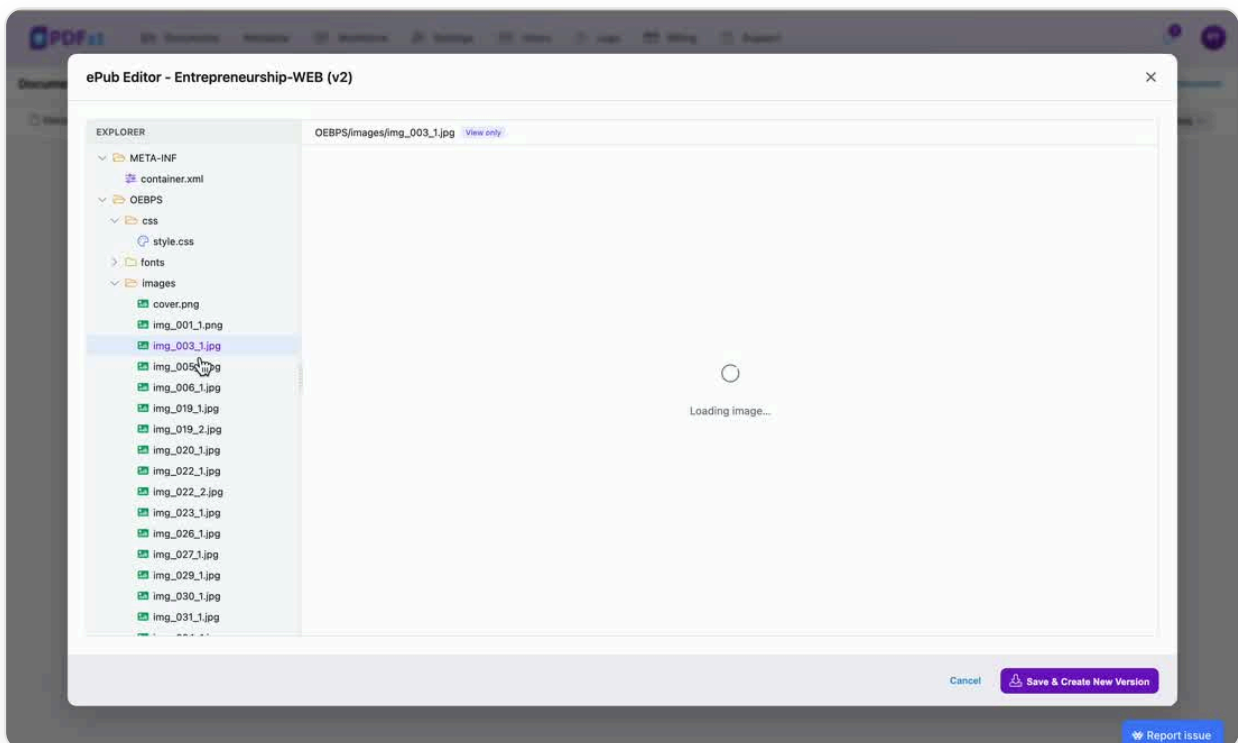
- 3 Außerdem gibt es einen ePub-Editor, mit dem Sie den Inhalt der ePub-Datei ansehen und bei Bedarf ändern können.



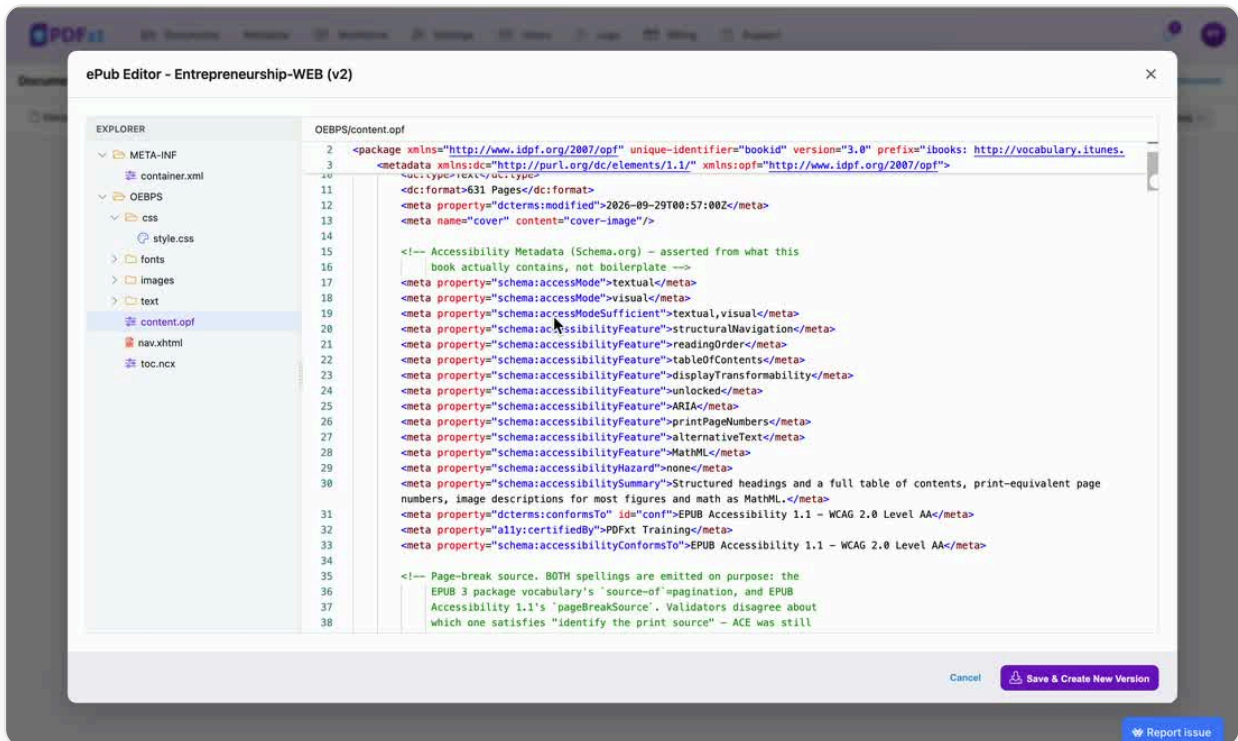
4 Nach dem Laden sehen wir alle Dateien im ePUB.



