

# De PDF a ePUB accesible

El flujo de trabajo completo

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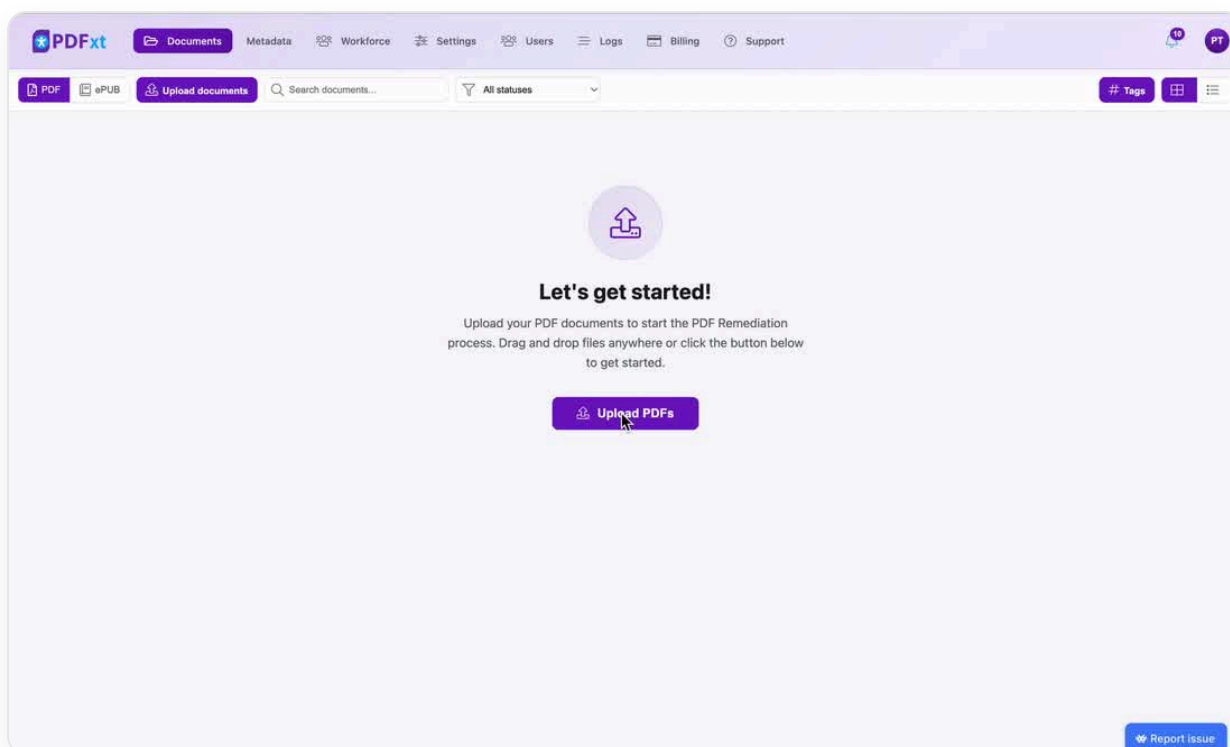
# 01

## Subir PDFs

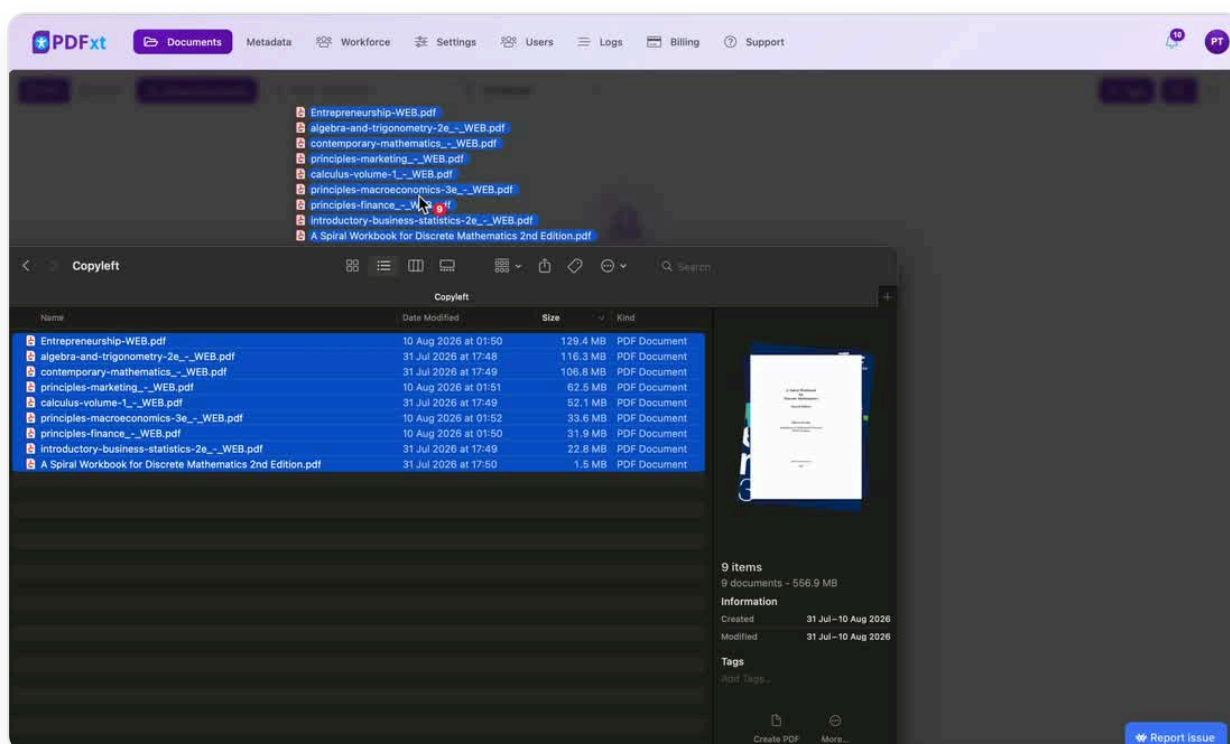
PARTE 1 / 15

Empieza subiendo uno o más PDF, con el botón Upload o arrastrando y soltando.

- 1 Todo comienza subiendo uno o más archivos PDF.

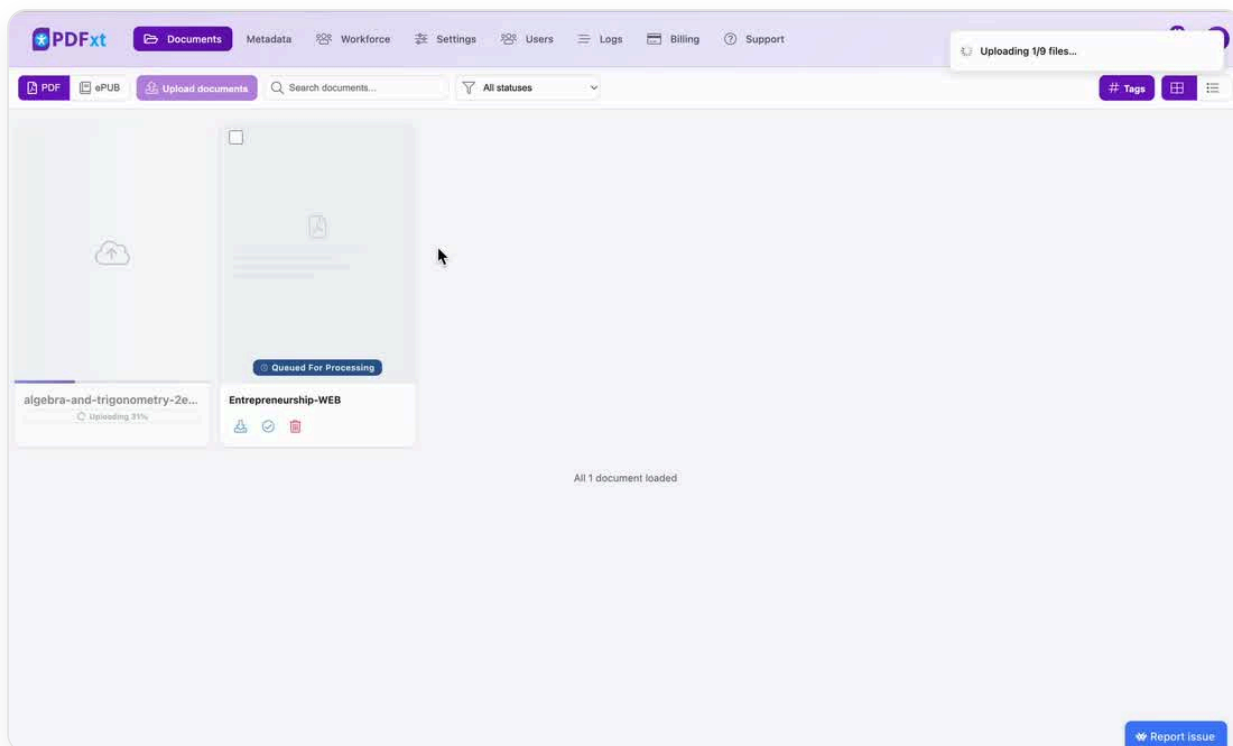


- 2 Puedes usar el botón Upload, o arrastrar y soltar varios PDF para subirlos todos a la vez.



3

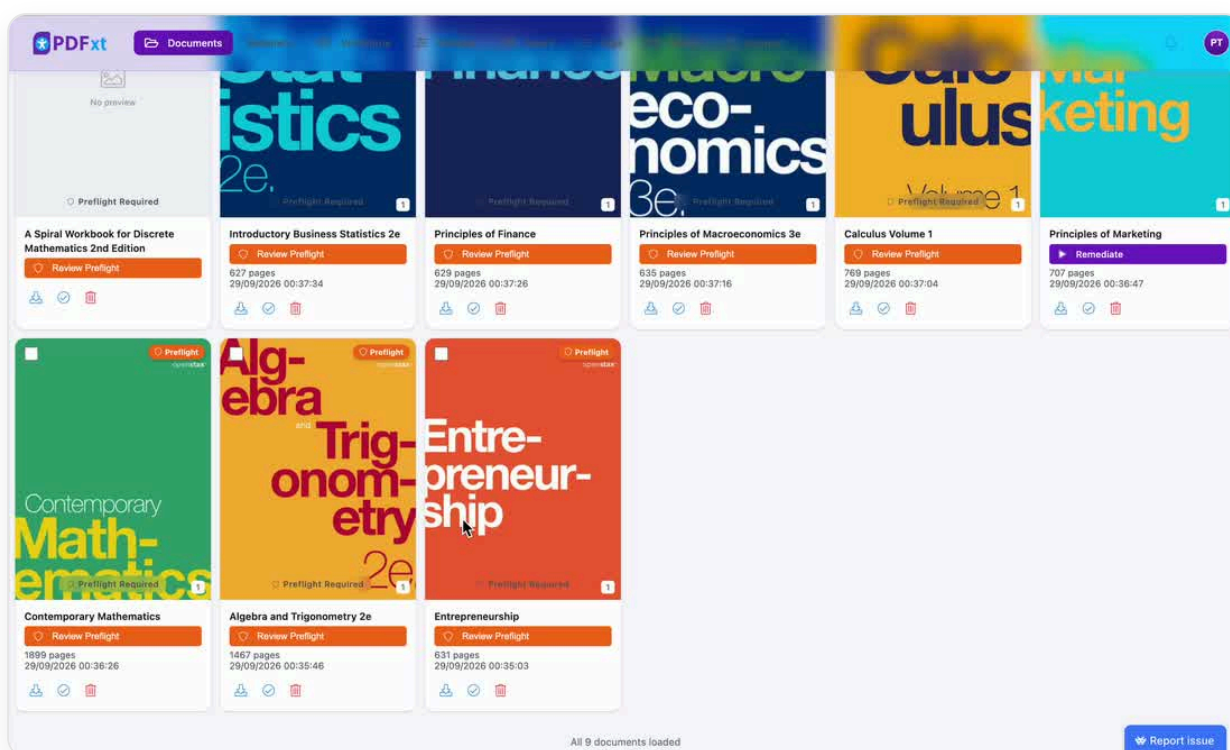
Espera a que todos tus archivos se suban correctamente.



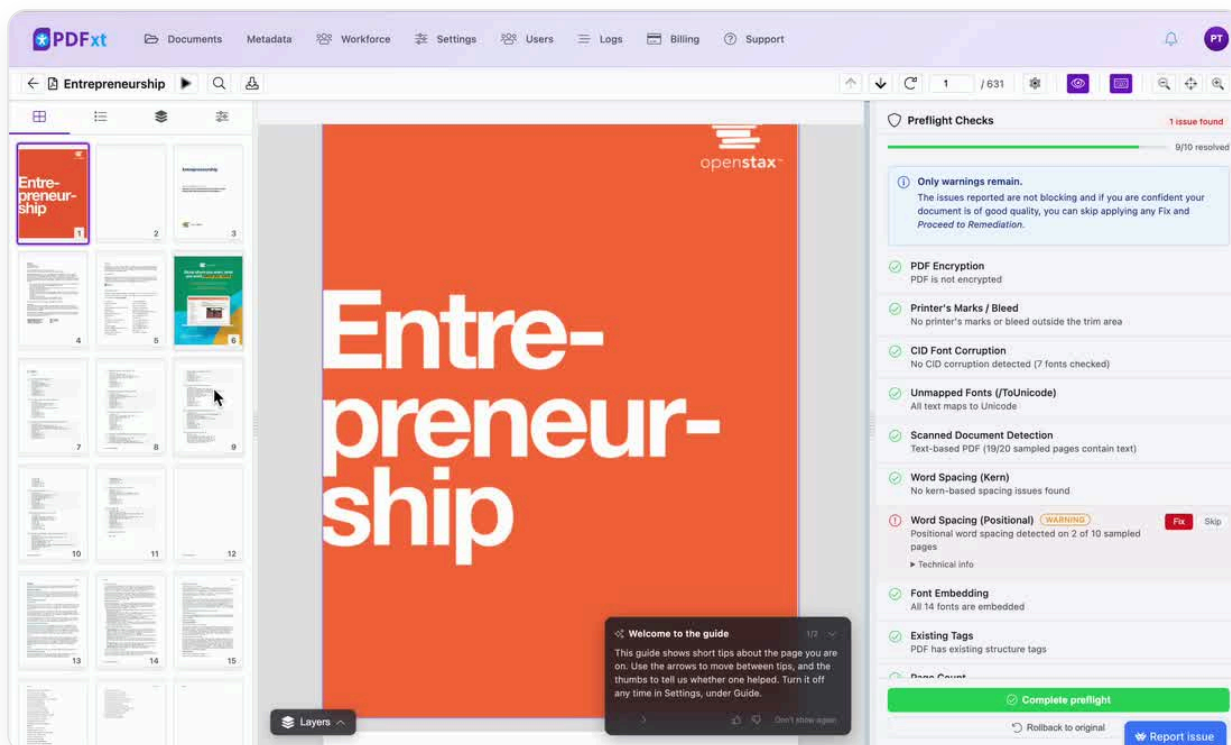
## 02 Comprobaciones preflight

PDFxT ejecuta comprobaciones preflight automáticas en cada PDF. Descubre cuáles importan para la conversión a ePUB y cuáles puedes omitir.

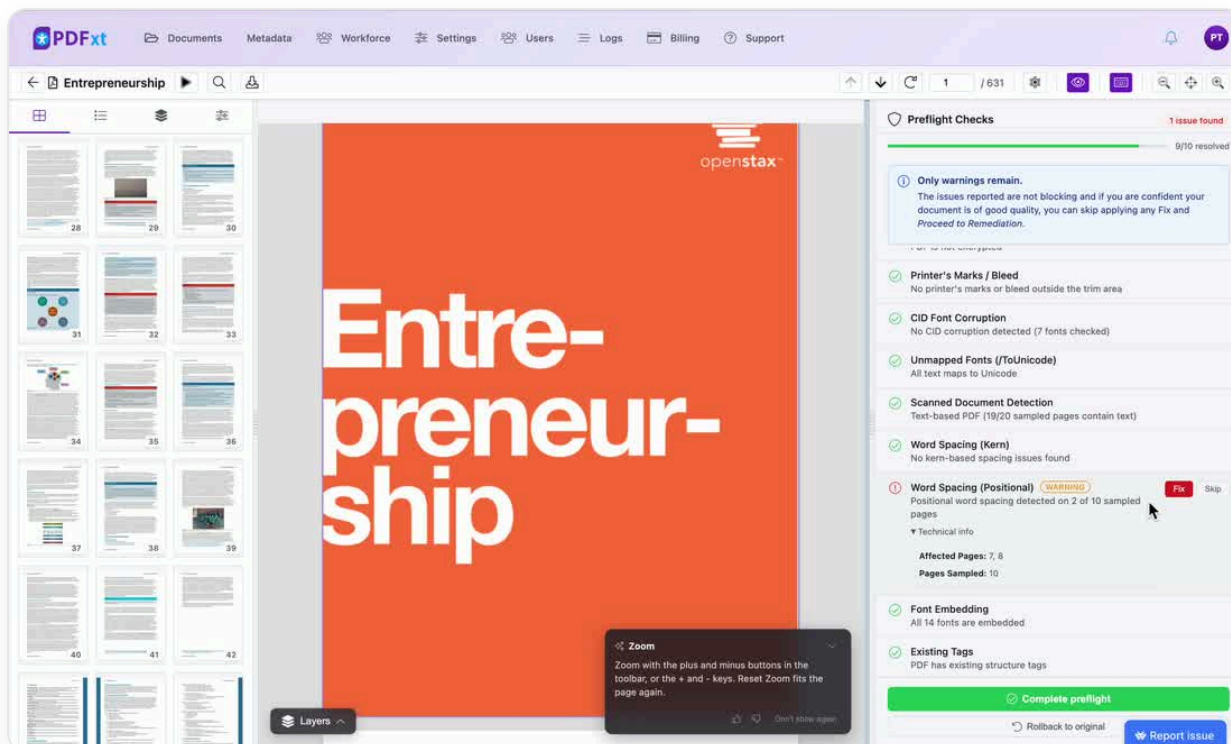
- 1 A continuación, abre tu documento.



- 2 Ejecutamos algunas comprobaciones preflight automáticas, para asegurar que el PDF esté en buen estado.



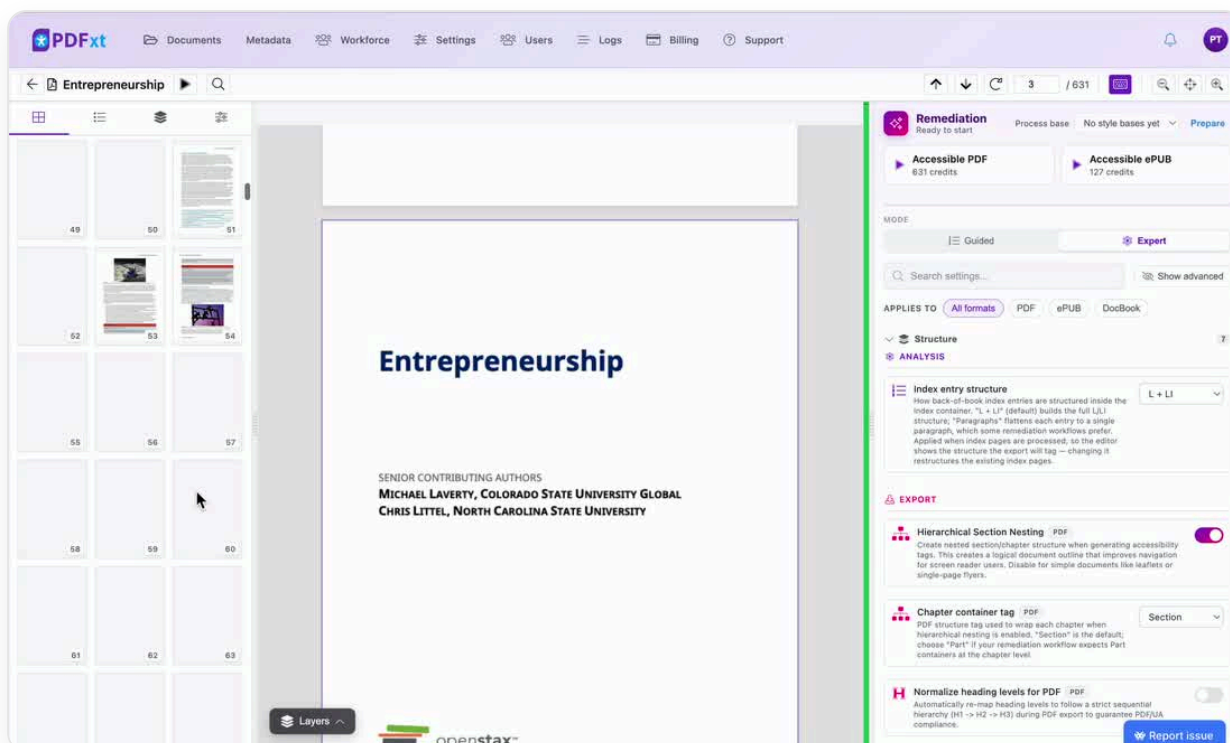
- 3 Muchas de estas comprobaciones no son necesarias para convertir a ePUB. Puedes omitirlas sin problema y continuar.



## 03 PARTE 3 / 15 Settings y PDF presets

Elige cómo se tratan los índices, formularios, figuras y otros elementos, y guarda esas opciones como un PDF preset reutilizable.

- 1 Antes de remediar un archivo, puedes elegir cómo se tratan elementos como índices, formularios y figuras.



- 2 También puedes configurarlo una sola vez, como PDF preset. Para ello, ve a Settings y abre PDF presets.  
Ponle un nombre al preset.

**New Preset**  
Create a reusable settings profile for your team

Name:  Description:  ☐ Default **Create Preset**

Search settings... [Show advanced](#)

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 `<span>` 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**    
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.

[Report issue](#)

- 3 Si es tu preset predeterminado, marca la casilla Default.

**New Preset**  
Create a reusable settings profile for your team

Name:  Description:  ☒ Default **Create Preset**

Search settings... [Show advanced](#)

APPLIES TO: **All formats** PDF ePUB DocBook

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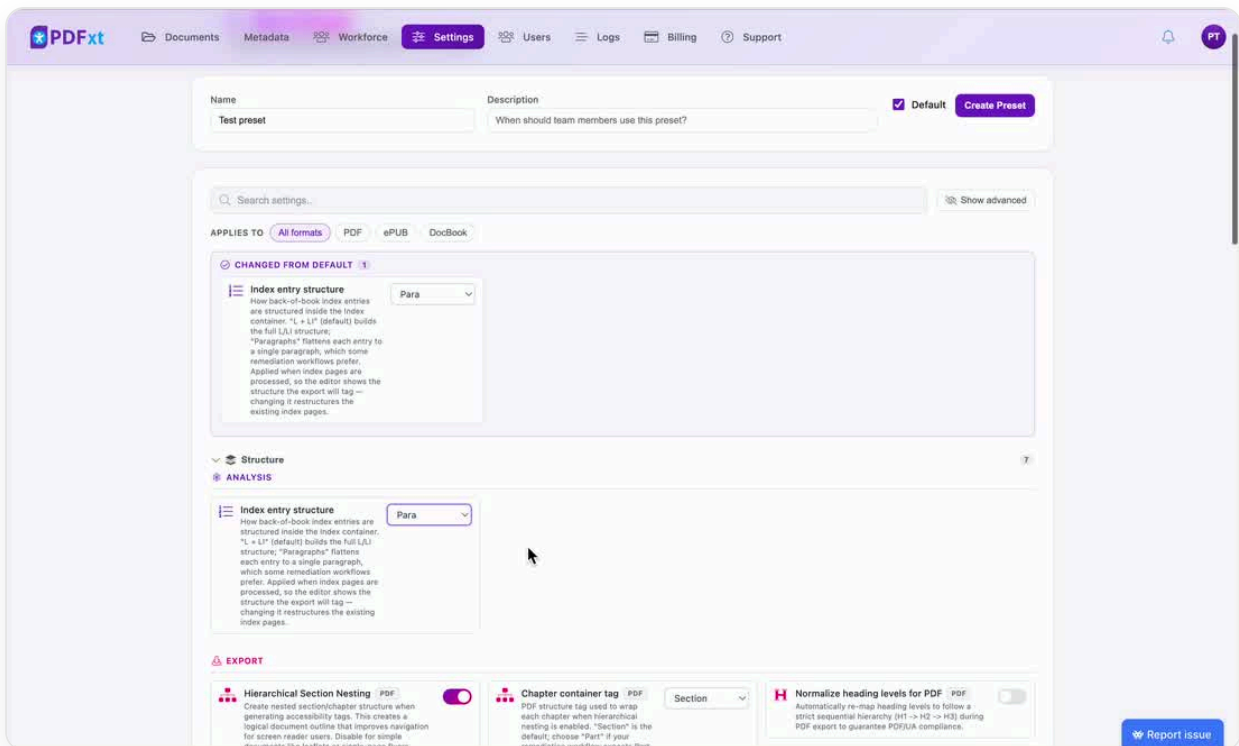
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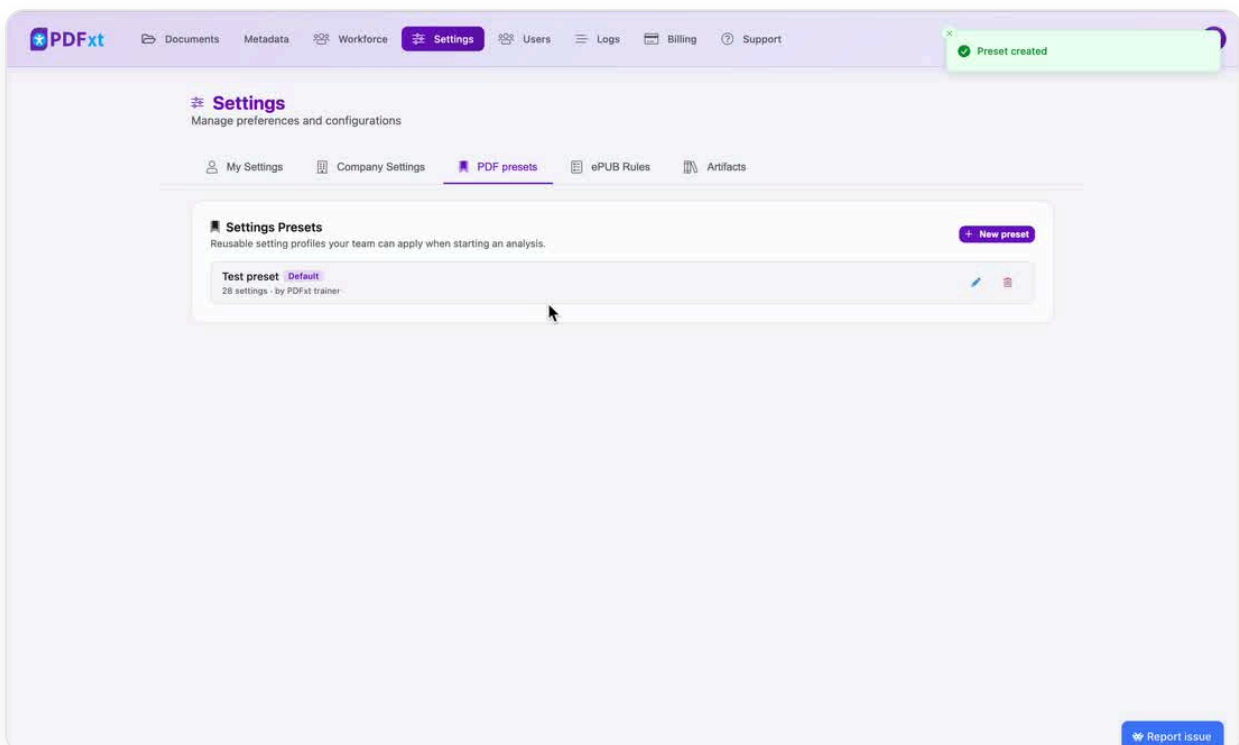
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The conformance statement written into the ePUB package document (dc:terms:conformsTo, EPUB Accessibility 1.1), with the account's company name as the certifier (atly:certifiedBy). This is the one piece of metadata that turns a description of the book's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

[Report issue](#)

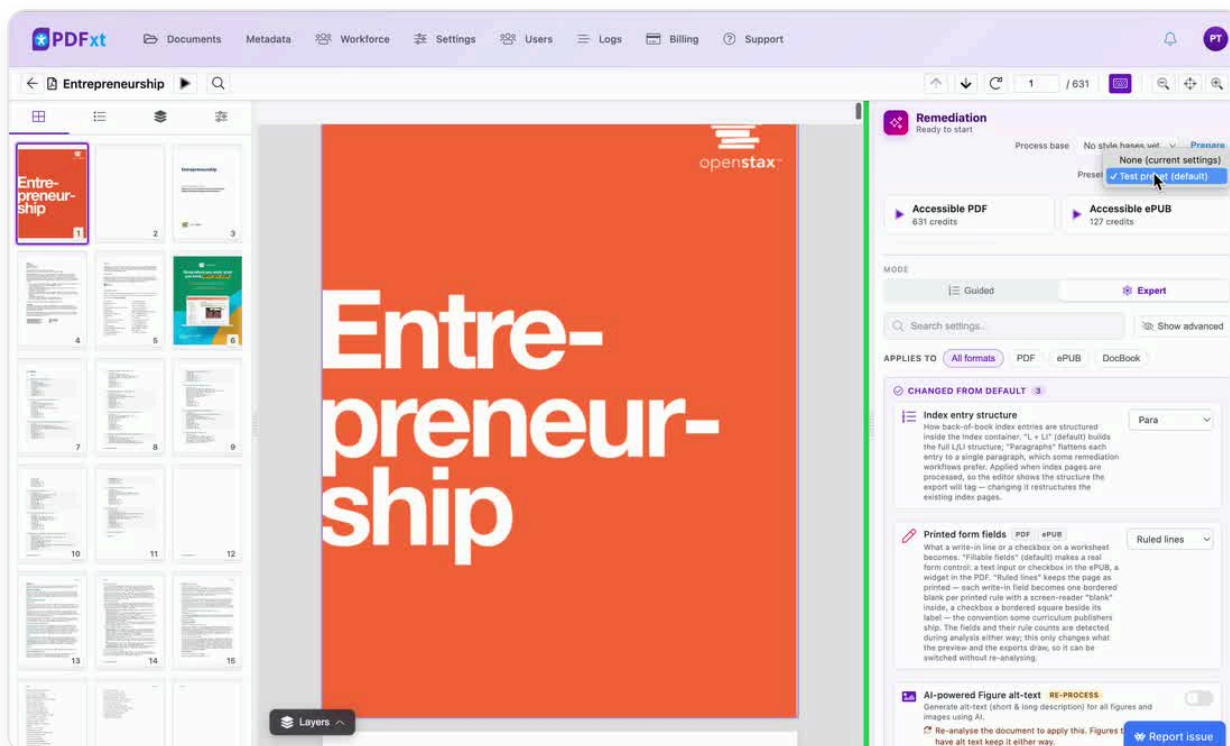
4 Luego configura los ajustes, igual que en un documento.



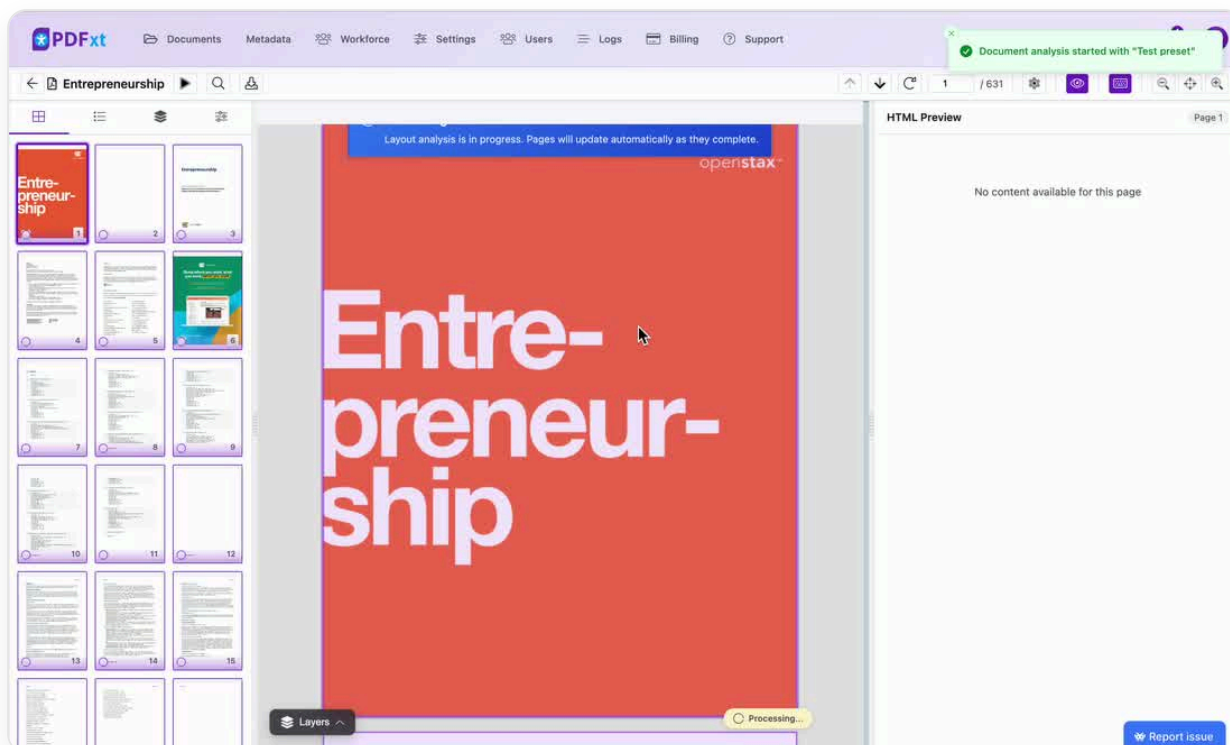
5 Cuando termines, crea el preset.



6 Ahora, si volvemos al documento, el preset aparece en el desplegable, listo para elegir.



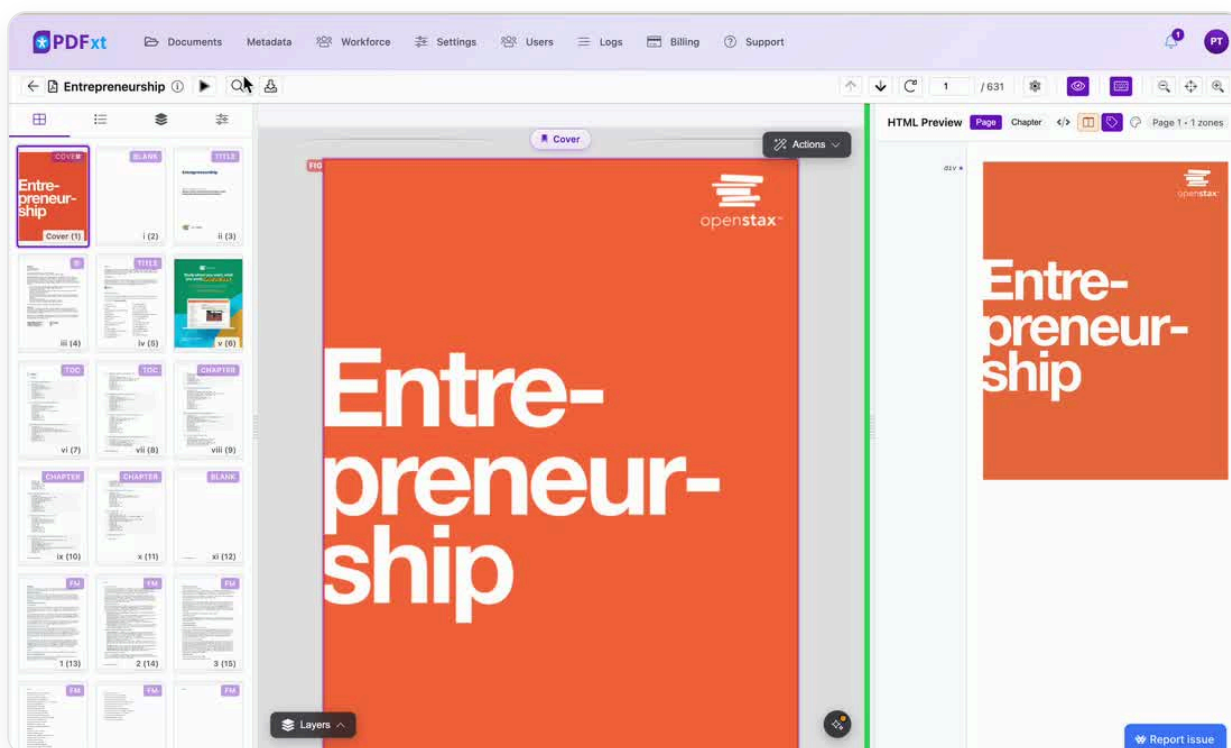
7 Elige Accessible ePUB para empezar a procesar con tu preset.



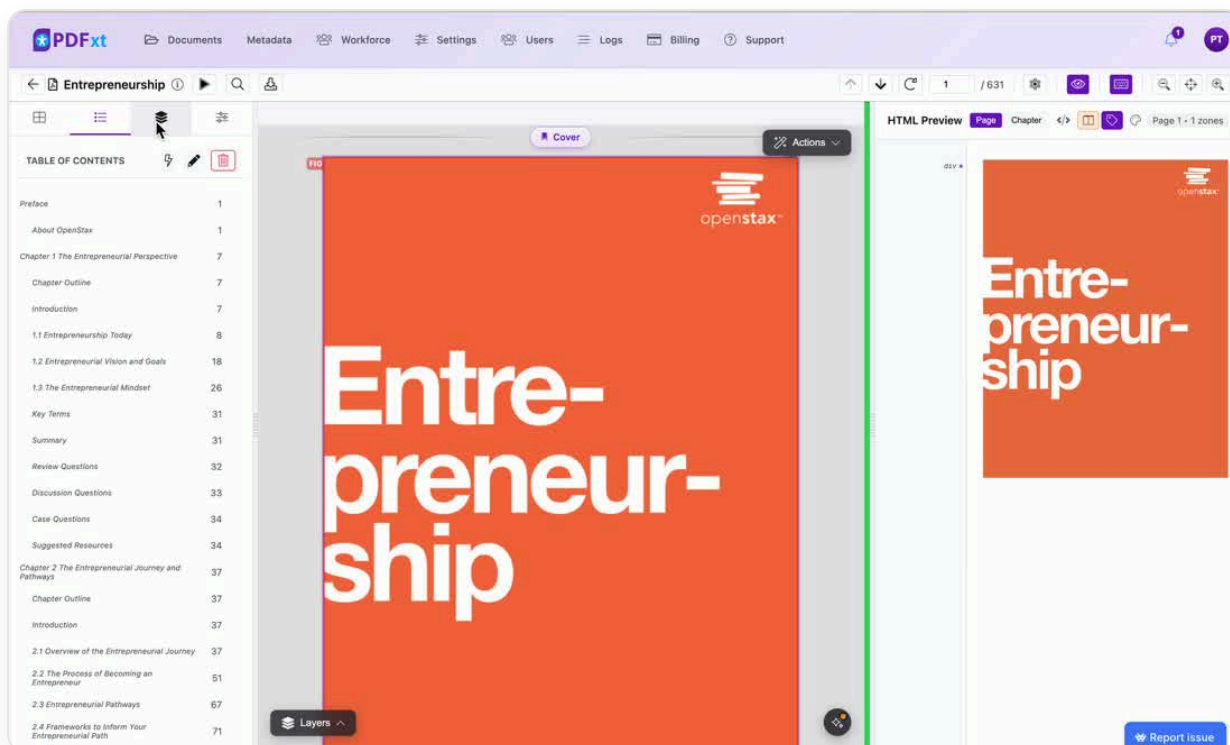
# 04 Fundamentos del editor

Un recorrido por el editor: miniaturas de página, tabla de contenidos, capítulos, zonas, la vista del PDF y la vista previa HTML en vivo que irá en el ePUB.

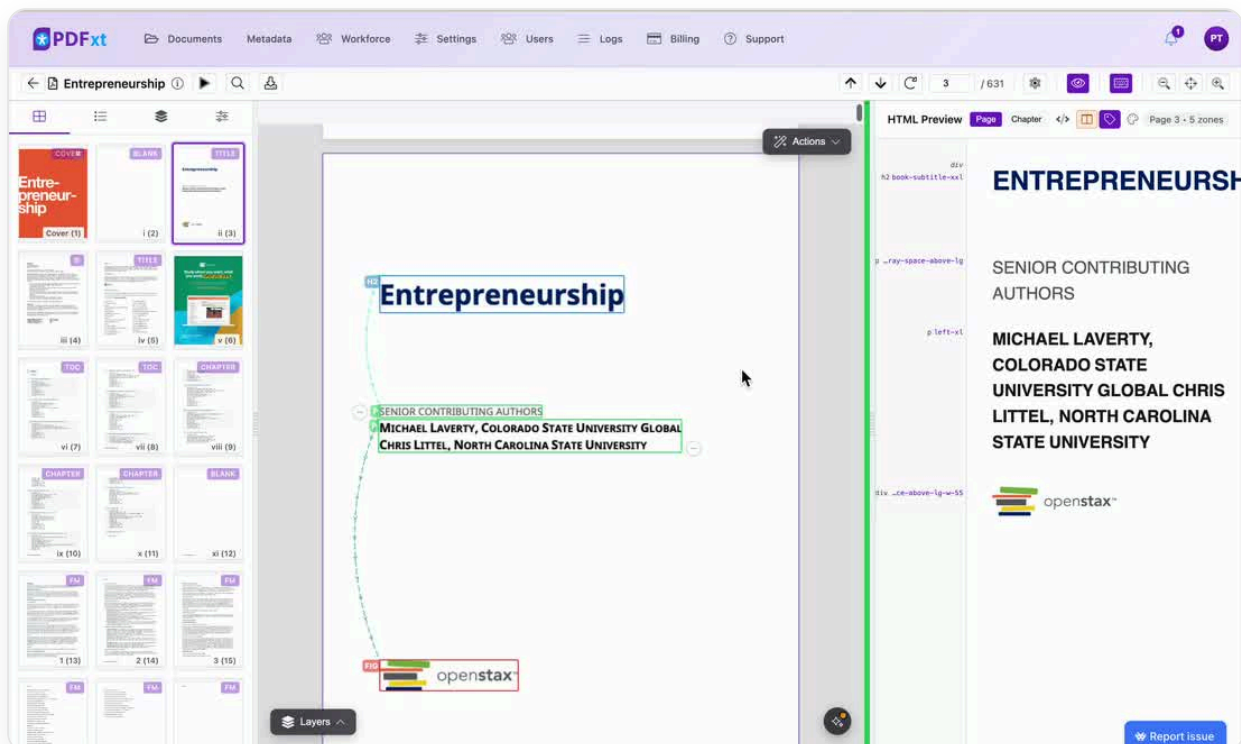
- 1 Al seleccionar un documento, verás un diseño de 3 columnas.



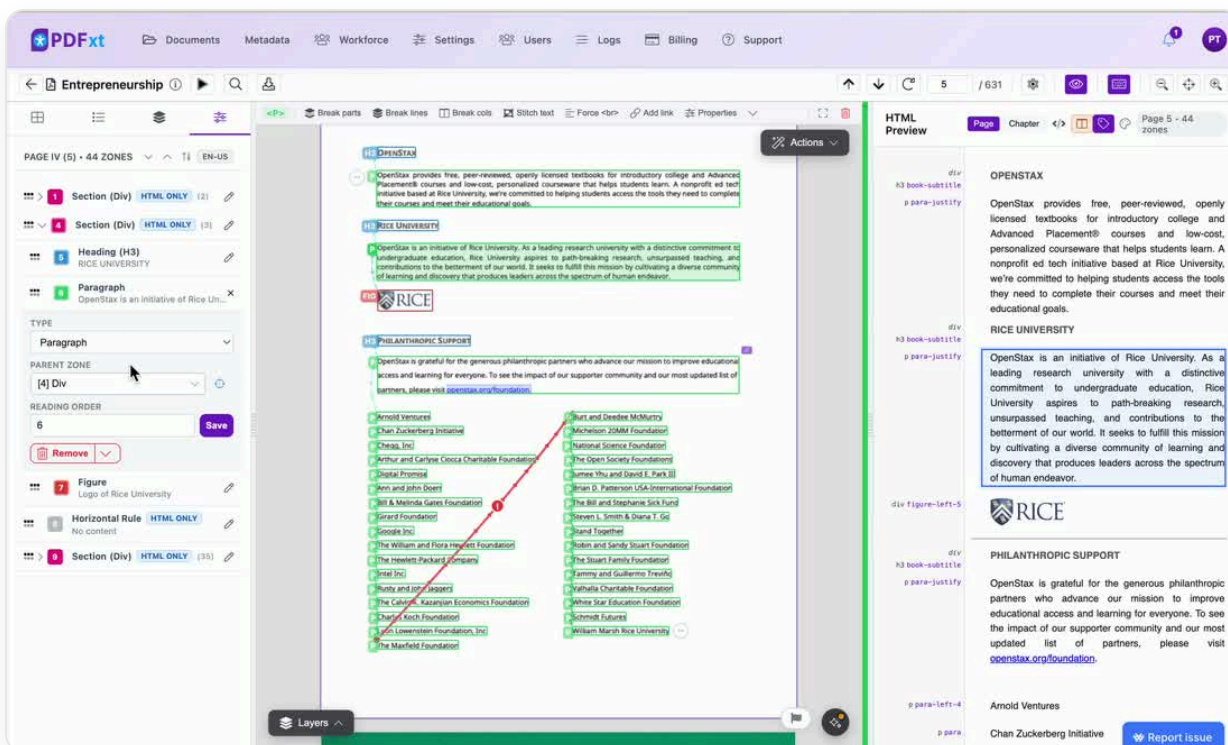
- 2 A la izquierda están las miniaturas, la tabla de contenidos, la división en capítulos y las zonas de la página actual.



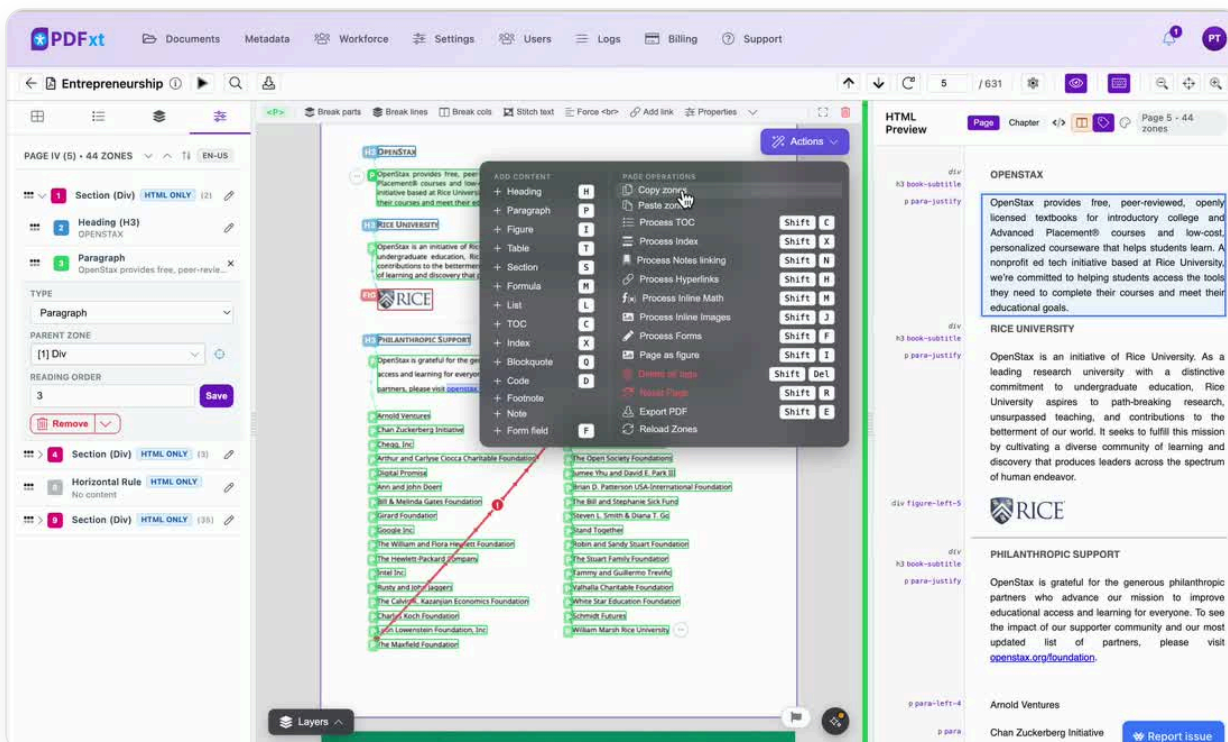
- 3 En el centro está el PDF, que puedes desplazar. Al hacerlo, el contenido de la derecha, que es el HTML que irá en el ePUB, se desplaza con él.



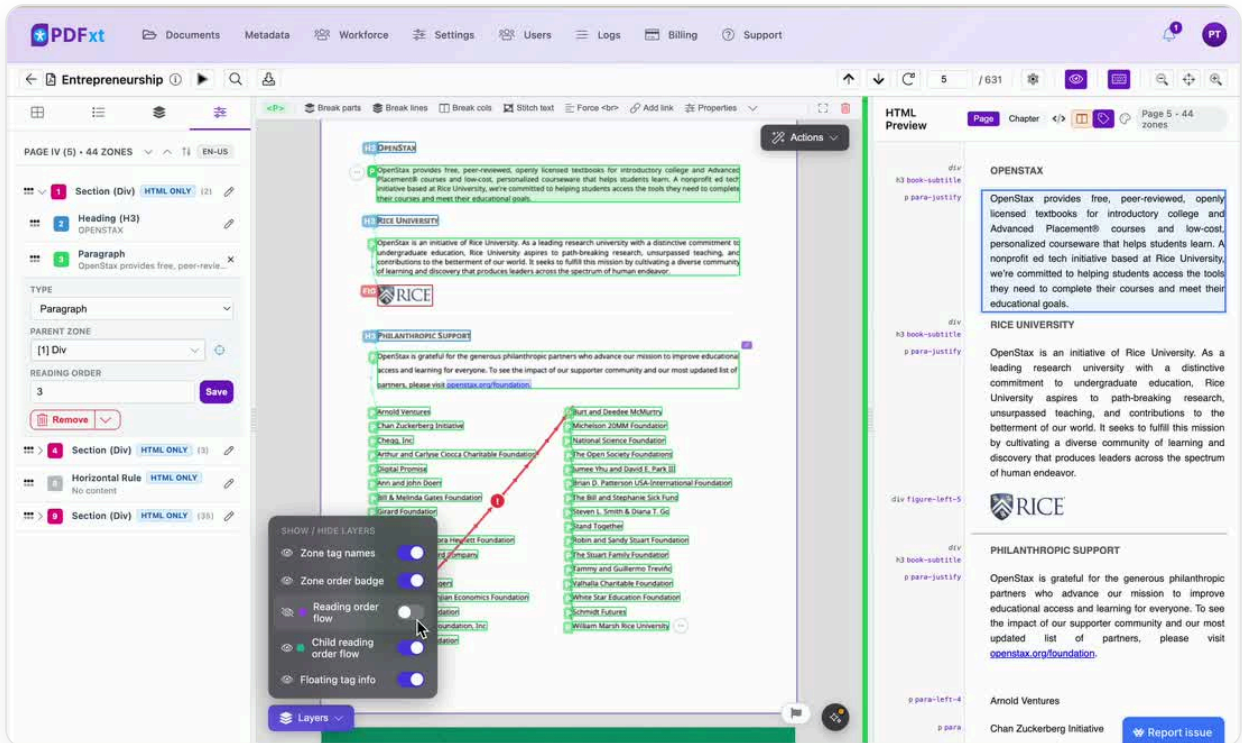
- 4 Selecciona una zona para ver sus detalles en la barra lateral de zonas. Arriba está la barra de navegación, con opciones para la zona seleccionada.