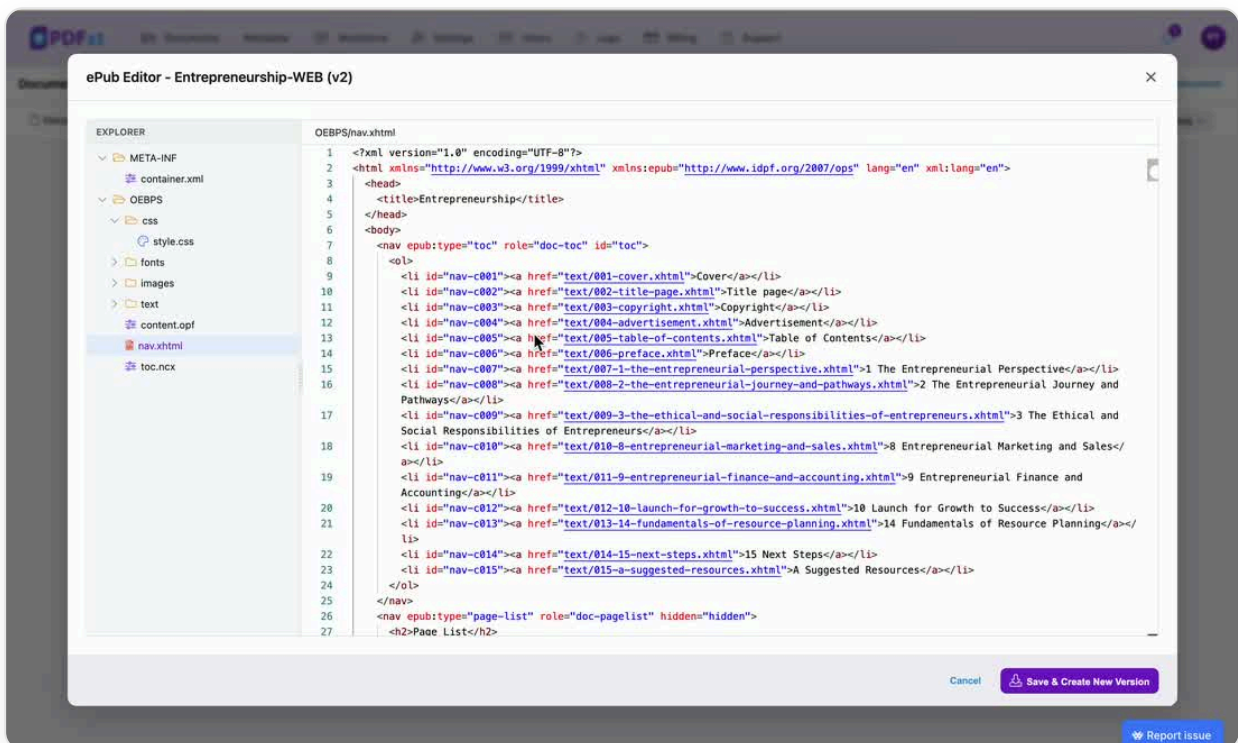
5 Er zeigt die Abbildungen und die HTML-Dateien für jeden Abschnitt.



6 Hier ist die OPF-Datei mit den Metadaten zur Barrierefreiheit.



7 Und die NAV-Datei mit dem Inhaltsverzeichnis.





Vielen Dank

Bei Fragen melden Sie sich gern bei uns.

Konvertieren Sie Ihr eigenes PDF in ein barrierefreies ePUB

app.pdfxt.com

pdfxt.com