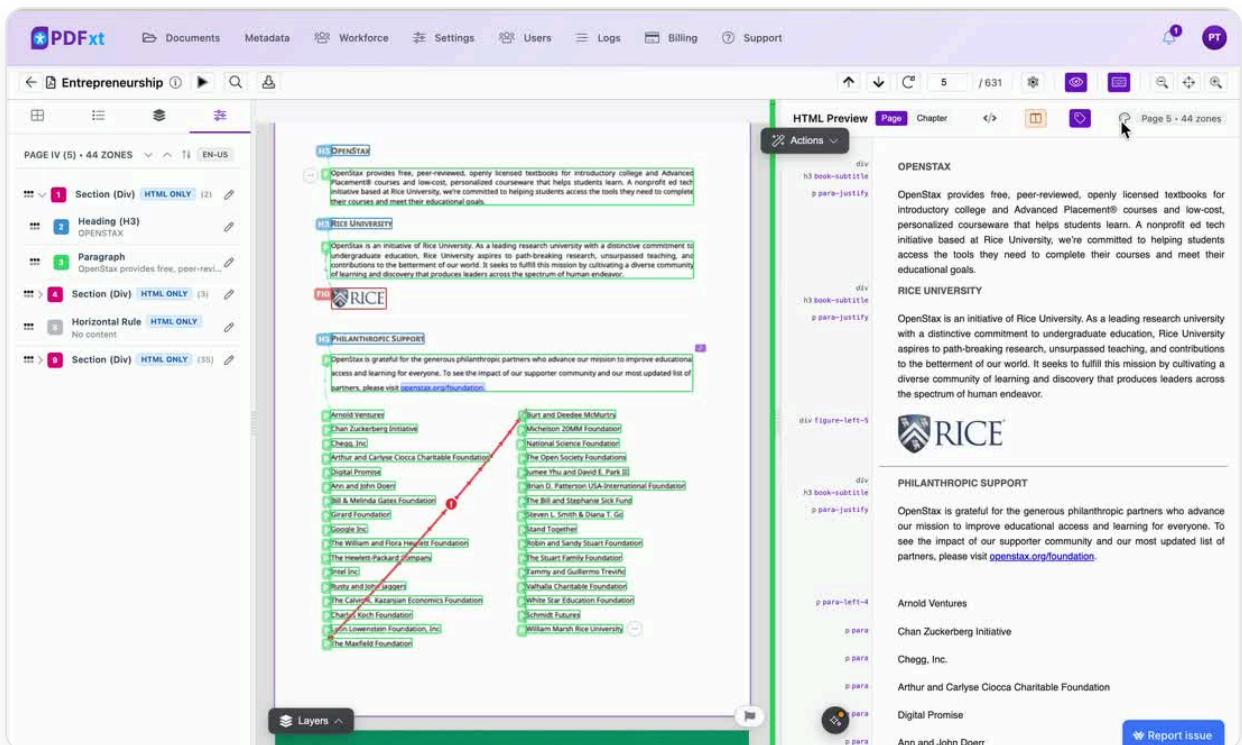
- 5 El menú flotante Actions contiene opciones que se aplican a toda la página. Las veremos en detalle más adelante.



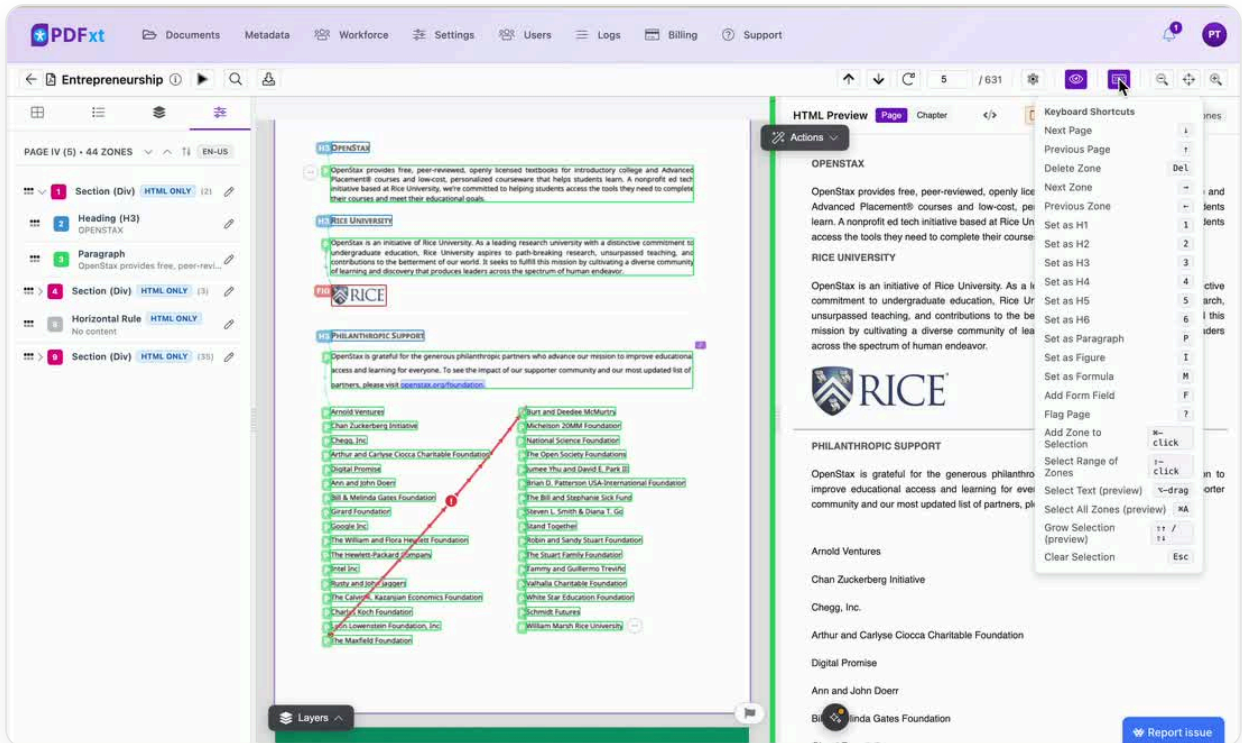
- 6 Abajo a la izquierda, el menú Layers permite mostrar u ocultar los elementos de la página.



- 7 Sobre la vista previa HTML hay botones para el panel de estilos y la lista de estilos.



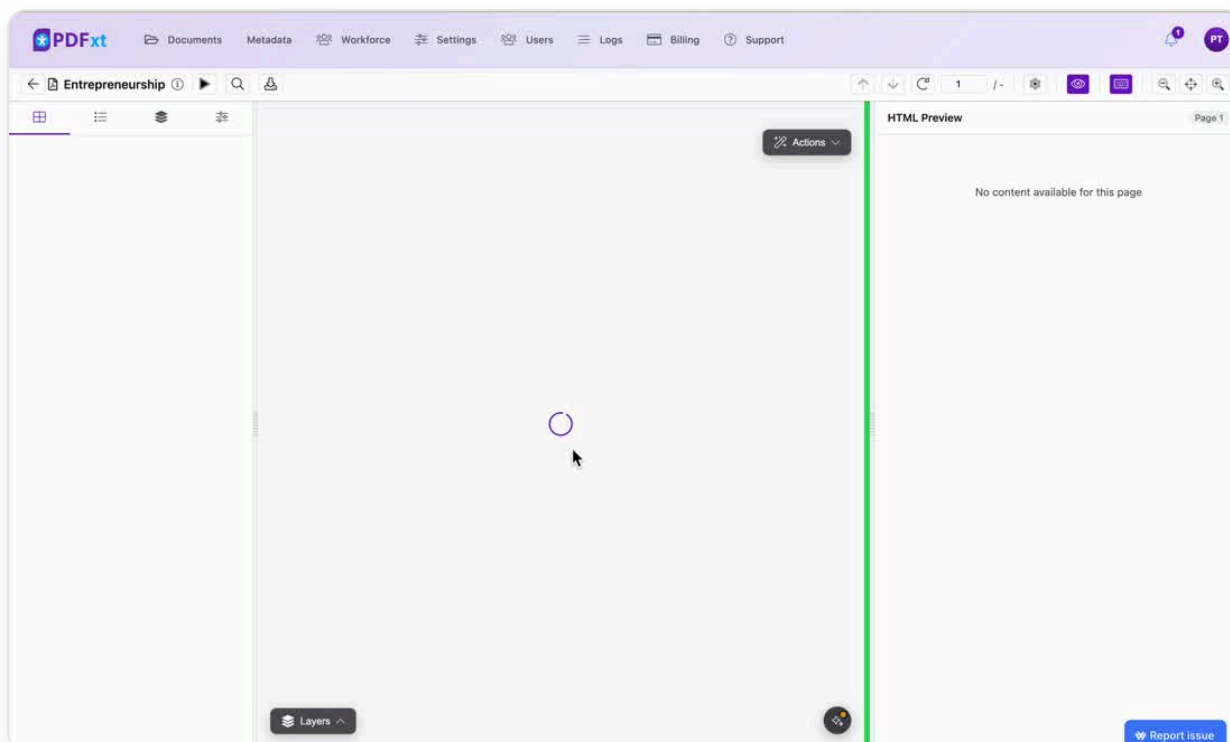
También hay un menú con todos los atajos de teclado disponibles. Los veremos en detalle más adelante.



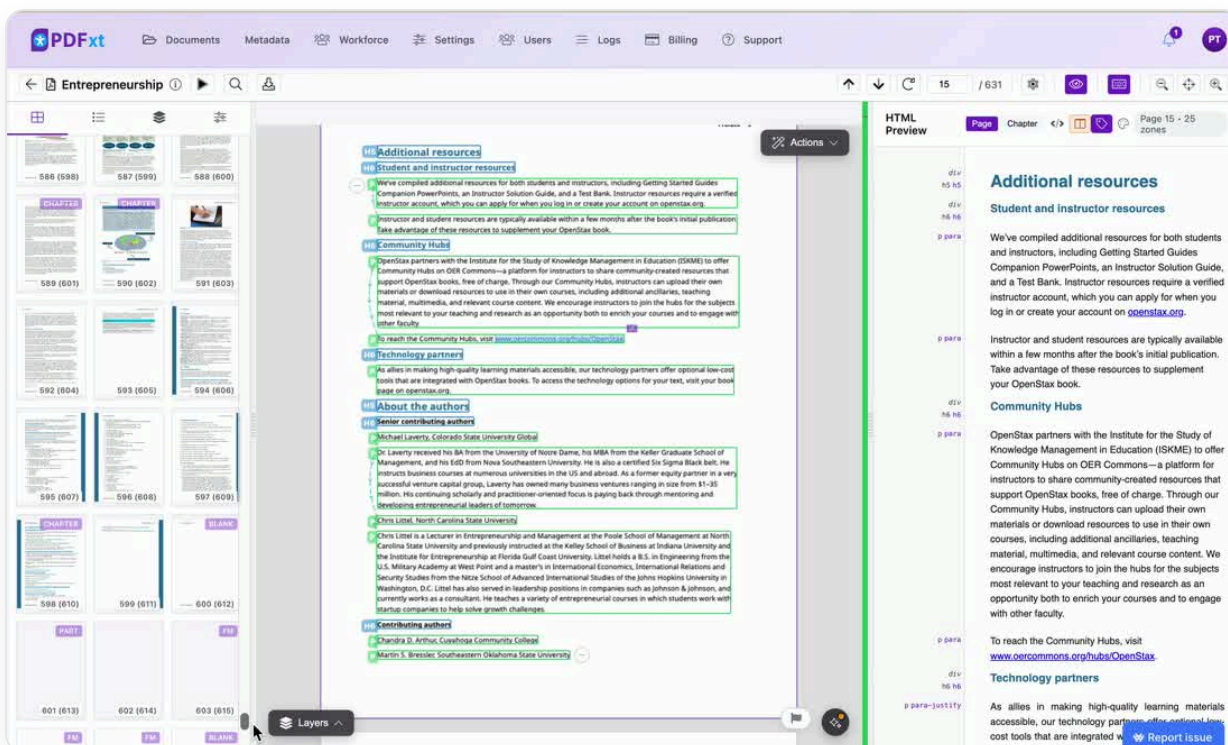
## 05 Corregir números de página

Verifica y corrige primero las etiquetas de página, para que los enlaces, las notas y las entradas del índice apunten a las páginas correctas.

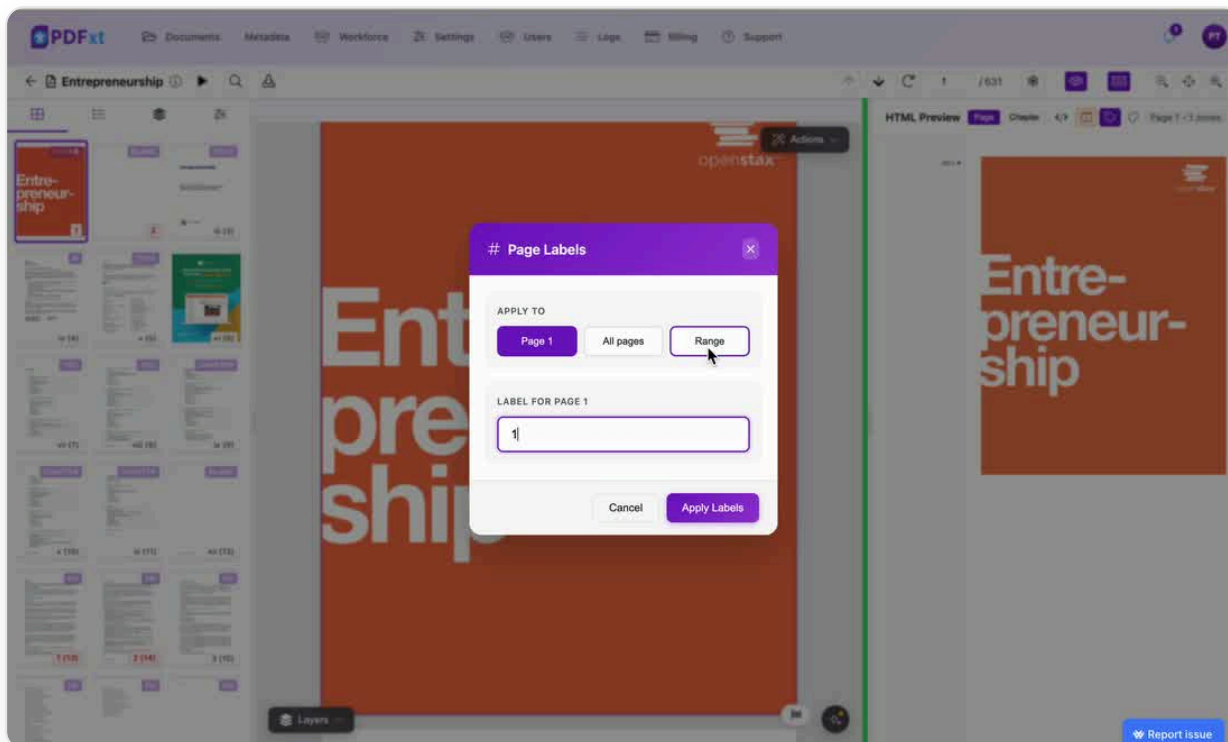
- 1 Antes de hacer cambios, el primer paso es verificar que los números de página sean correctos. Es clave, porque unos números incorrectos generan enlaces, notas e índices incorrectos.



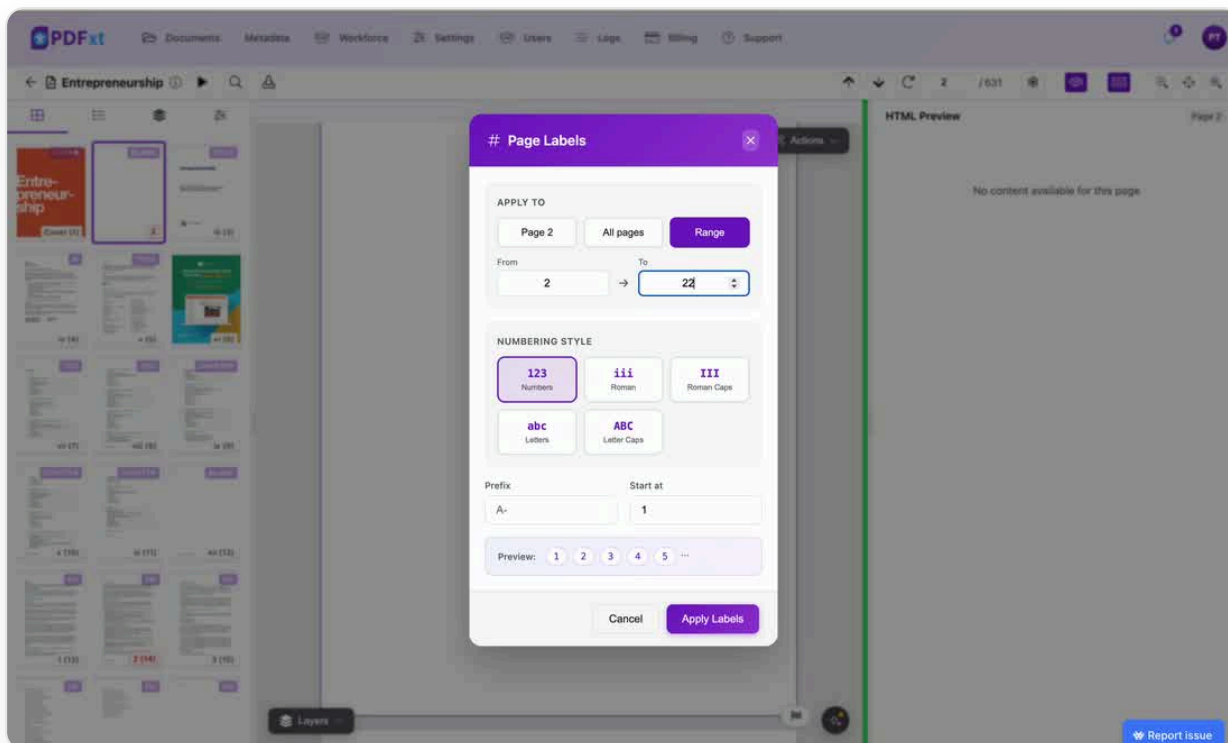
- 2 Cada miniatura muestra su etiqueta de página, con el número de página físico entre corchetes.



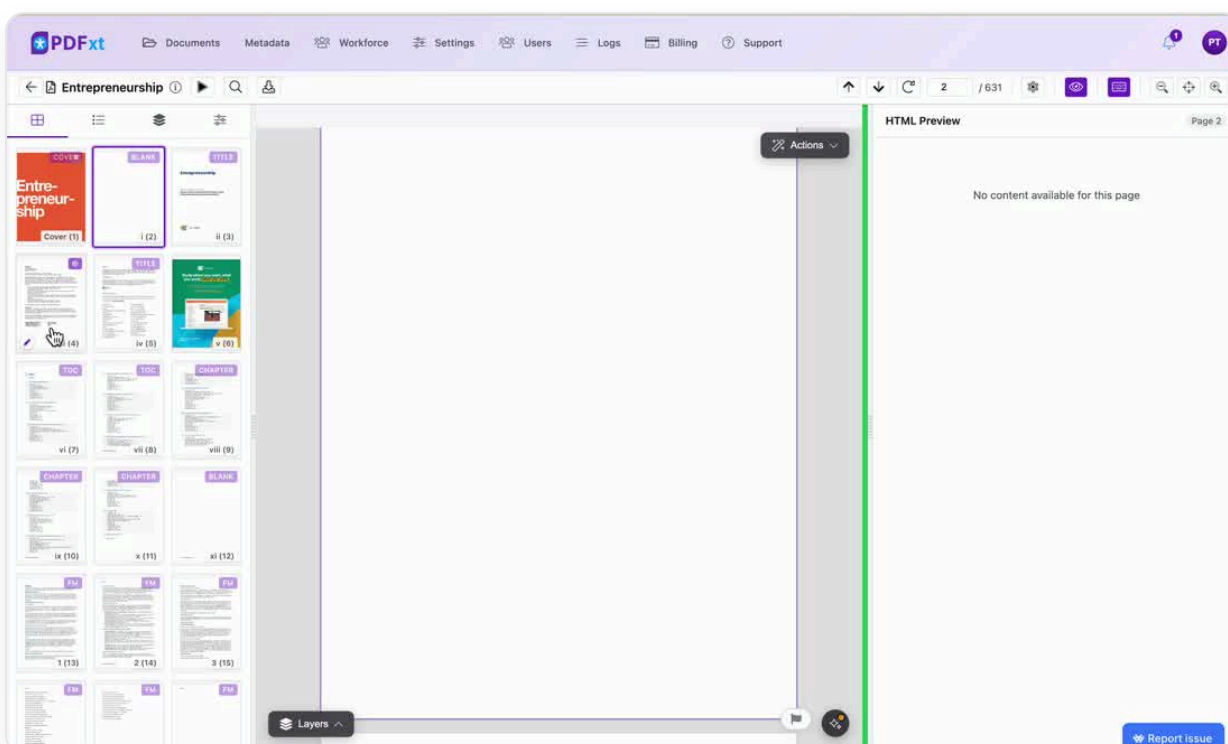
- 3 Para cambiar una etiqueta, haz clic en el icono de edición de la página. Aquí, etiquetamos la portada como Cover y la aplicamos.



- 4 Para etiquetar varias páginas a la vez, elige Range. Asignamos a las páginas 2 a 12 números romanos en minúscula, lo habitual en las páginas preliminares.



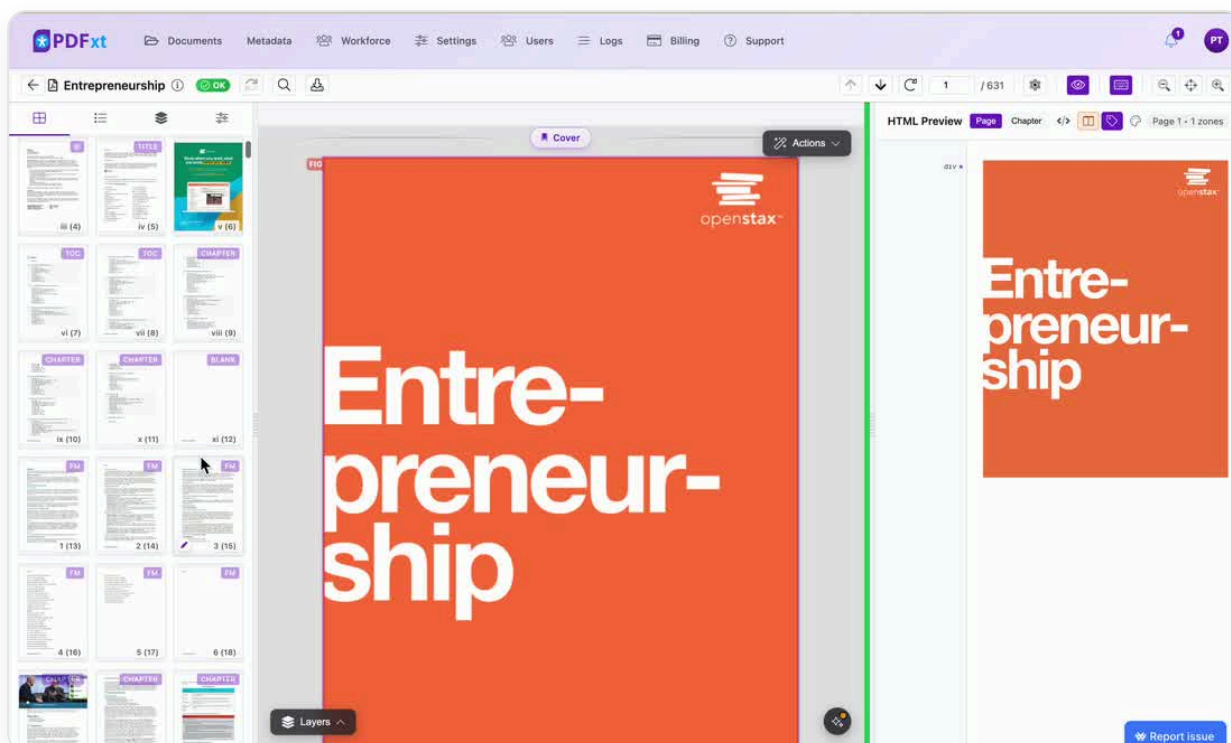
- 5 Aplica las etiquetas y comprueba que los números de página ahora sean correctos.



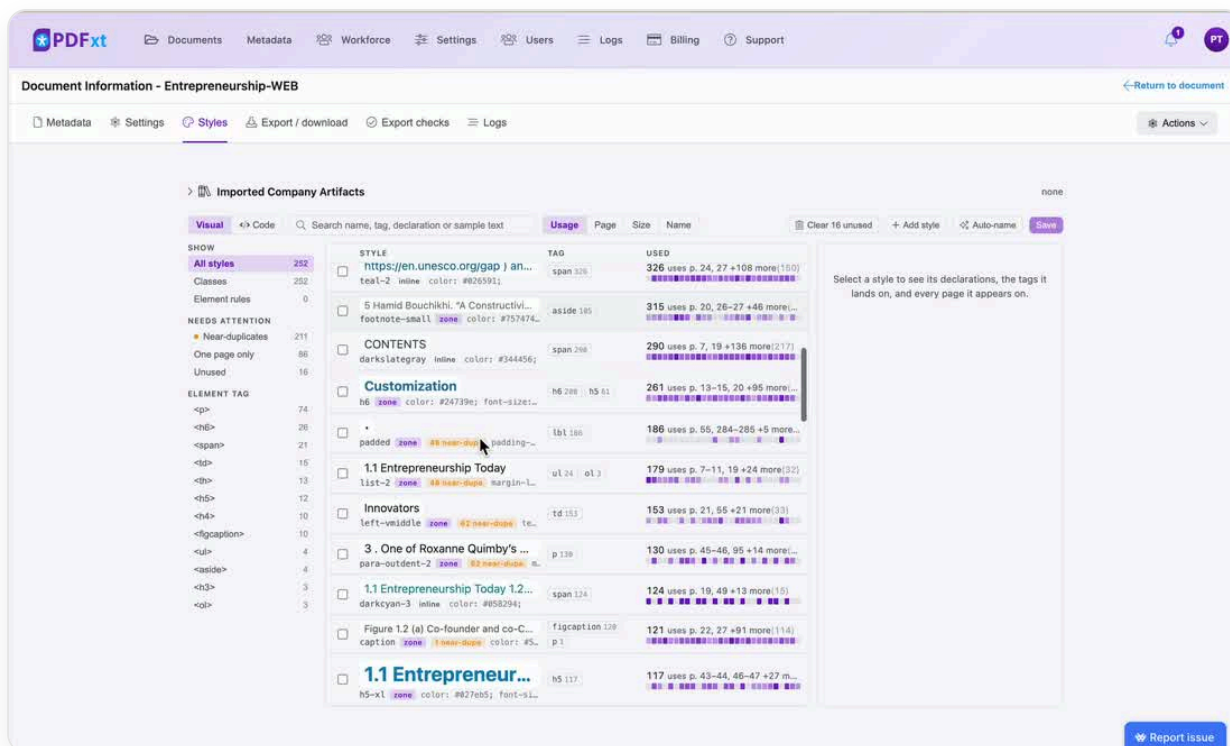
# 06 Estilos y estilos de empresa

Revisa la hoja de estilos que PDFxt extrae de tu documento, elimina los estilos sin usar y asigna tus estilos a una hoja de estilos de empresa.

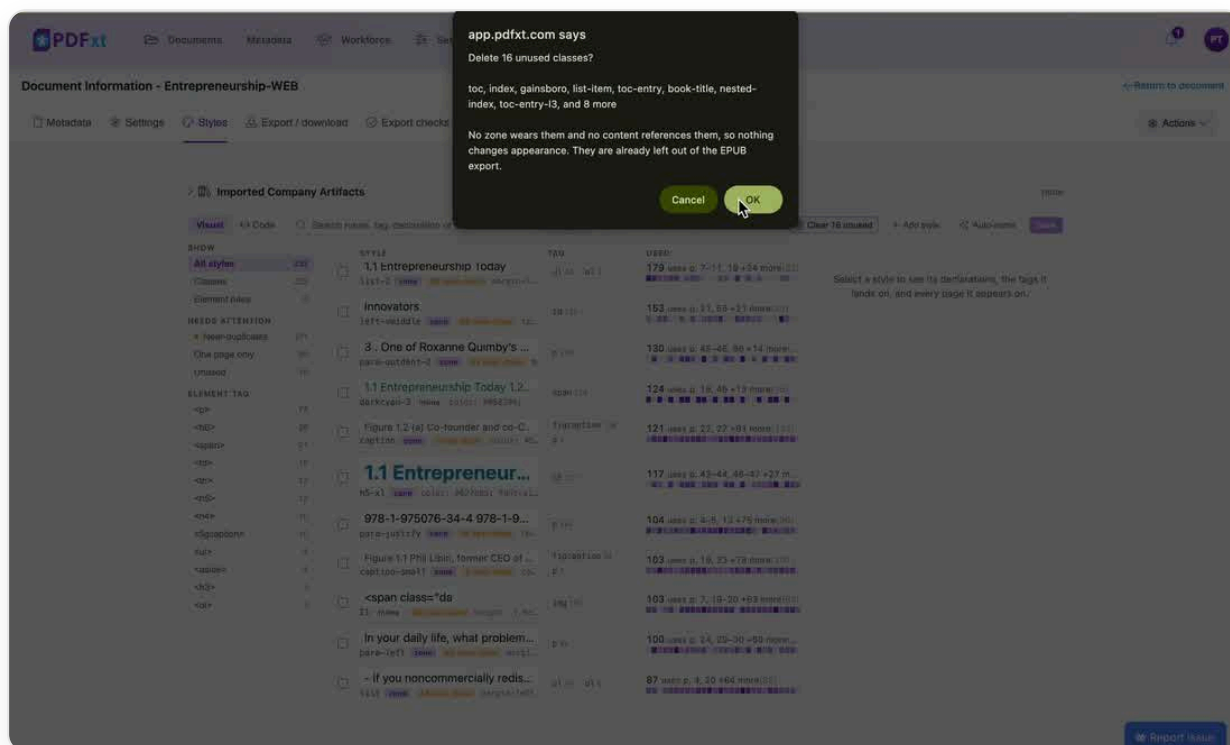
- 1 En el análisis inicial, el sistema identifica y extrae automáticamente una hoja de estilos del documento. Estos estilos están en el menú Styles.



## 2 Aquí verás la lista de todos los estilos usados en el documento.



## 3 Los estilos sin usar se pueden eliminar sin problema.



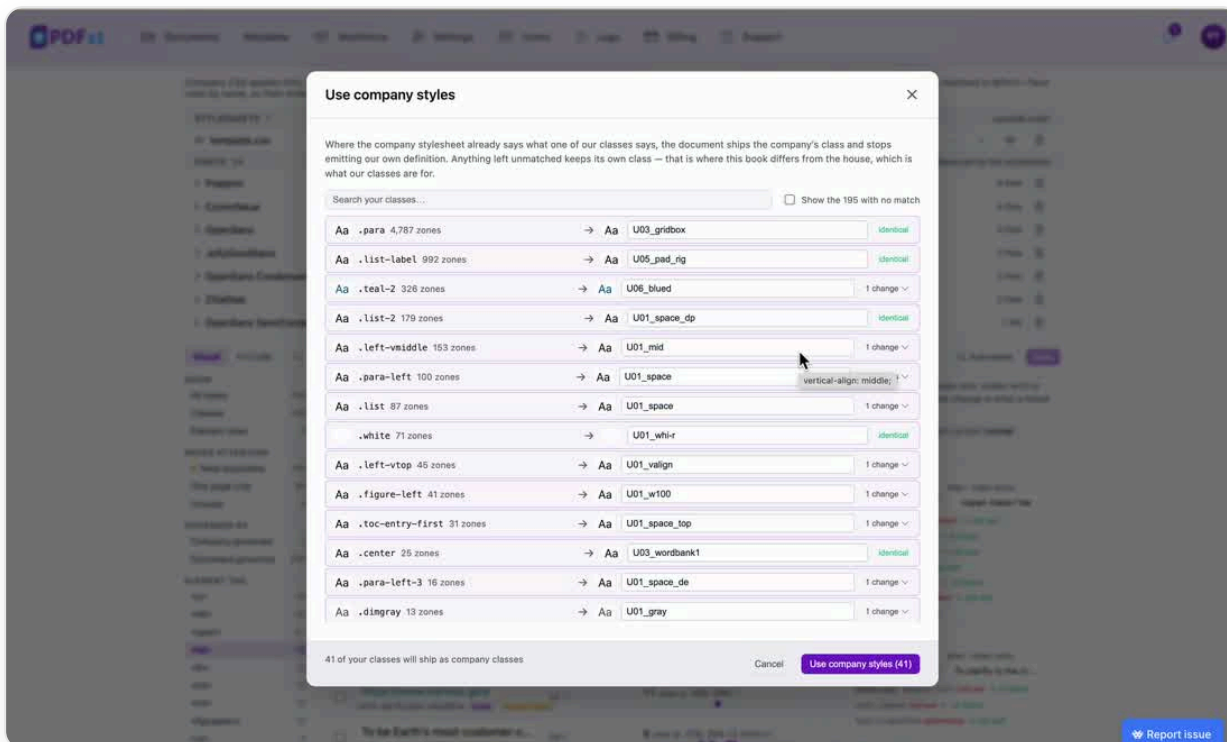
- 4 Los estilos que requieren atención se marcan, como los casi duplicados, que puedes fusionar con un estilo similar.

The screenshot shows the PDFxT web interface for a document titled 'Entrepreneurship-WEB'. The 'Imported Company Artifacts' section is active, displaying a table of styles. The table has columns for 'Style', 'Tag', and 'Usage'. Several styles are marked as 'Near-duplicates' or 'Needs Attention'. The 'index-entry' style is highlighted, showing its usage across the document. The right sidebar provides a summary of the document's style usage, including the number of styles, pages, and first/last page numbers.

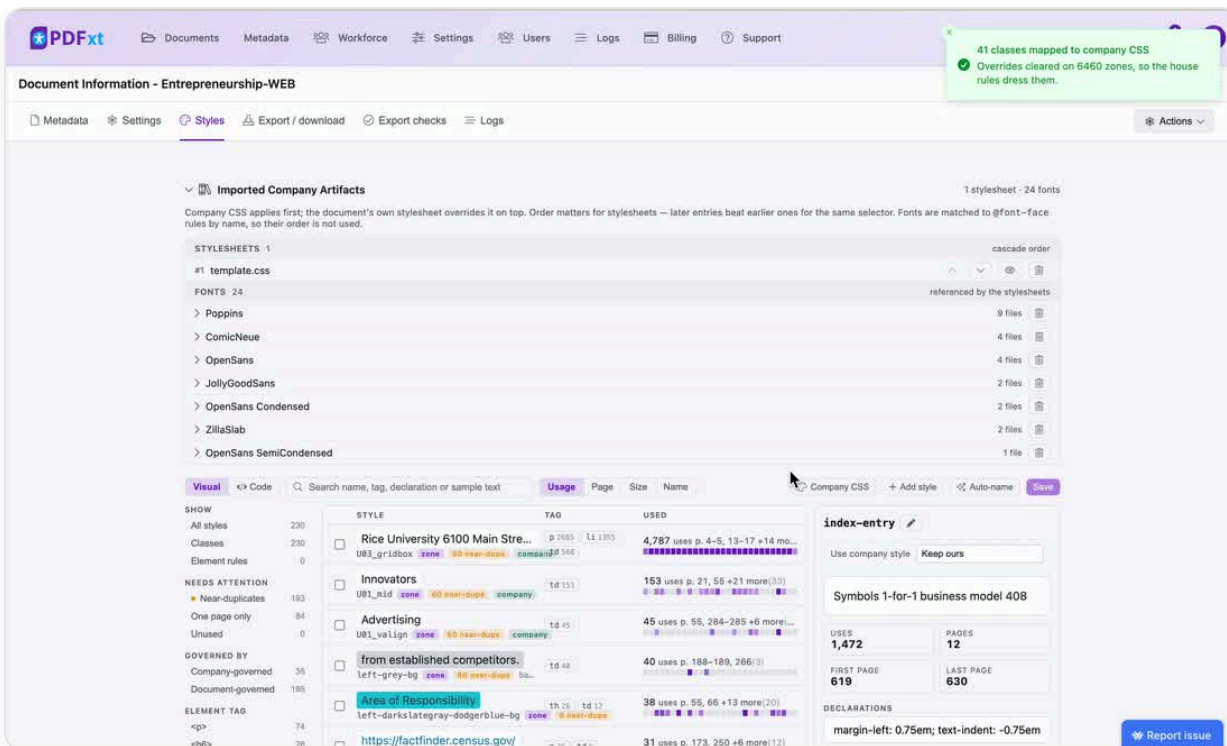
- 5 Si subiste un archivo CSS como Artifact, puedes importarlo aquí.

The screenshot shows the PDFxT web interface for a document titled 'Entrepreneurship-WEB'. The 'Imported Company Artifacts' section is active, displaying a list of artifacts. A dropdown menu is open, showing a list of fonts available for import, such as 'ComicNeue-Italic.ttf', 'ComicNeue-BoldItalic.ttf', 'ComicNeue-Bold.ttf', 'ComicNeue-Regular.ttf', 'JollyGoodSans-Bold.otf', 'Poppins-Bold.otf', 'JollyGoodSans-BoldItalic.otf', 'OpenSans\_Condensed-Regular.ttf', 'OpenSans\_Condensed-SemiBold.ttf', 'OpenSans-Regular.ttf', 'OpenSans-Bold.ttf', 'OpenSans\_SemiCondensed-Bold.ttf', 'OpenSans-BoldItalic.ttf', 'OpenSans-Italic.ttf', 'Poppins-SemiBold.ttf', 'Poppins-Medium.ttf', 'Poppins-Bold.ttf', 'Poppins-Regular.ttf', 'Poppins-SemiBoldItalic.ttf', 'Poppins-MediumItalic.ttf', 'Poppins-BoldItalic.ttf', 'Poppins-Italic.ttf', 'ZillaSlab-Regular.ttf', and 'ZillaSlab-Bold.ttf'.

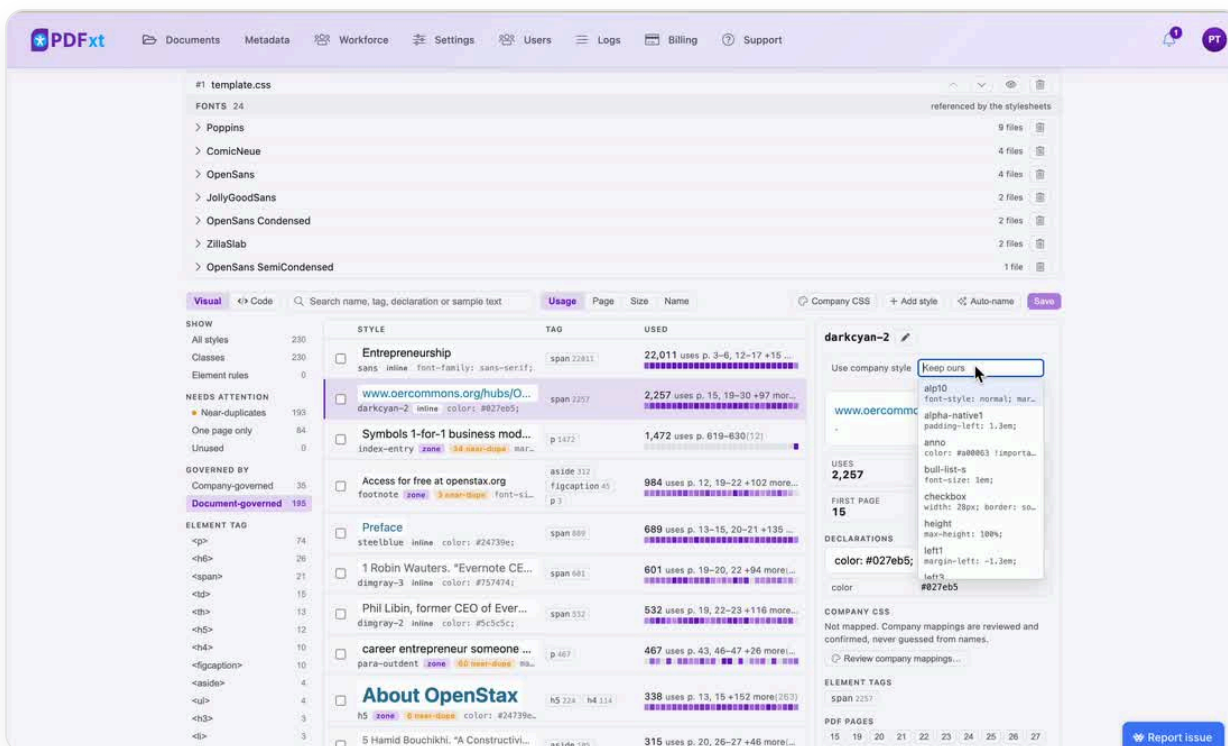
- 6 Al importar uno o más archivos CSS, el sistema los analiza y los compara con el CSS del documento, para sugerir estilos que reemplazar.
- La ventana muestra los estilos del documento a la izquierda, y los del Artifact de la empresa a la derecha.
- El sistema elige y sugiere reemplazos automáticamente. Puedes revisarlos y confirmar.



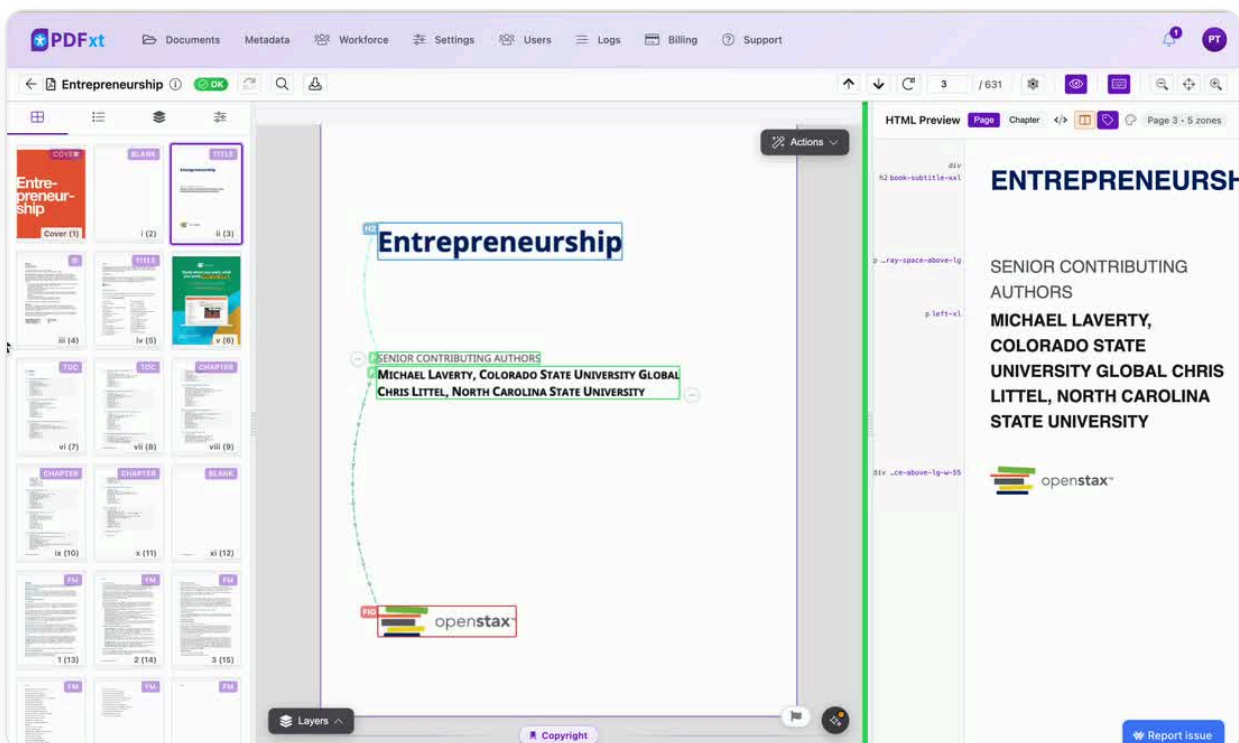
- 7 Una vez hecho el mapeo, verás las nuevas secciones Company-governed y Document-governed.



- 8 También puedes elegir un reemplazo para un estilo del documento desde un desplegable.



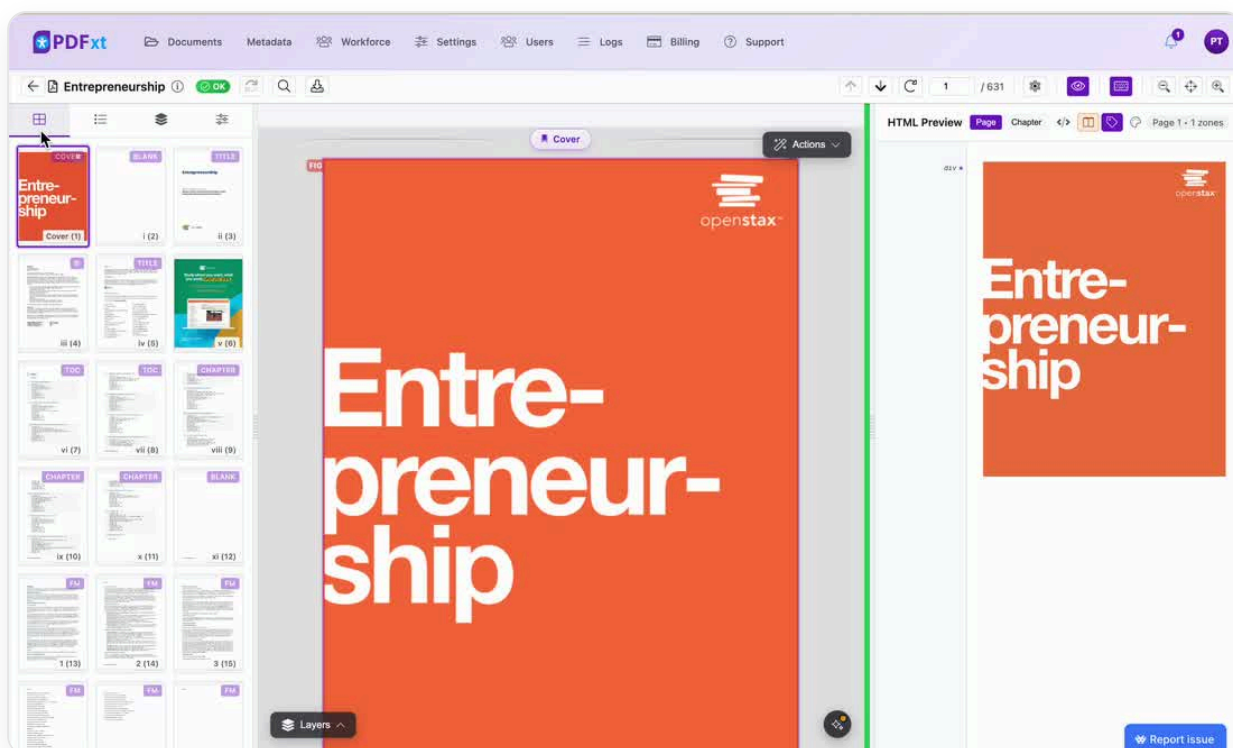
- 9 De vuelta en el documento, el panel de estilos muestra los estilos del documento en morado, y los de la empresa en verde. La ventana también muestra el tipo de cada estilo.



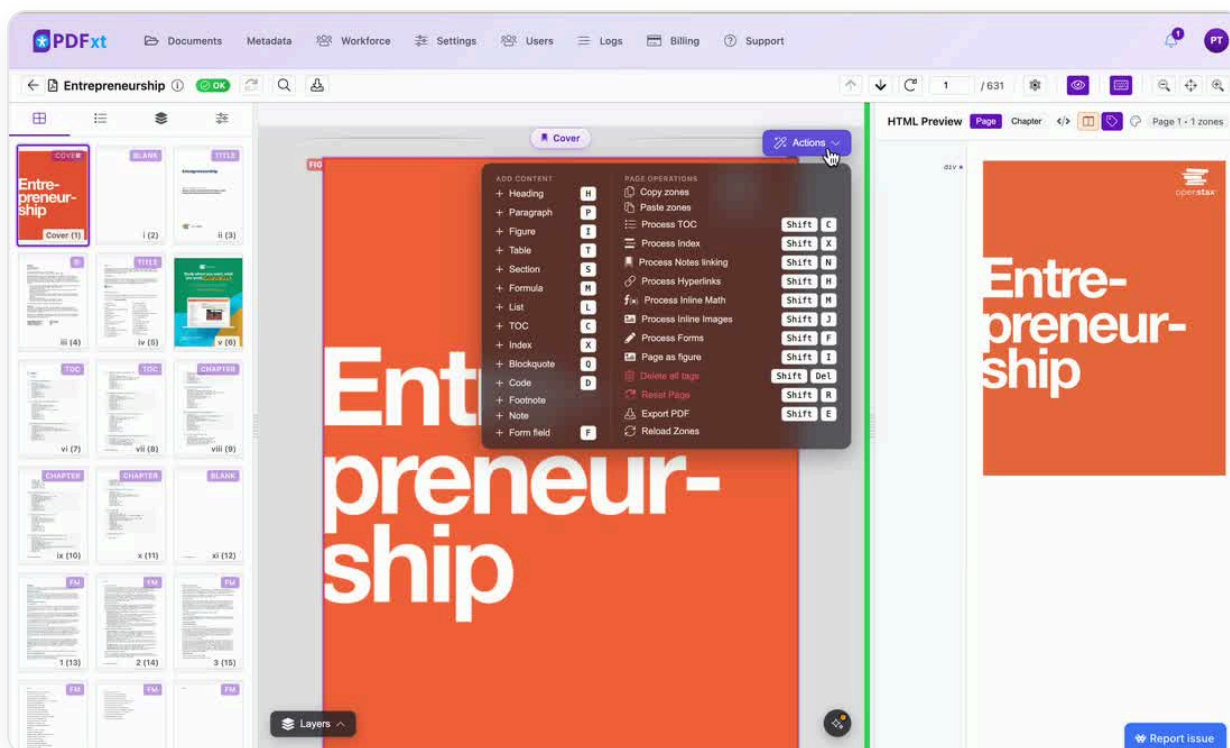
# 07 Zonificación

Revisa página por página el PDF frente al HTML: captura portadas como figuras, fuerza saltos de línea, corrige columnas, elimina encabezados de página y vuelve a enlazar el TOC.

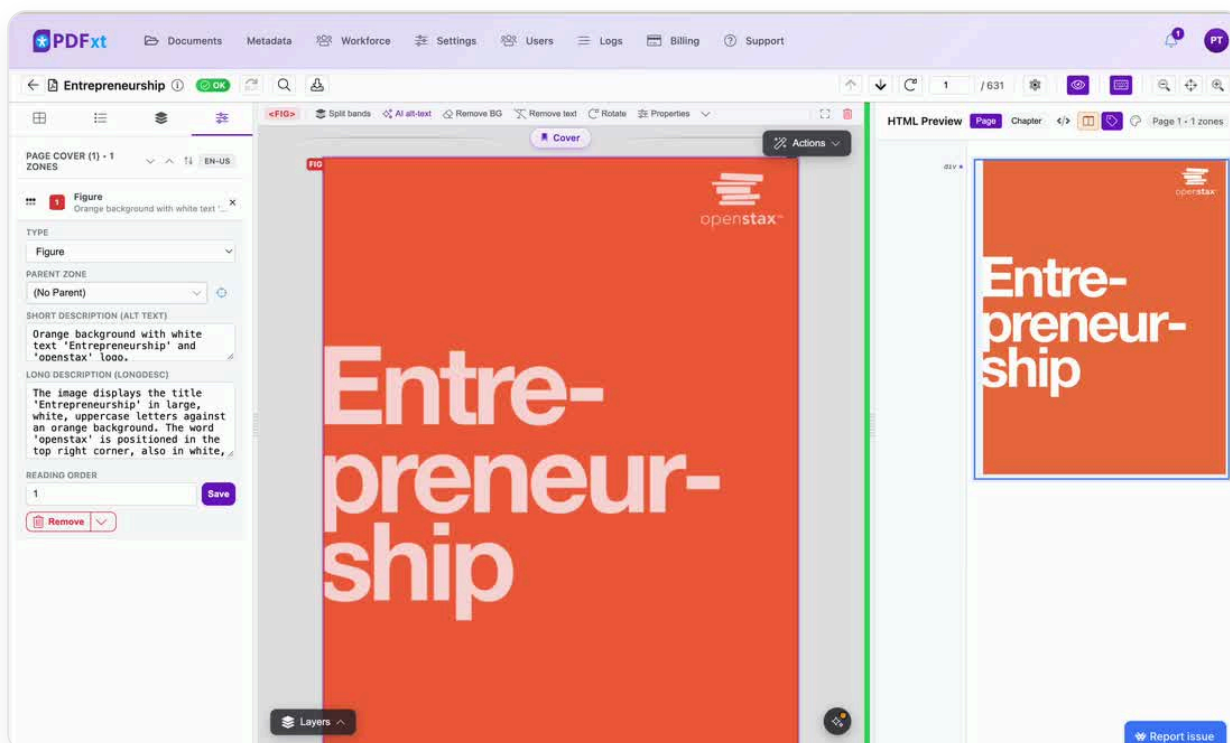
- 1 Ahora revisamos página por página que el contenido del PDF se vea bien en el HTML.



- 2 La página 1 es una portada, así que debe capturarse como imagen. Para esto hay varias acciones de página. Page as figure, con el atajo **Shift** + **I**, convierte toda la página en una imagen.



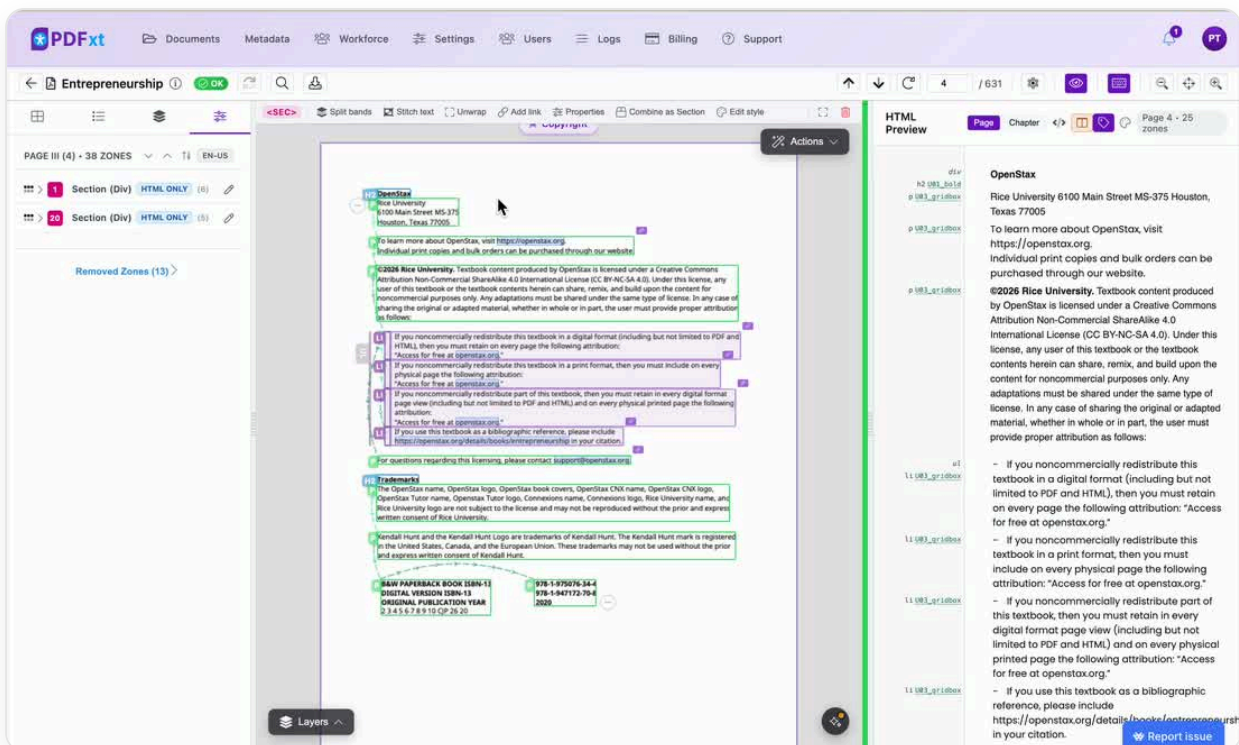
- 3 La portada ahora es una sola zona de figura, con su texto alternativo.



4

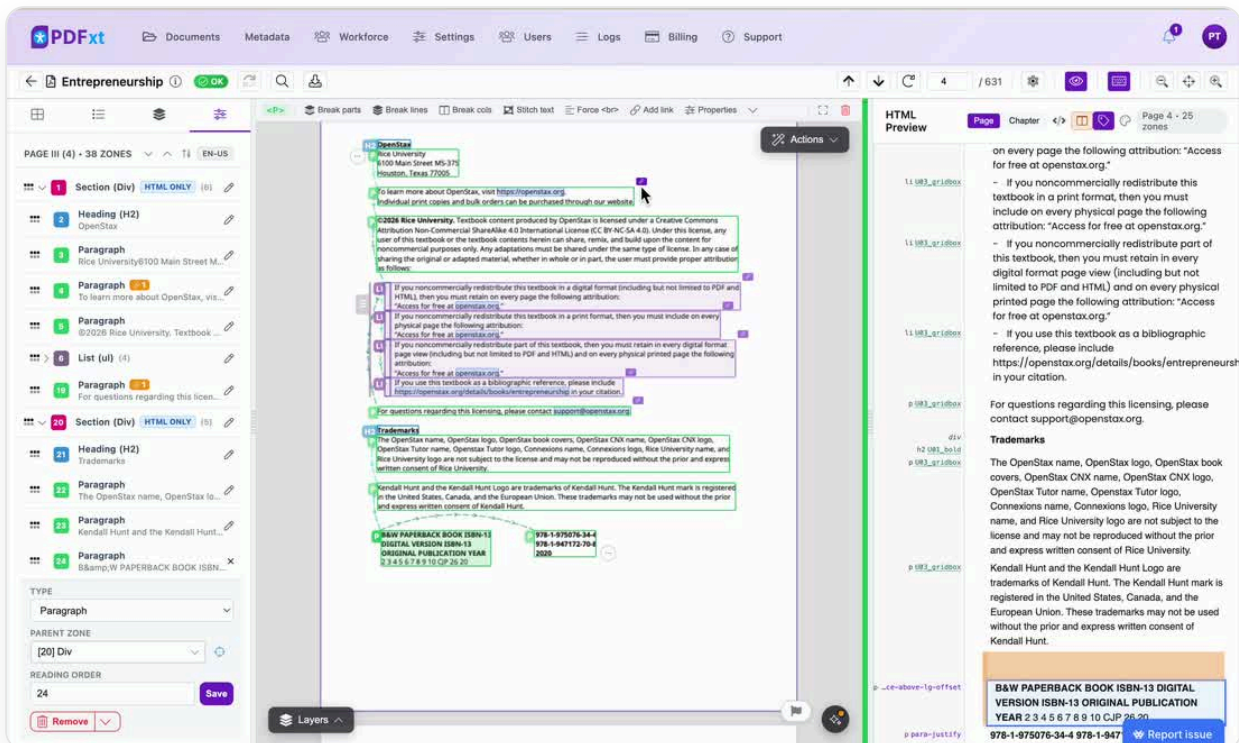
Ahora, en la página 4, este párrafo debe dividirse en líneas separadas.

Arriba está la barra de ajustes de zona, con varias opciones. Una es Force br, que añade saltos de línea dentro de la zona de párrafo, como ves.



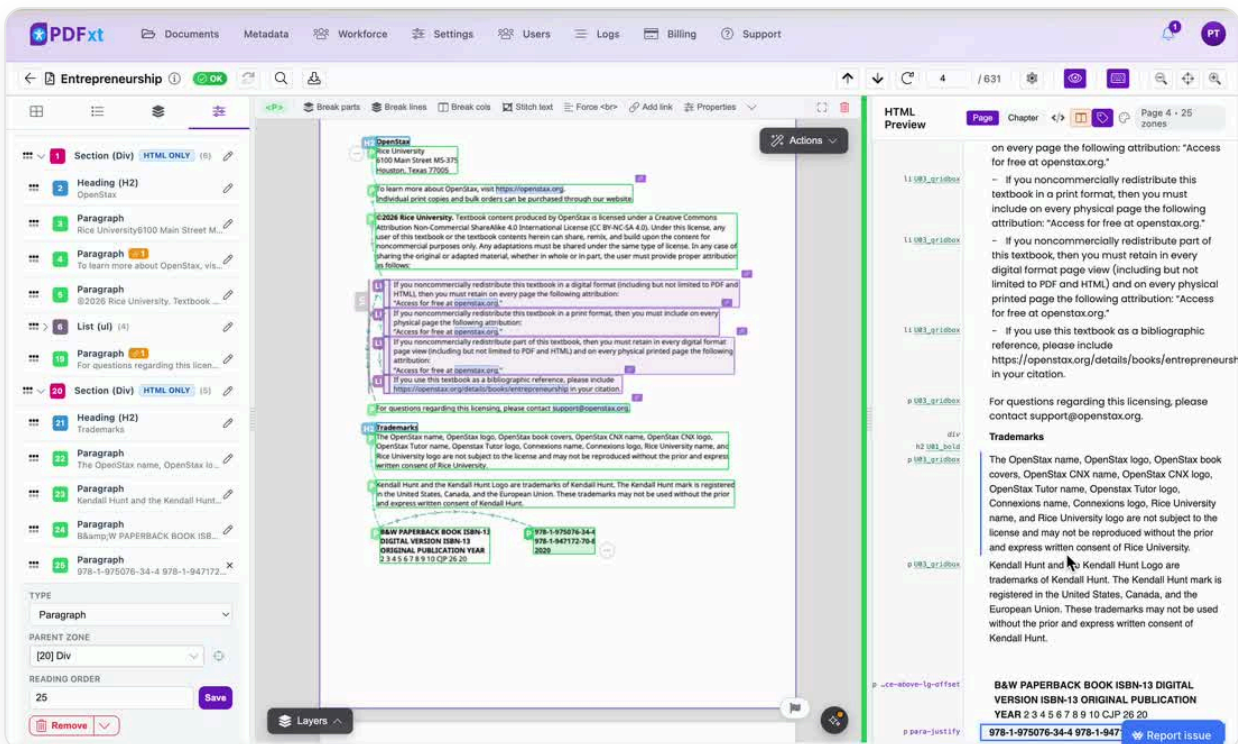
5

Al final de esta página, el contenido se identificó como 2 columnas, pero en realidad es una lista clave-valor.



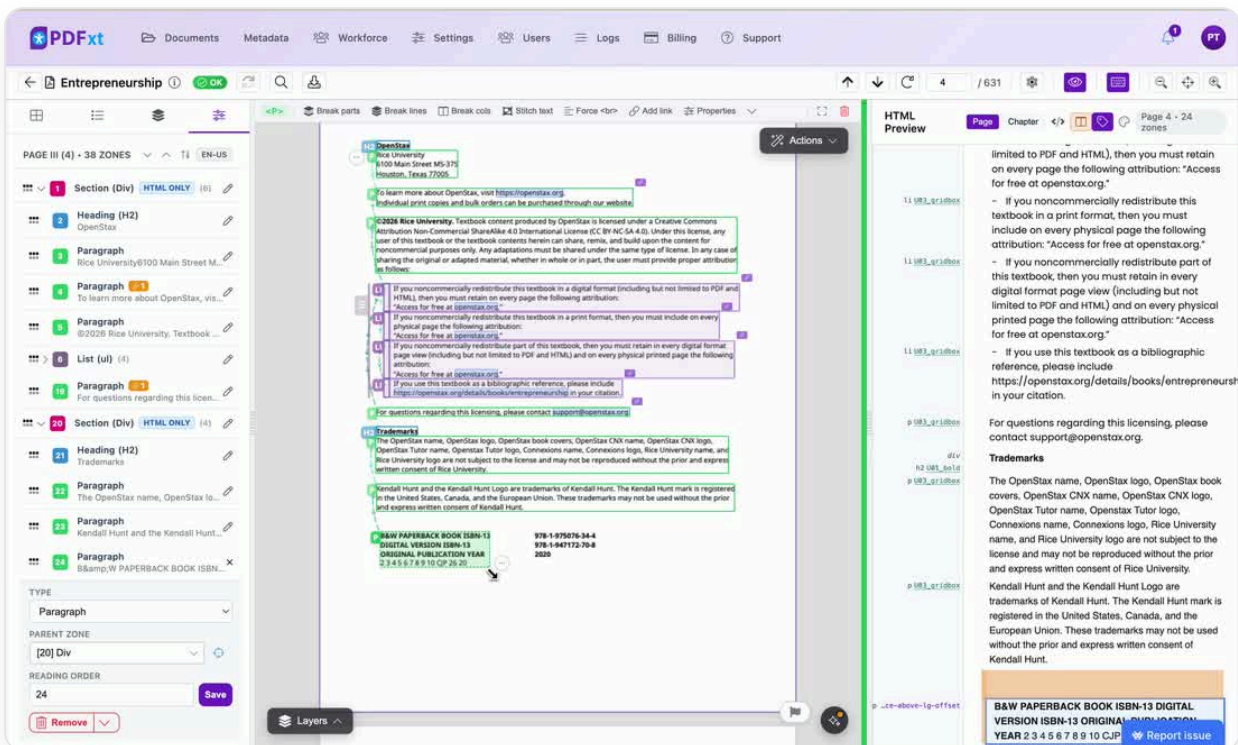
6

Para corregirlo, elimino la zona de la derecha con la tecla Supr.

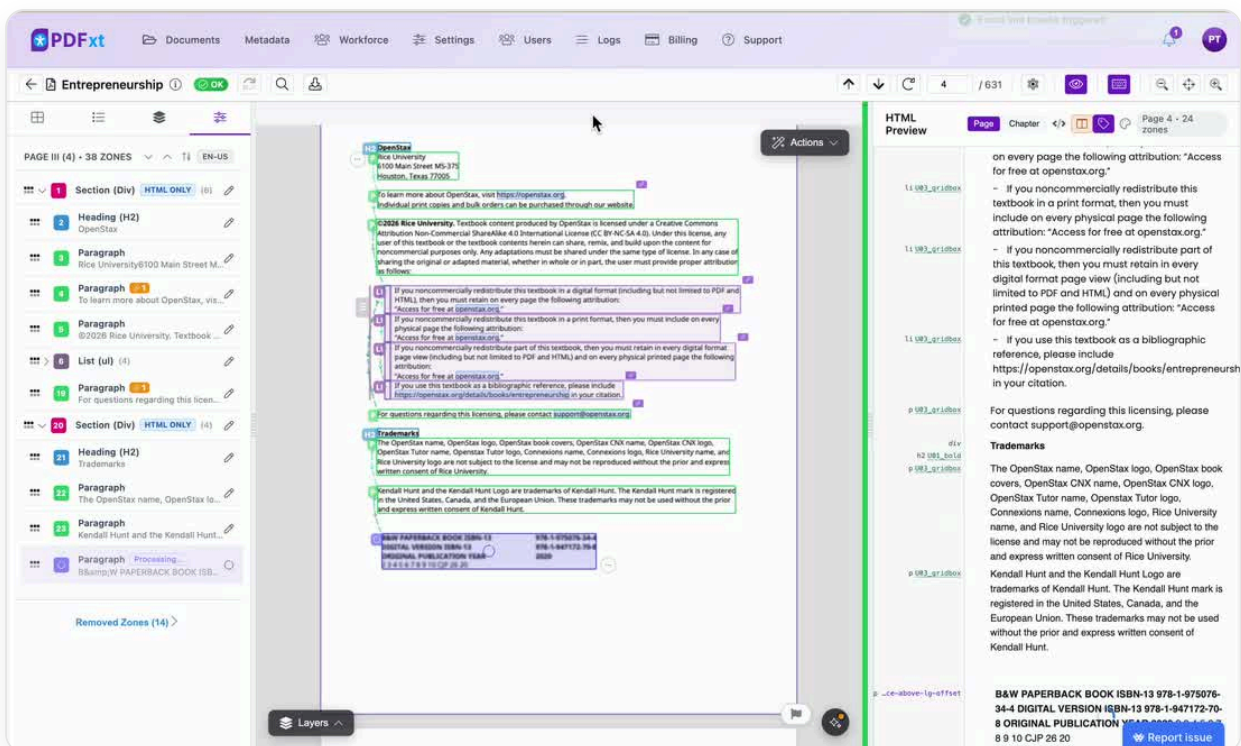


7

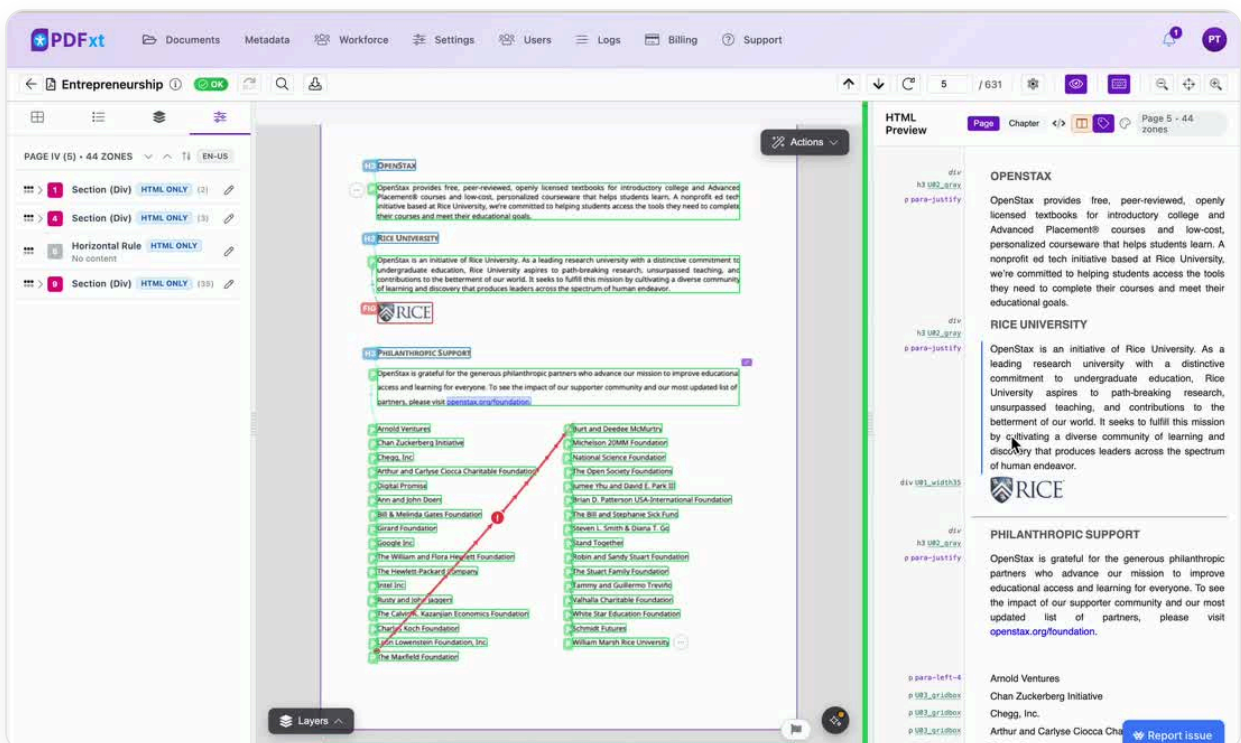
Luego redimensiono la zona restante con **Shift** + **S** para que cubra ambas columnas.



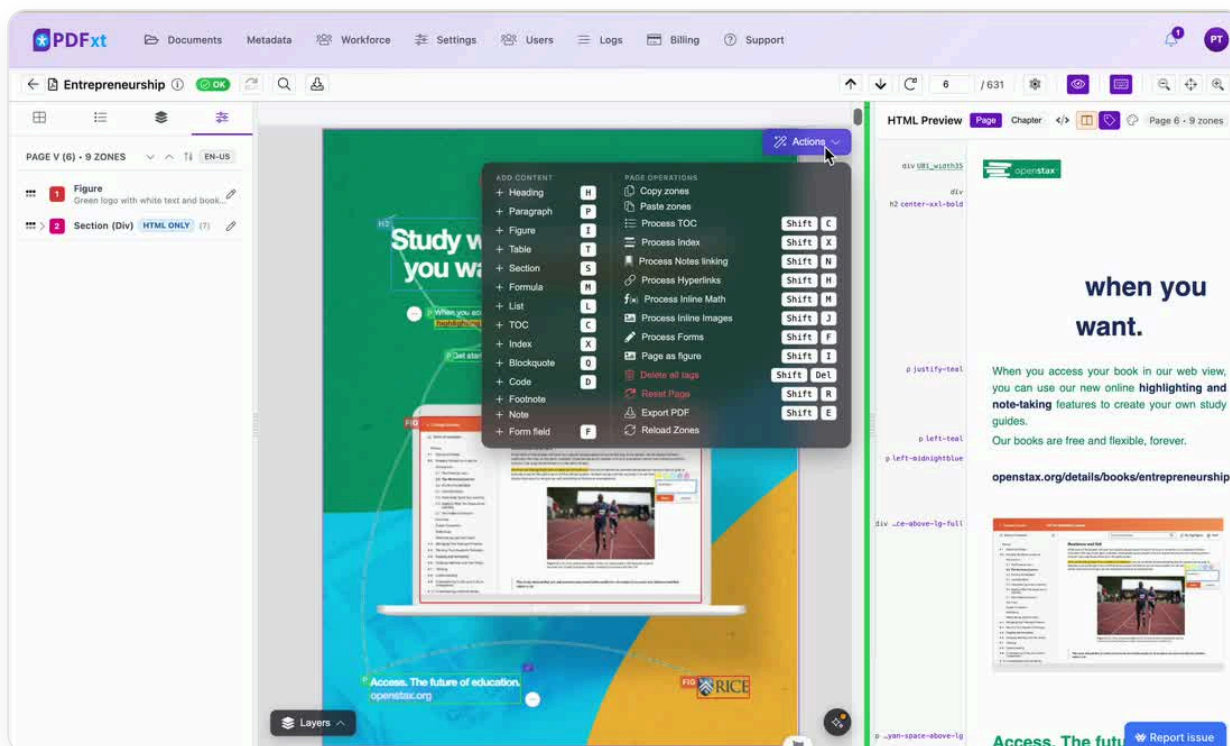
## 8 También aplico Force br a esta zona.



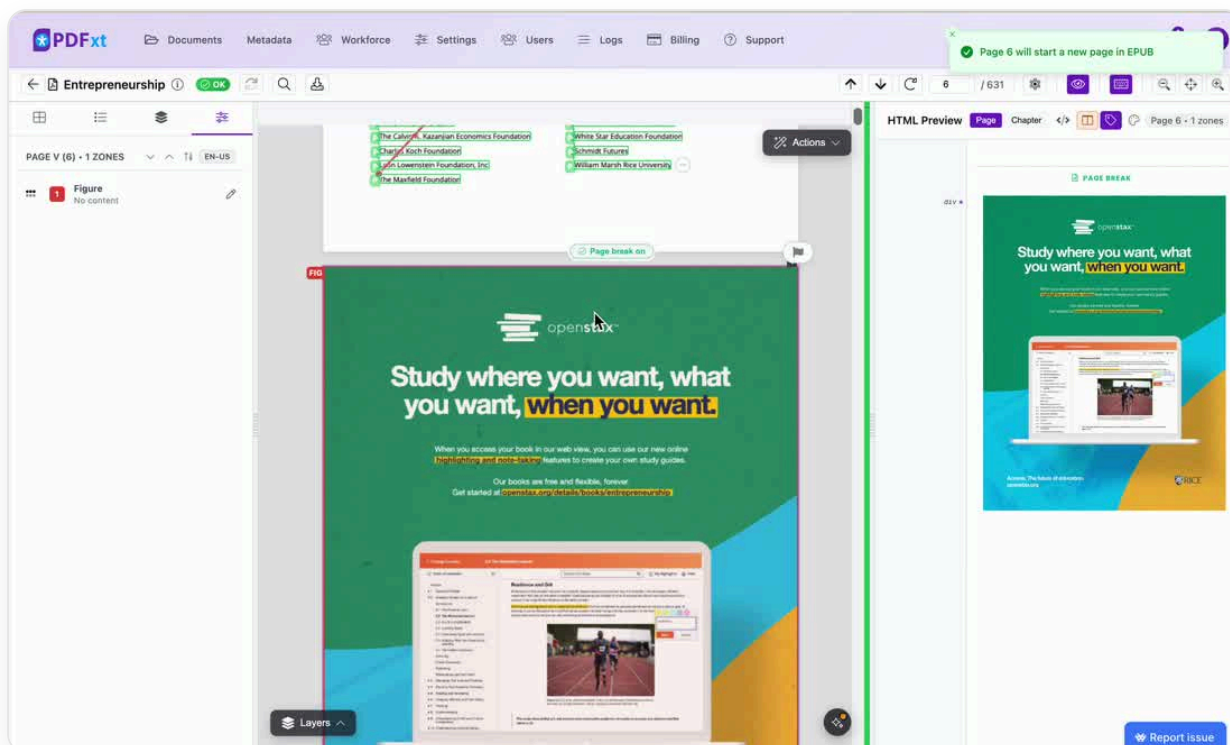
## 9 En la página 5, comparamos las zonas con la vista previa HTML. El sistema detectó aquí una línea horizontal. No la quiero, así que la elimino.



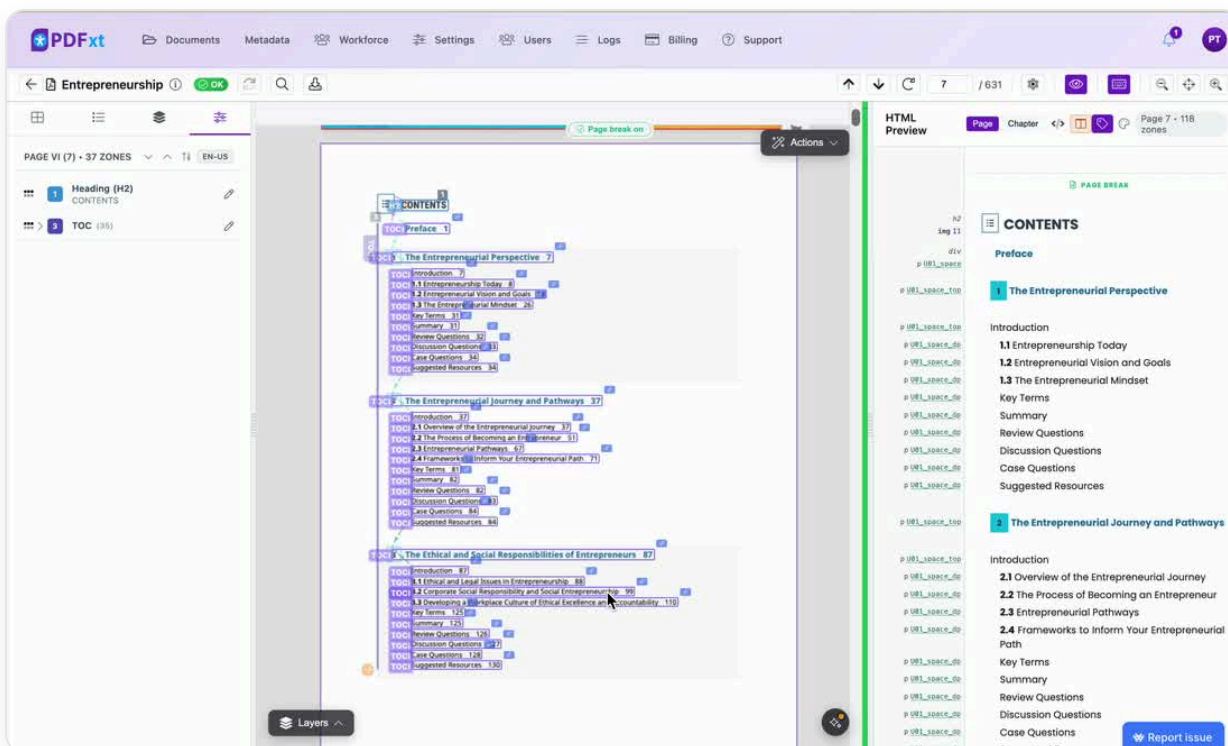
- 10 La página 6 es un anuncio, que capturamos como figura con **Shift** + **I**.



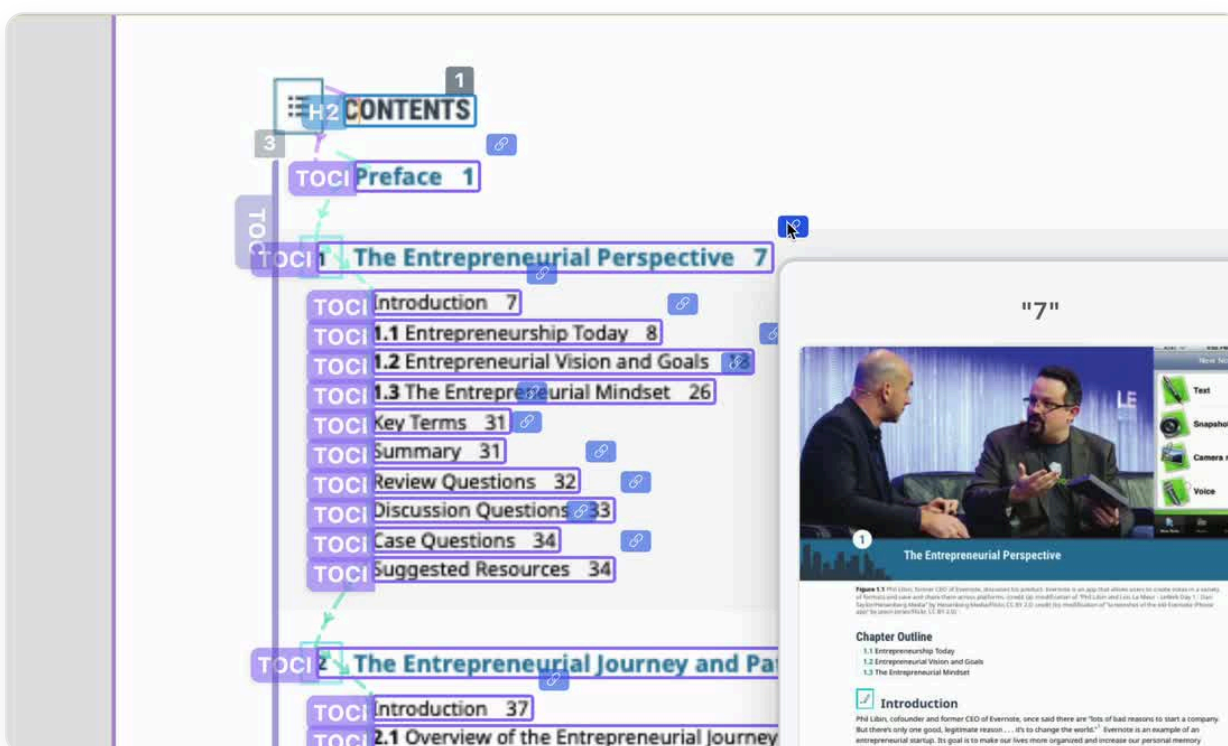
- 11 También marco las páginas 6 y 7 para que empiecen en página nueva en el ePUB.



- 12 La página 7 es la tabla de contenidos. Se identificó y etiquetó automáticamente.



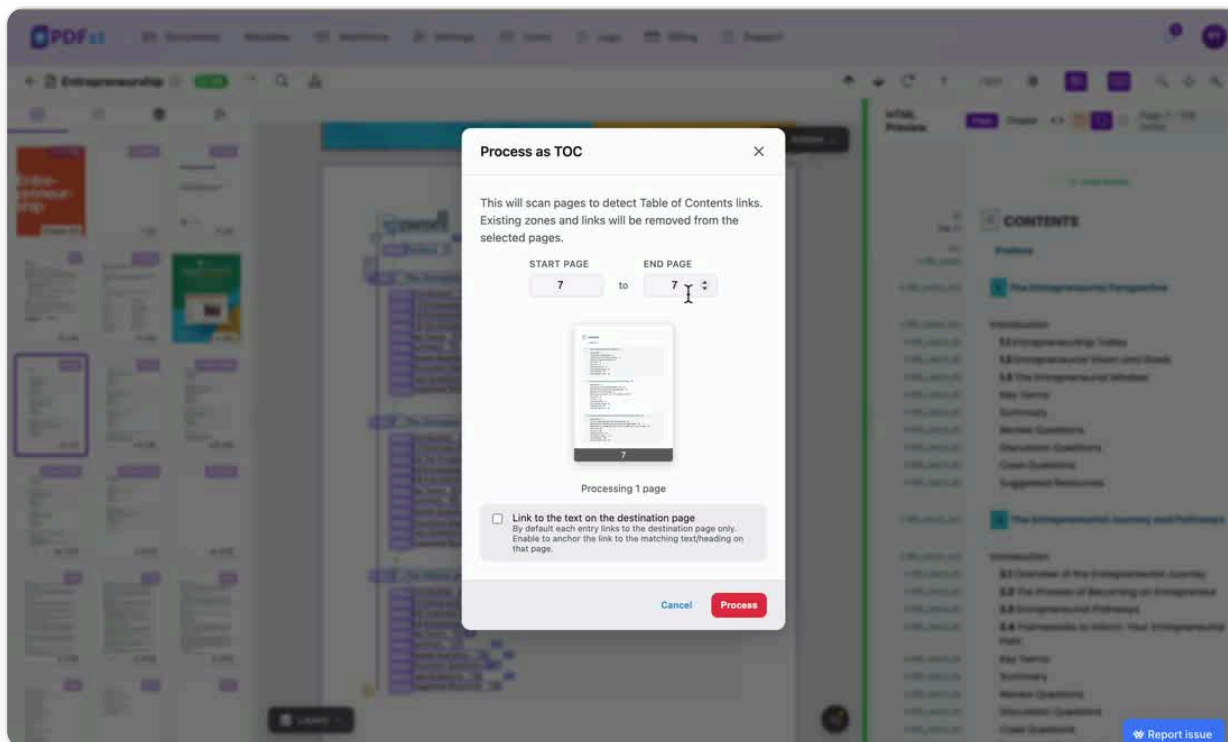
- 13 Pero los enlaces originales del TOC apuntan a la página, y quiero que apunten al encabezado real de esa página.



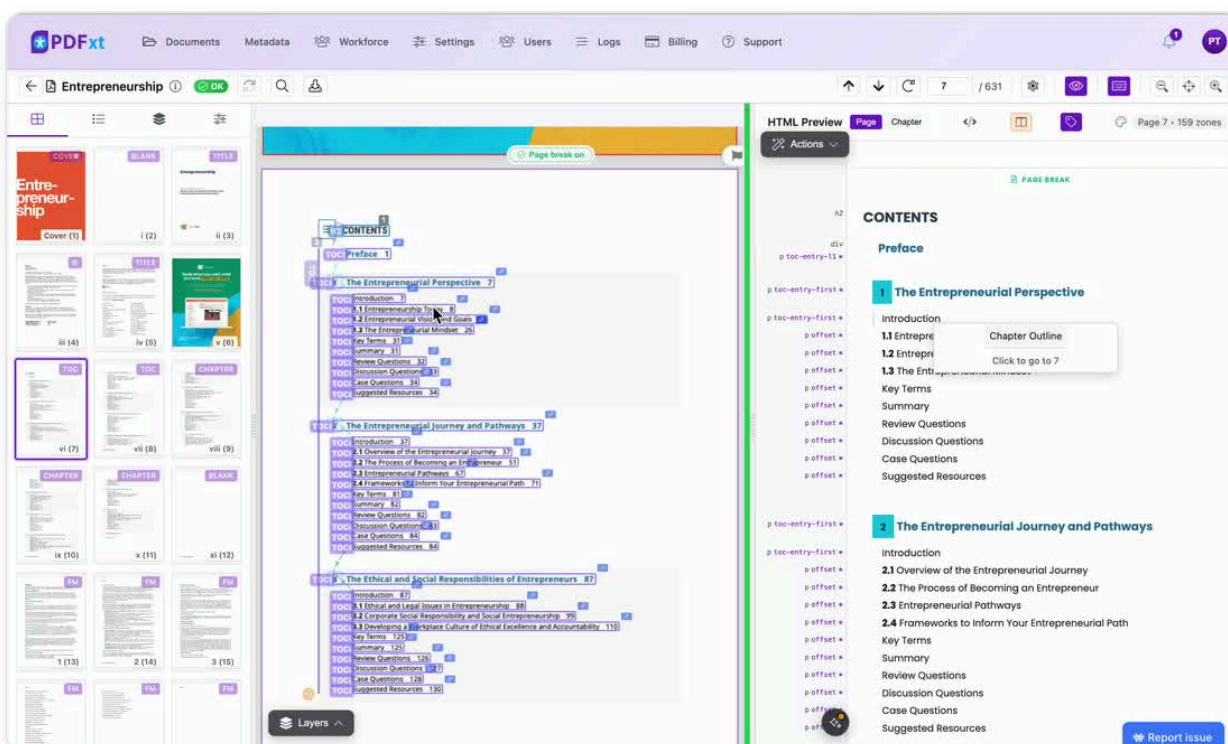
14 Así que vuelvo a procesar el TOC con la acción Process TOC, **Shift** + **C**.

Defino la página final para incluir todas las páginas del TOC.

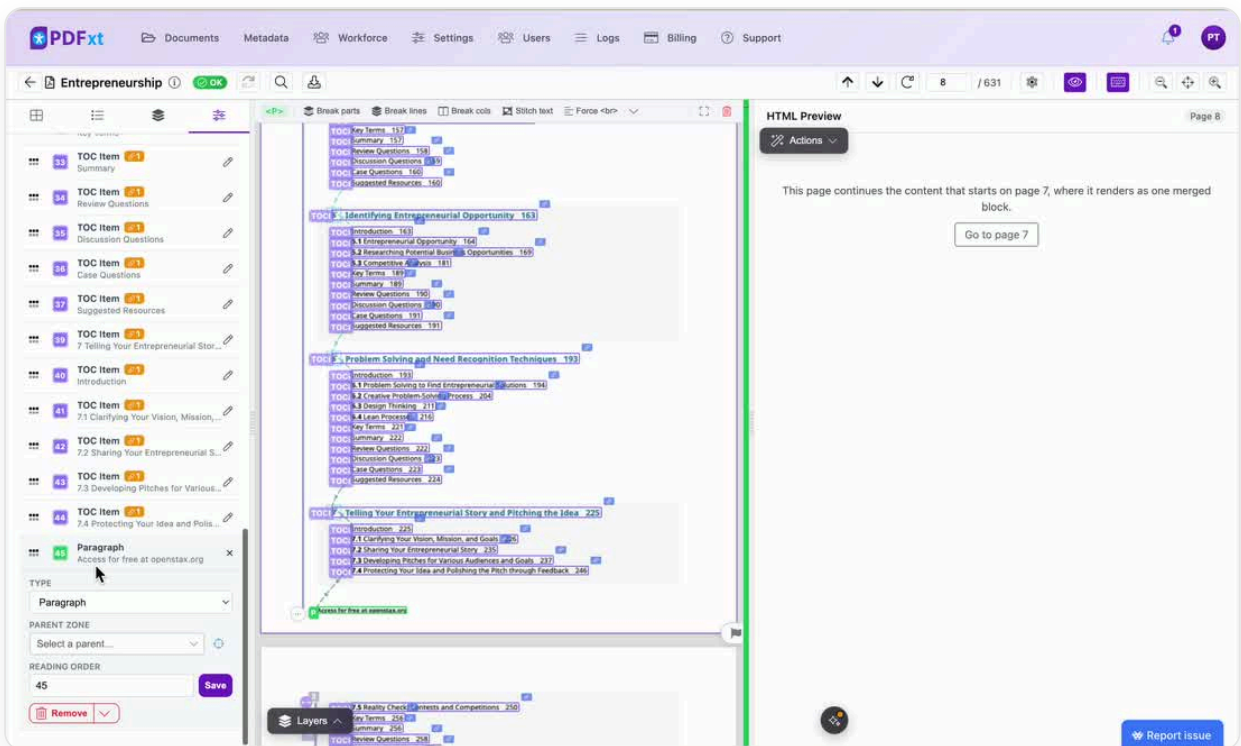
Aquí hay una casilla para enlazar cada entrada al texto de la página de destino. Al activarla, se rehacen los enlaces.



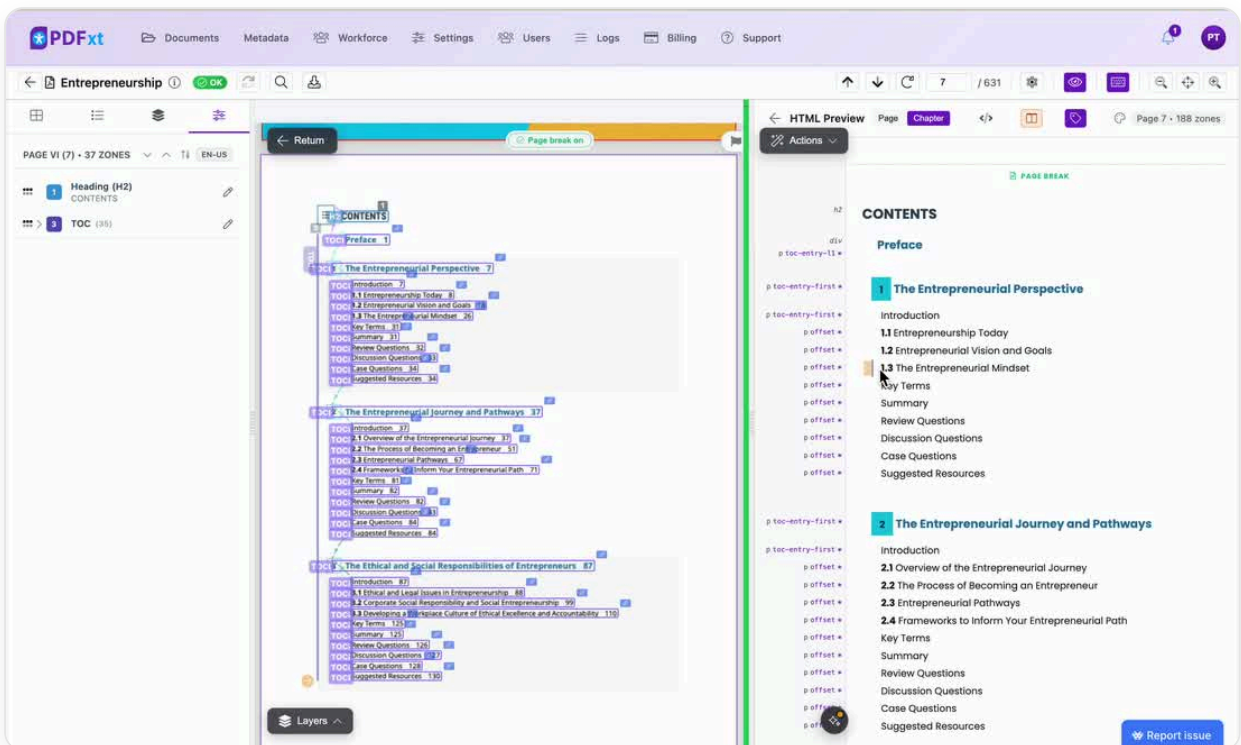
15 Ahora, al pasar el cursor, veo que el enlace va a la zona de destino, no solo a la página.



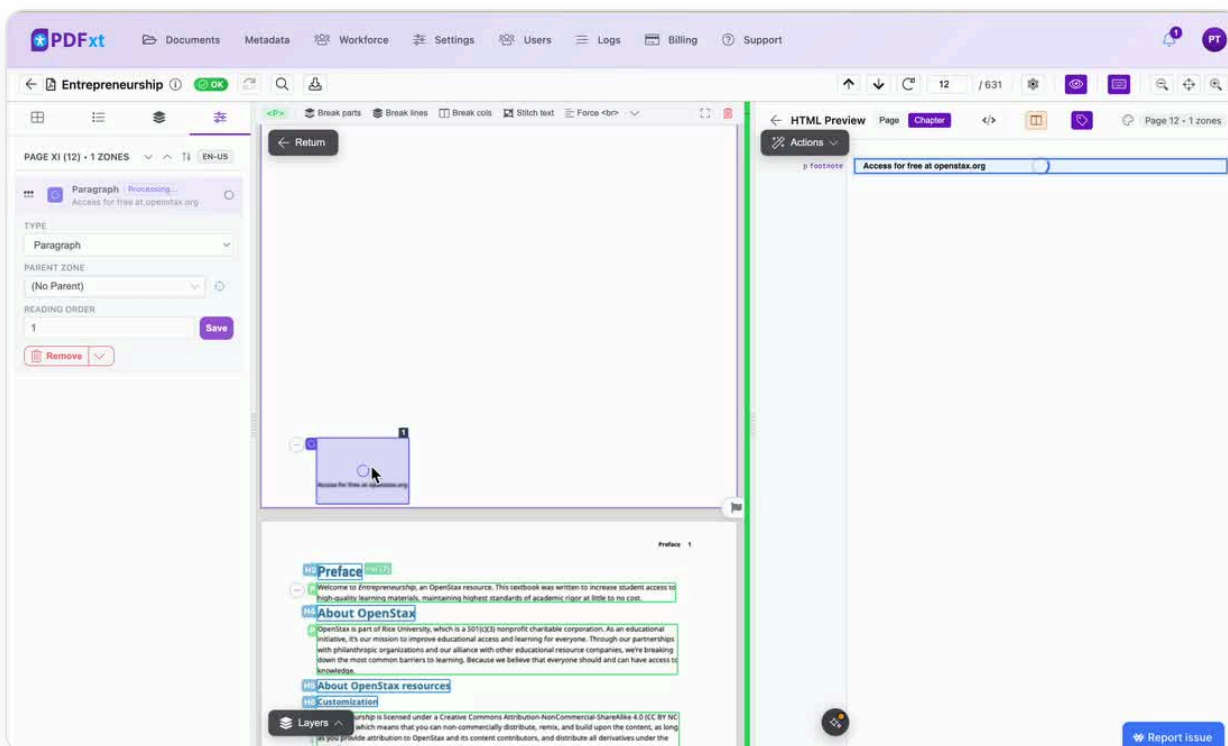
- 16 En la página 8, también elimino el pie de página.



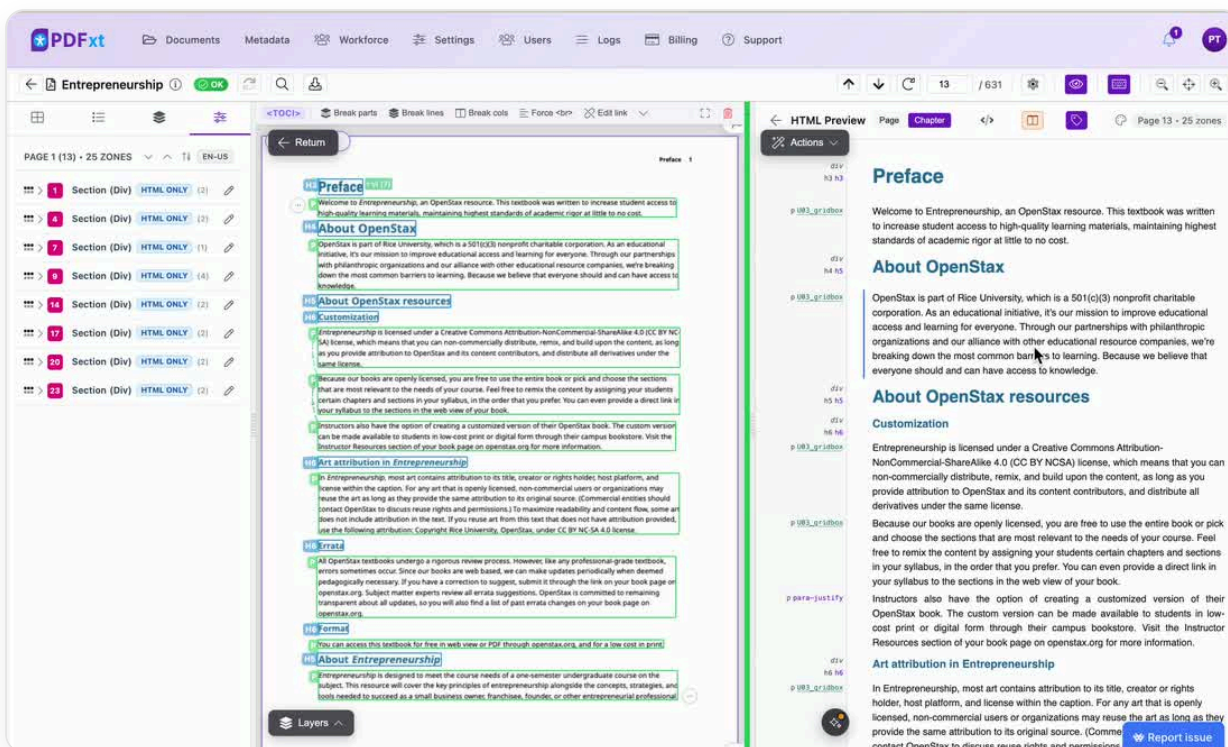
- 17 De vuelta en la página 7, reviso los nuevos enlaces del TOC en la vista de capítulo del HTML.



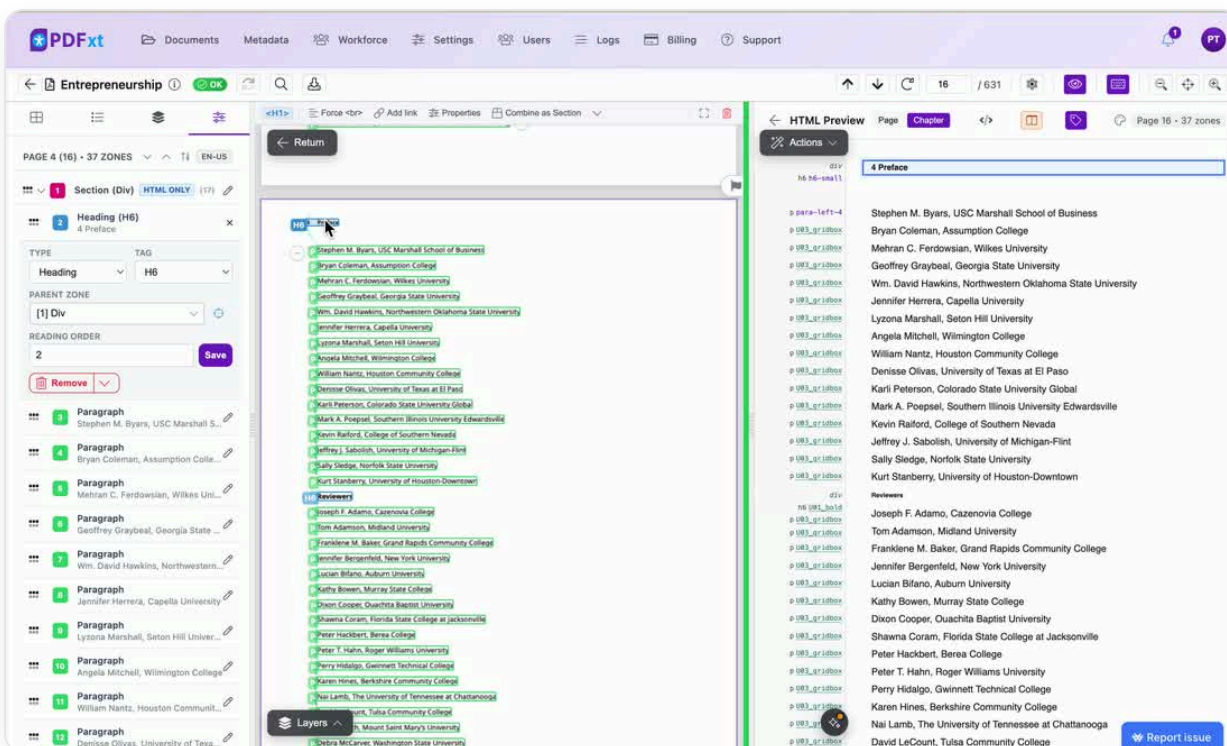
18 La página 12 tiene un pie de página. Lo elimino.



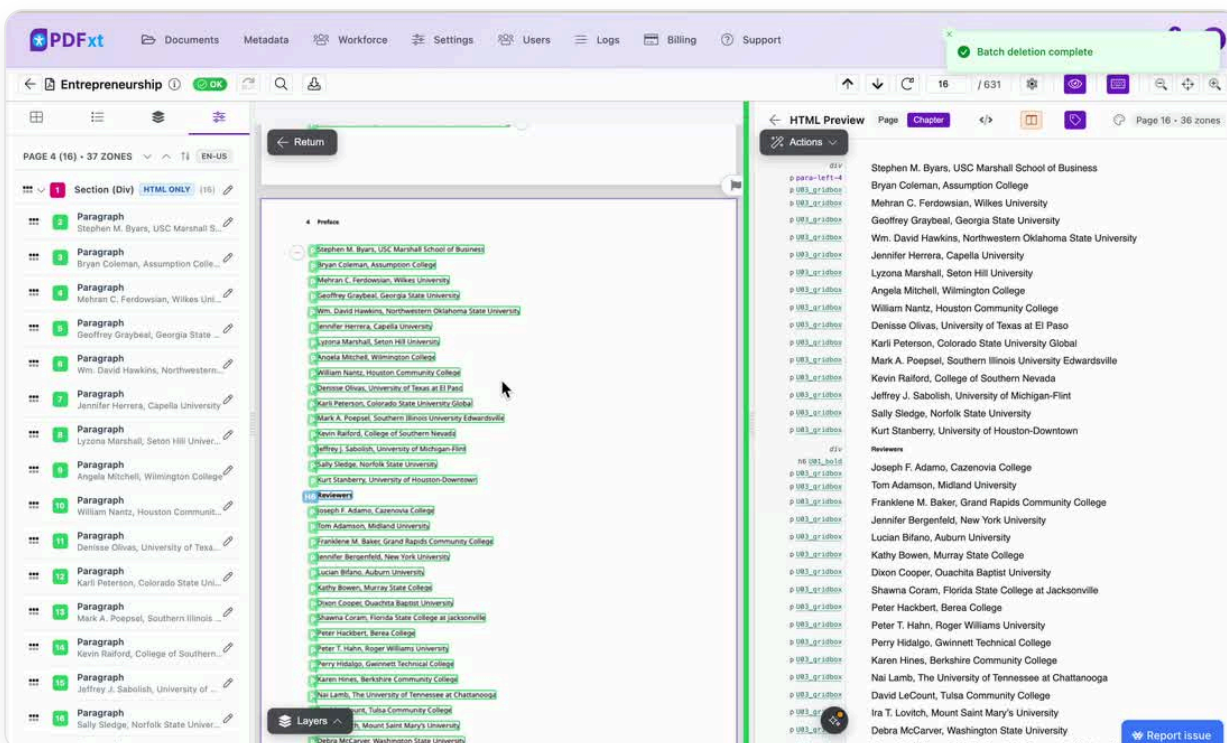
19 La página 13 se ve bien.



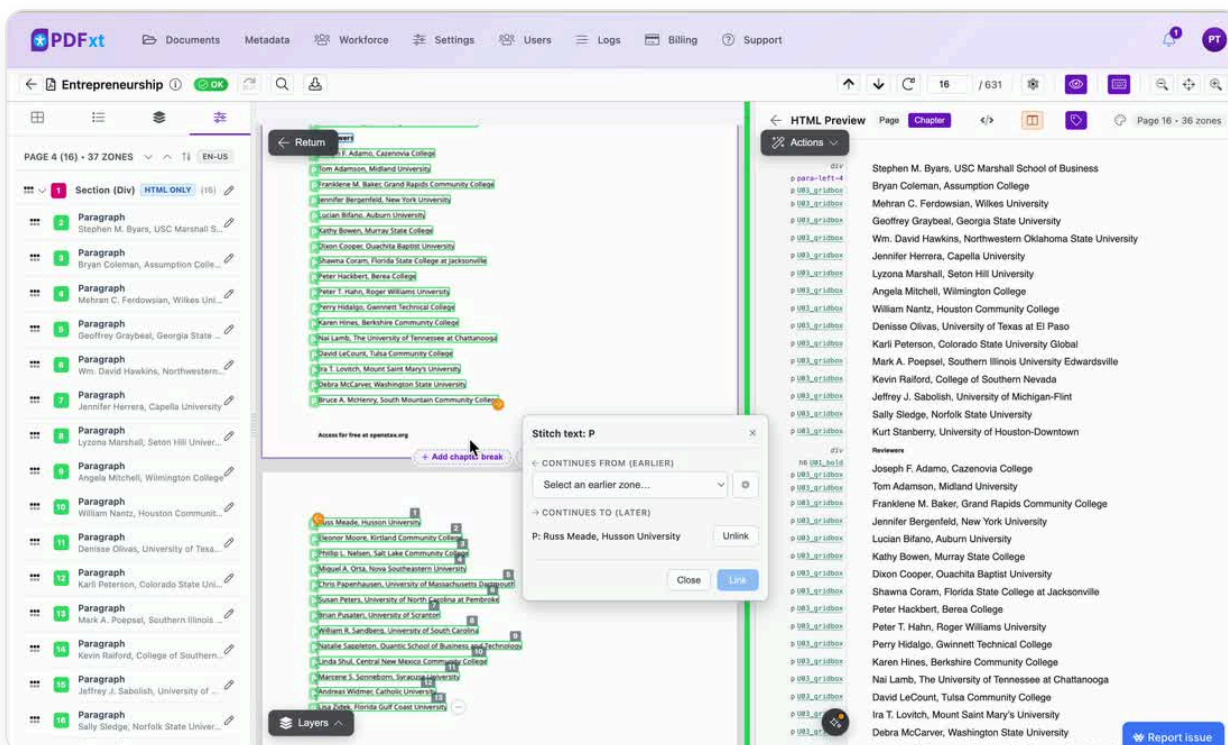
20 Aquí, en la página 16, el encabezado se identificó como texto por error.



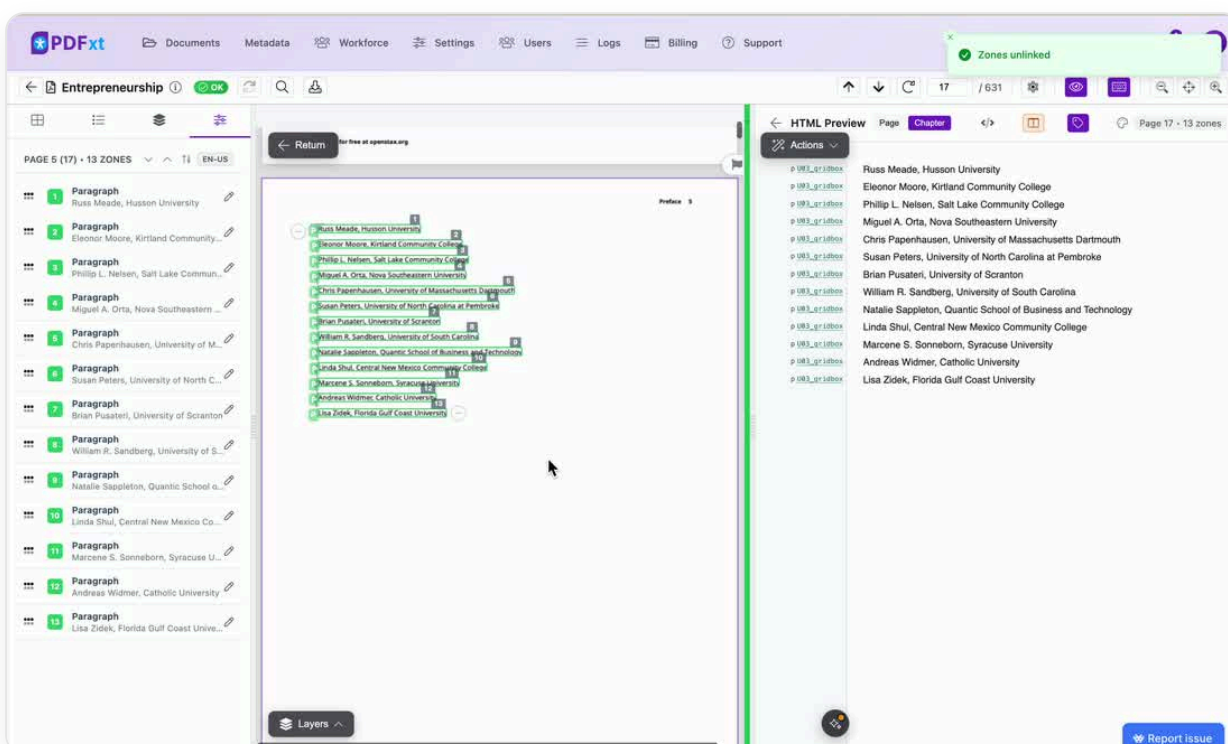
21 Al eliminarlo, el sistema encuentra otra página con el mismo error, y puedo eliminarlo desde aquí.



- 22 Al final de la página 16, el sistema etiquetó este párrafo como si continuara en la página siguiente, lo cual es incorrecto.



- 23 Elimino ese etiquetado.



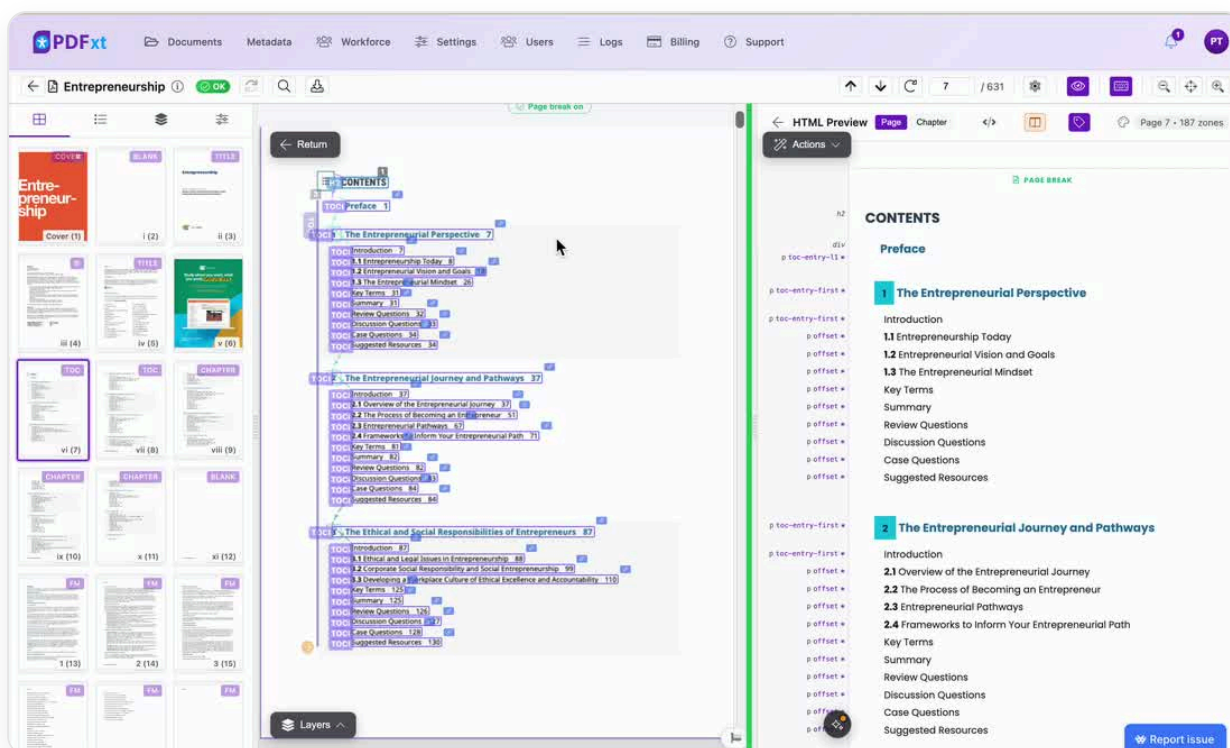
# 08

## PARTE 8 / 15

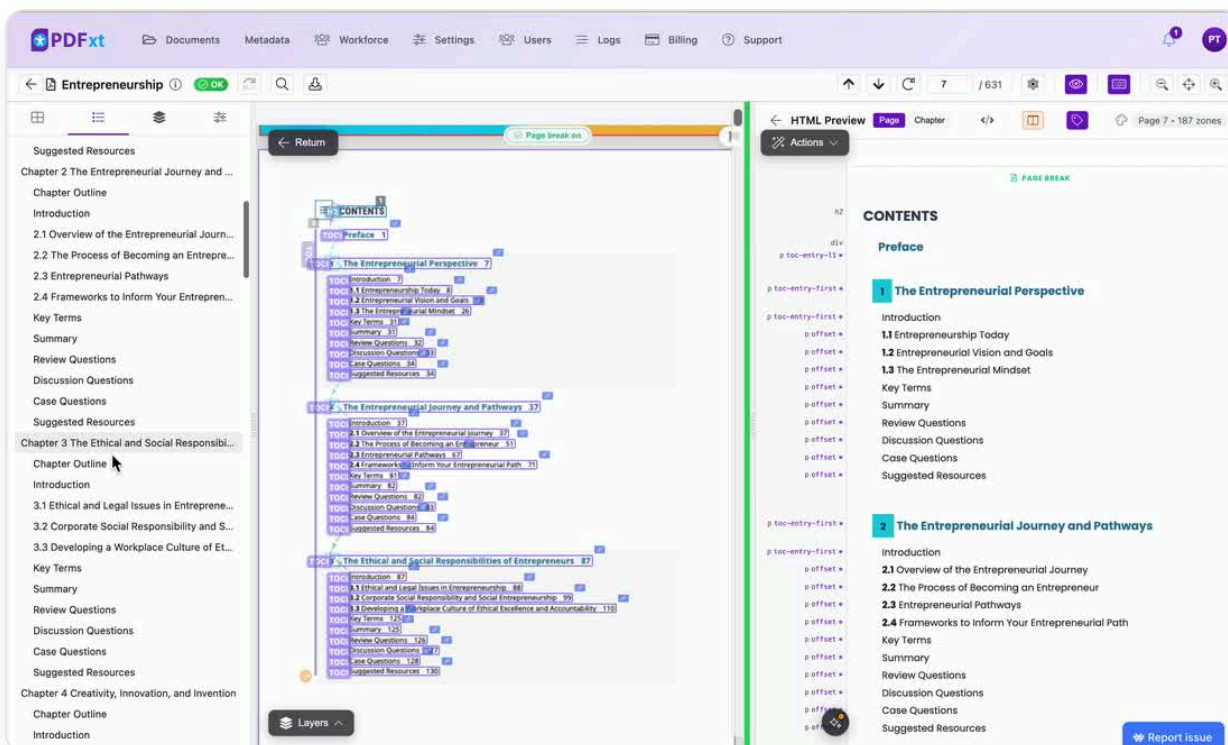
# TOC y capítulos

Crea el TOC que irá en el NAV y el NCX del ePUB, y define saltos de capítulo para que cada capítulo sea su propio archivo HTML.

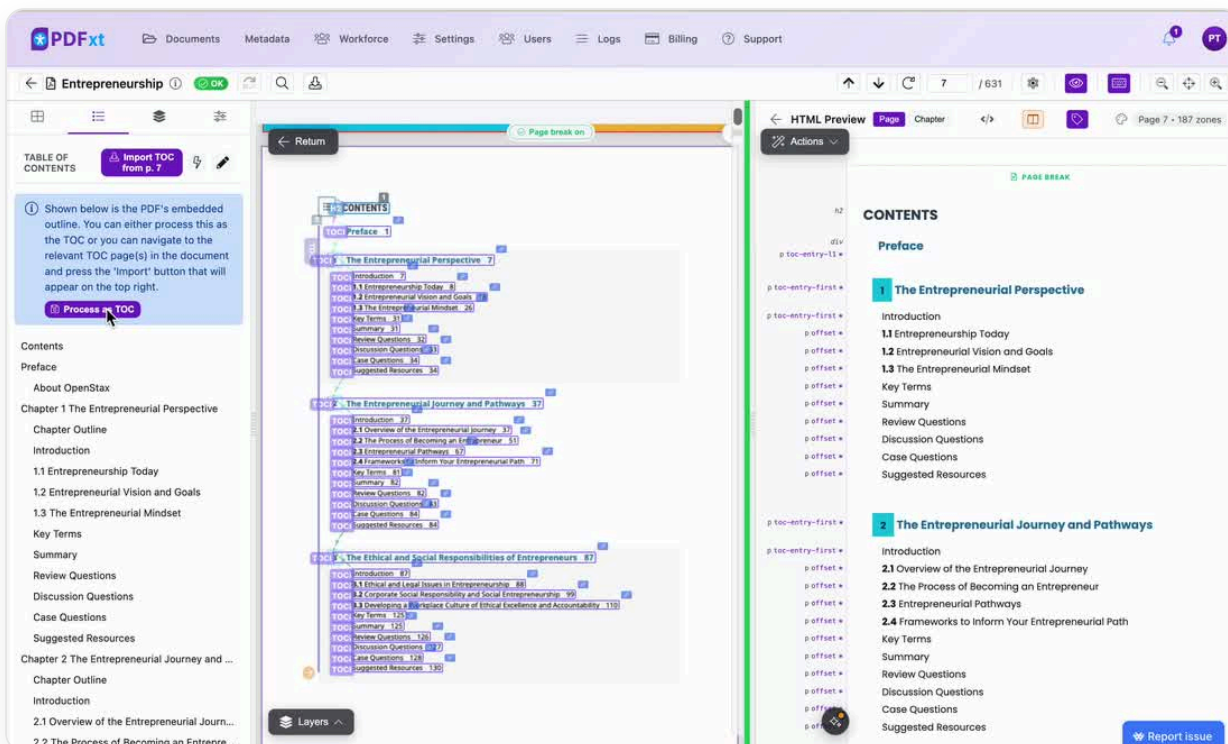
- 1 Ahora corregiremos el TOC, que va en el archivo NAV o NCX del ePUB.



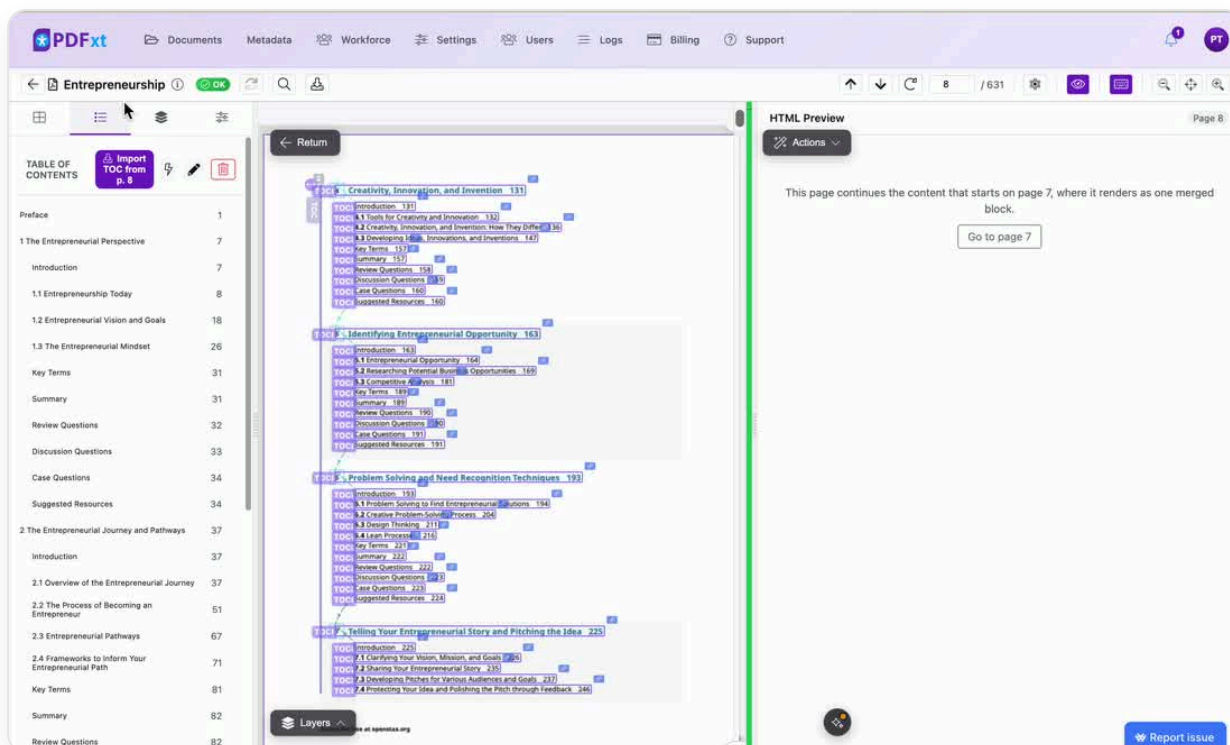
- 2 El sistema importa automáticamente el TOC incrustado en el PDF de entrada, y lo muestra aquí, en el panel Table of Contents.



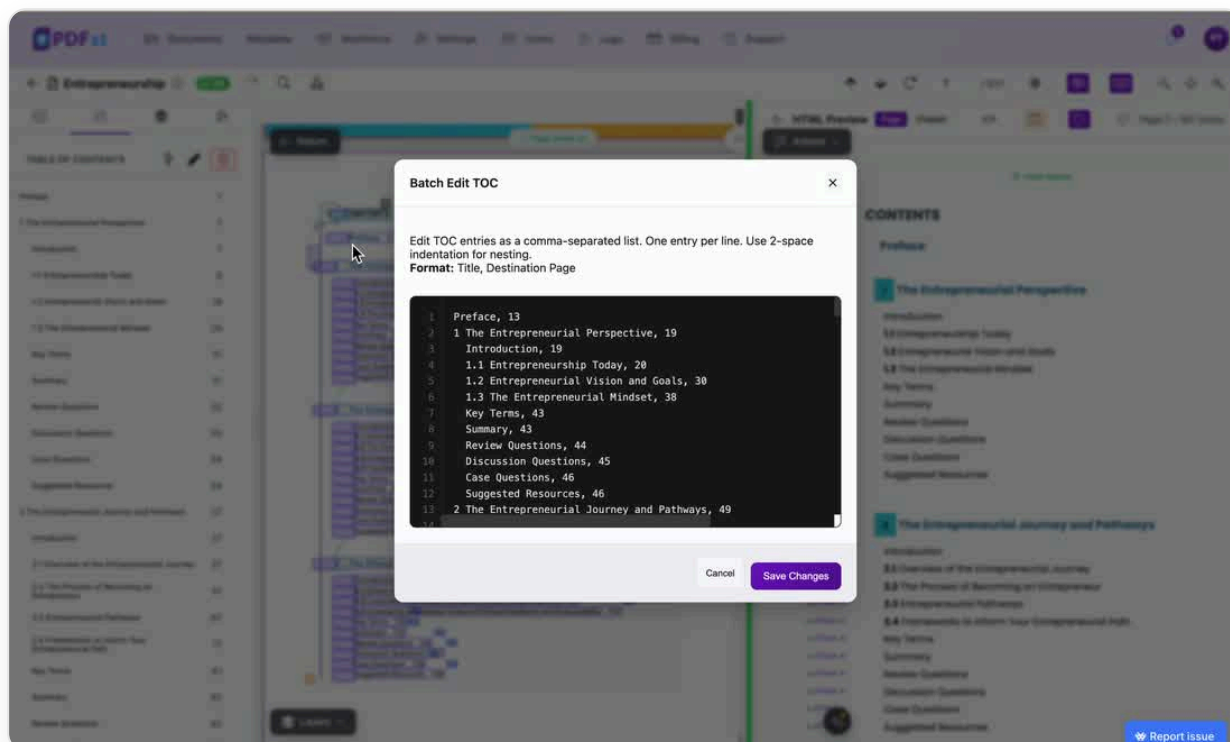
- 3 Si el TOC no está disponible así, podemos ir a las páginas del TOC en el documento y usar el botón Import para traer todos los elementos TOCI de esa página.



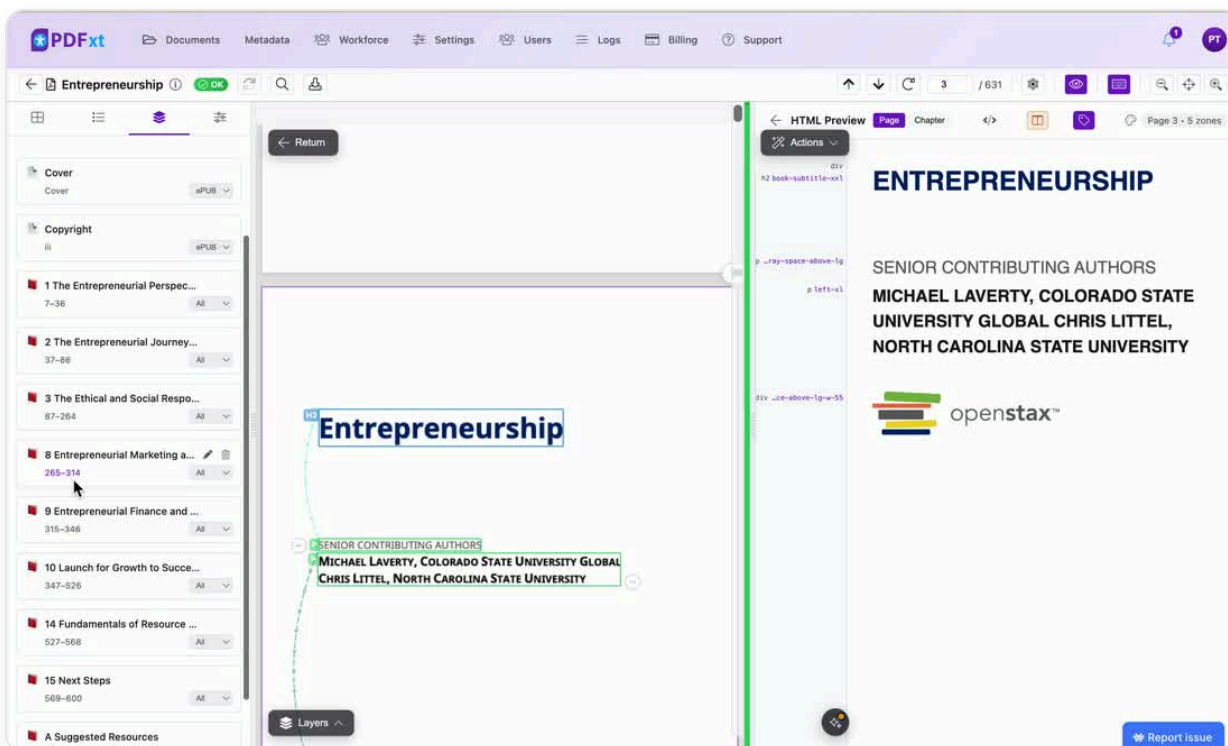
- 4 Repetimos este paso en todas las páginas del TOC. Cada importación añade las entradas de esa página a la lista, con sus números de página.



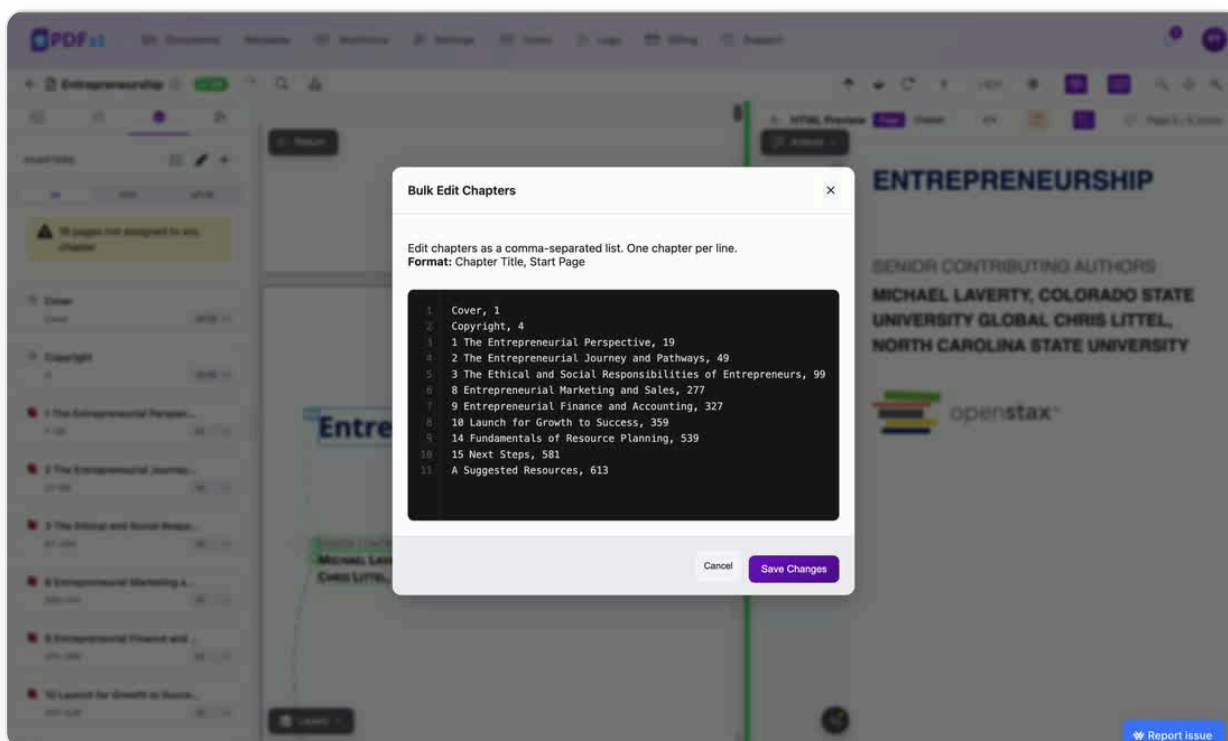
- 5 Después, usamos la función Bulk edit para añadir las entradas TOC que faltan, con sus números de página. Aquí añado las entradas Cover y Copyright que faltan al principio de la lista, y guardo.



- 6 Hecho esto, pasamos al menú Chapters. Cover y Copyright también aparecen aquí.

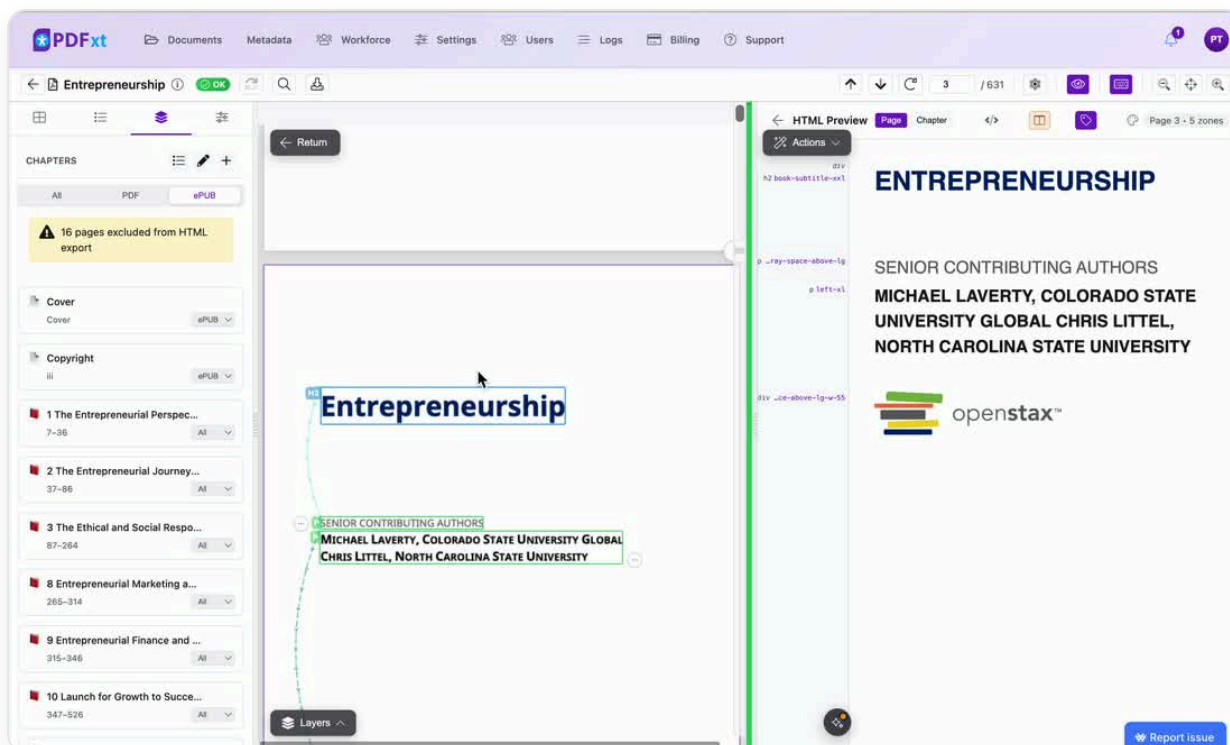


- 7 Aquí registramos los saltos de capítulo. Cada capítulo registrado aquí se convierte en un archivo HTML independiente en el ePUB final.



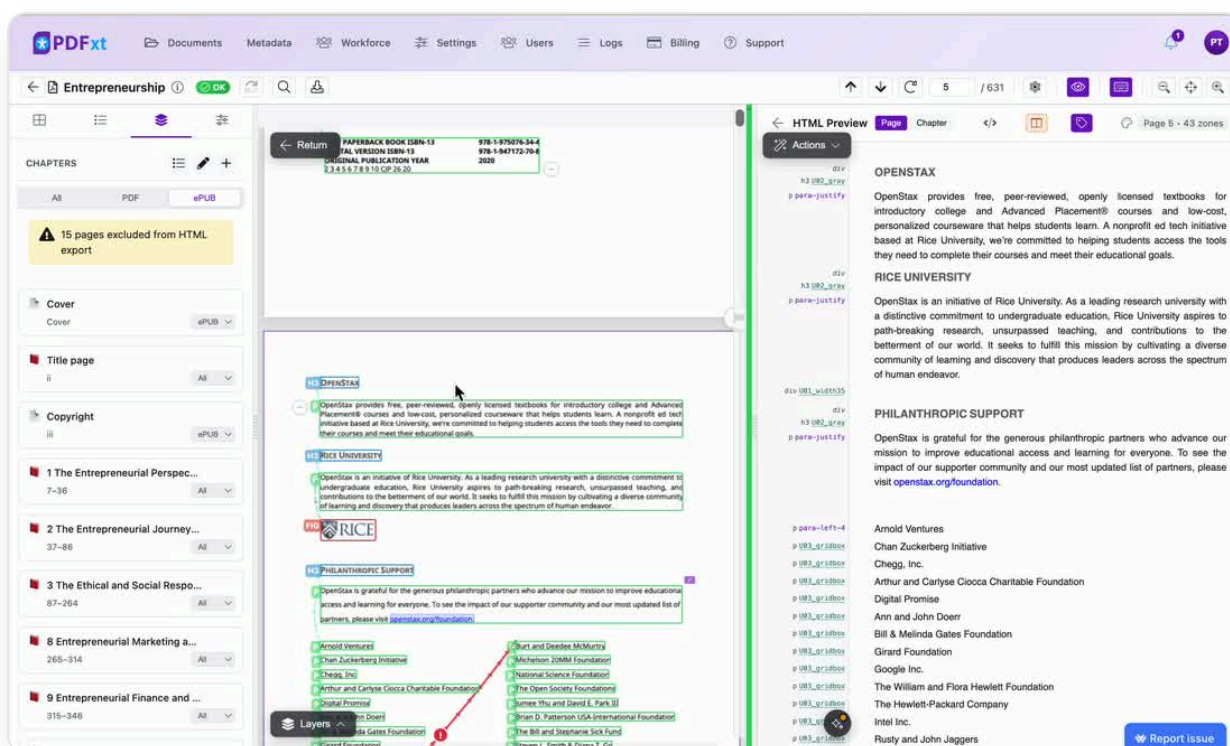
8

Otra opción es añadir saltos de capítulo directamente en el PDF. Hago clic en el botón Add chapter break entre las páginas e introduzco un título.

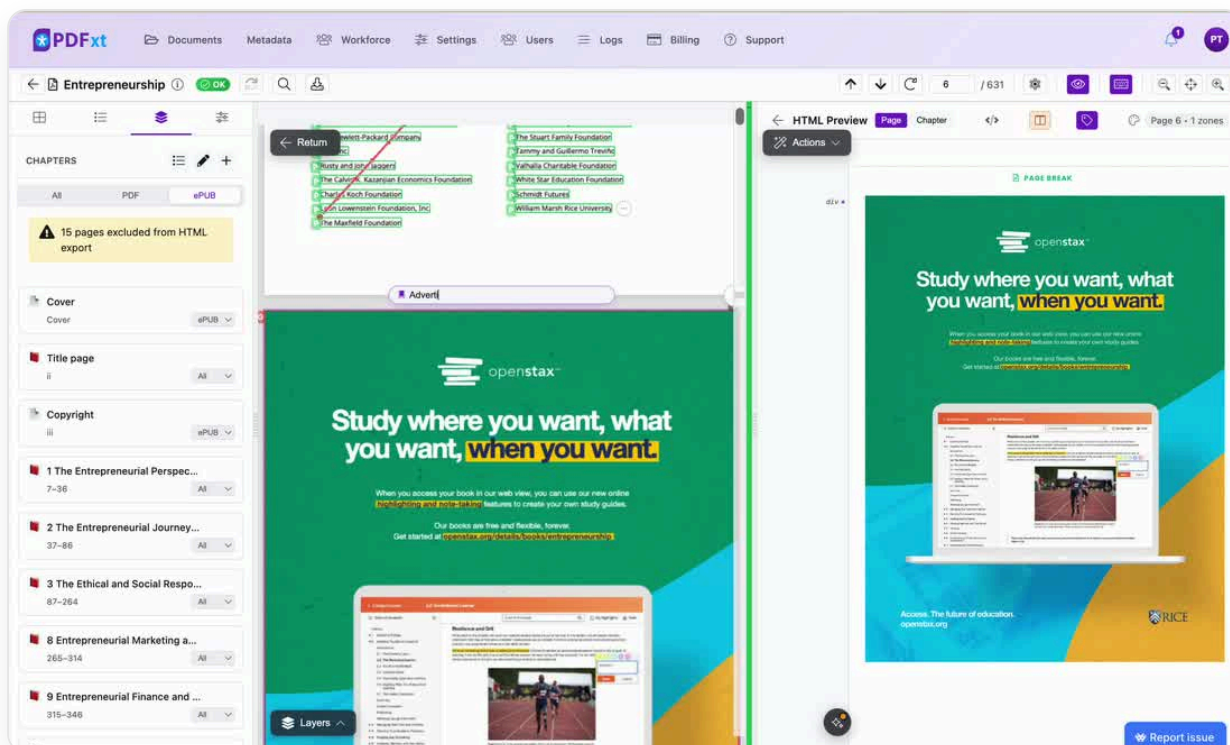


9

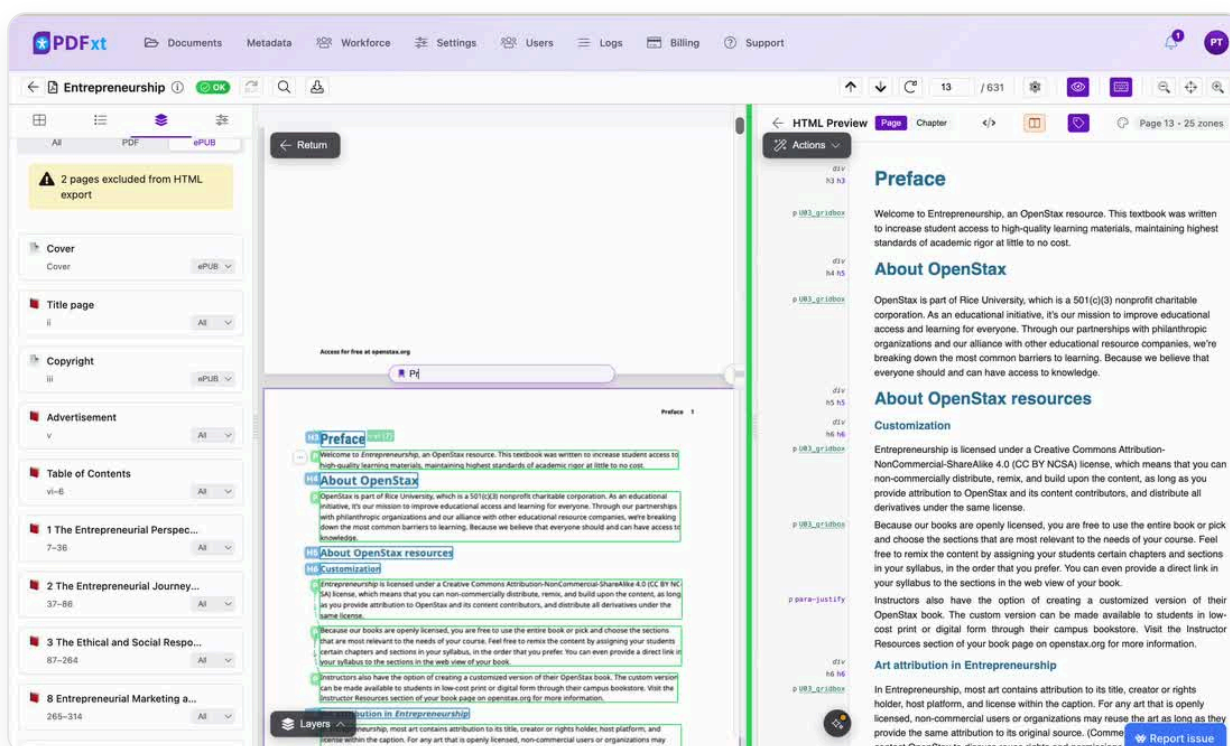
Puedes verlo reflejado en la lista de capítulos de la izquierda.



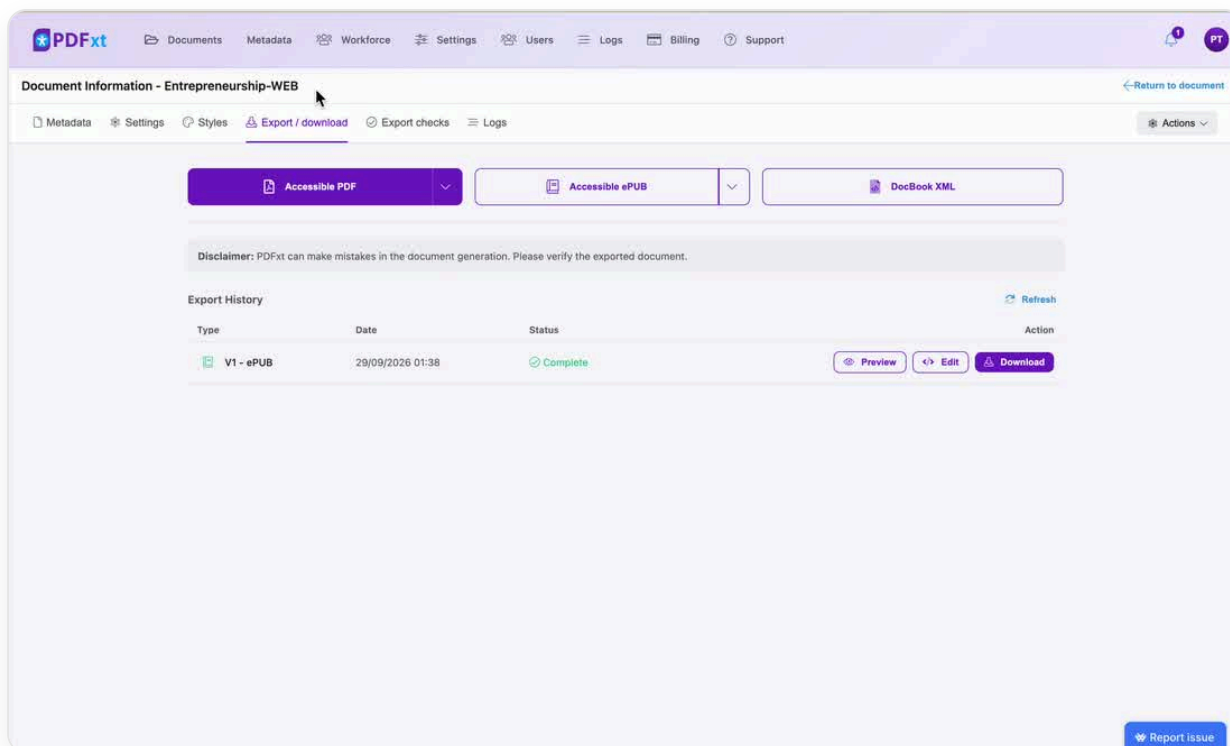
- 10 Repito esto para la página del anuncio, y luego para la tabla de contenidos, para que cada una sea su propio capítulo.



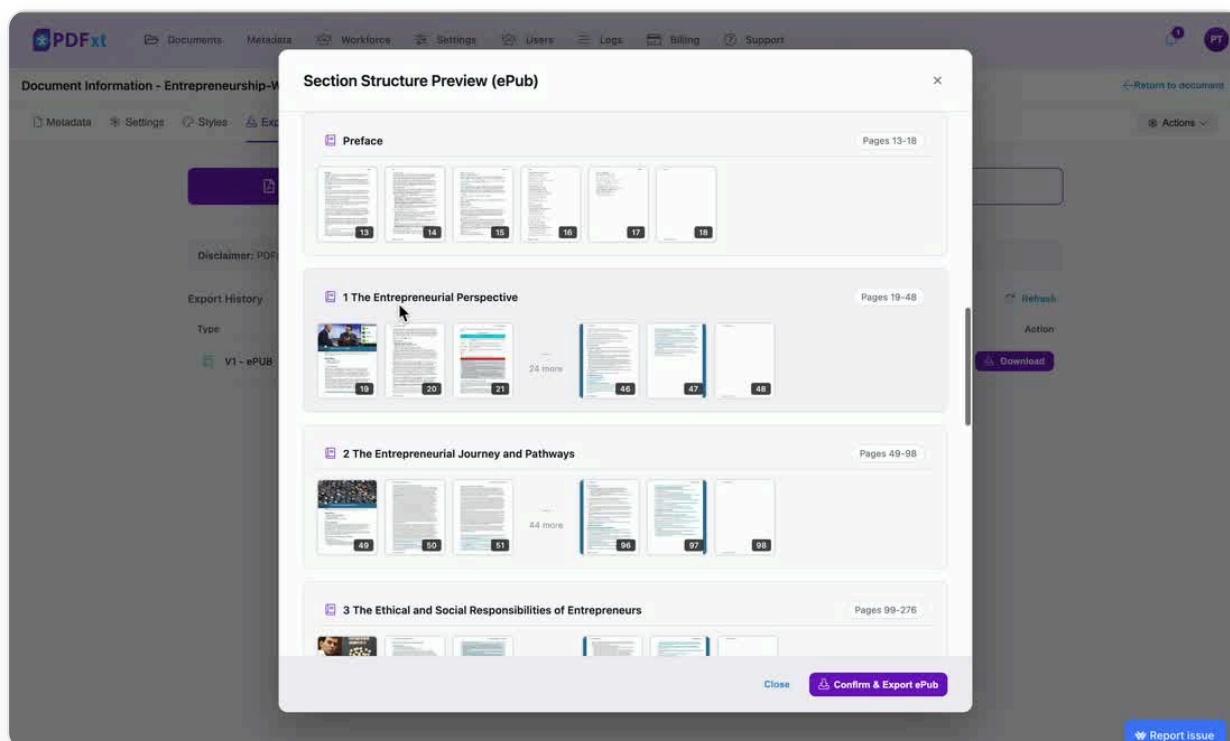
- 11 Por último, añado un salto de capítulo para el prefacio, y aparece en la lista de la izquierda.



- 12 Ahora, exportemos el documento como ePUB.



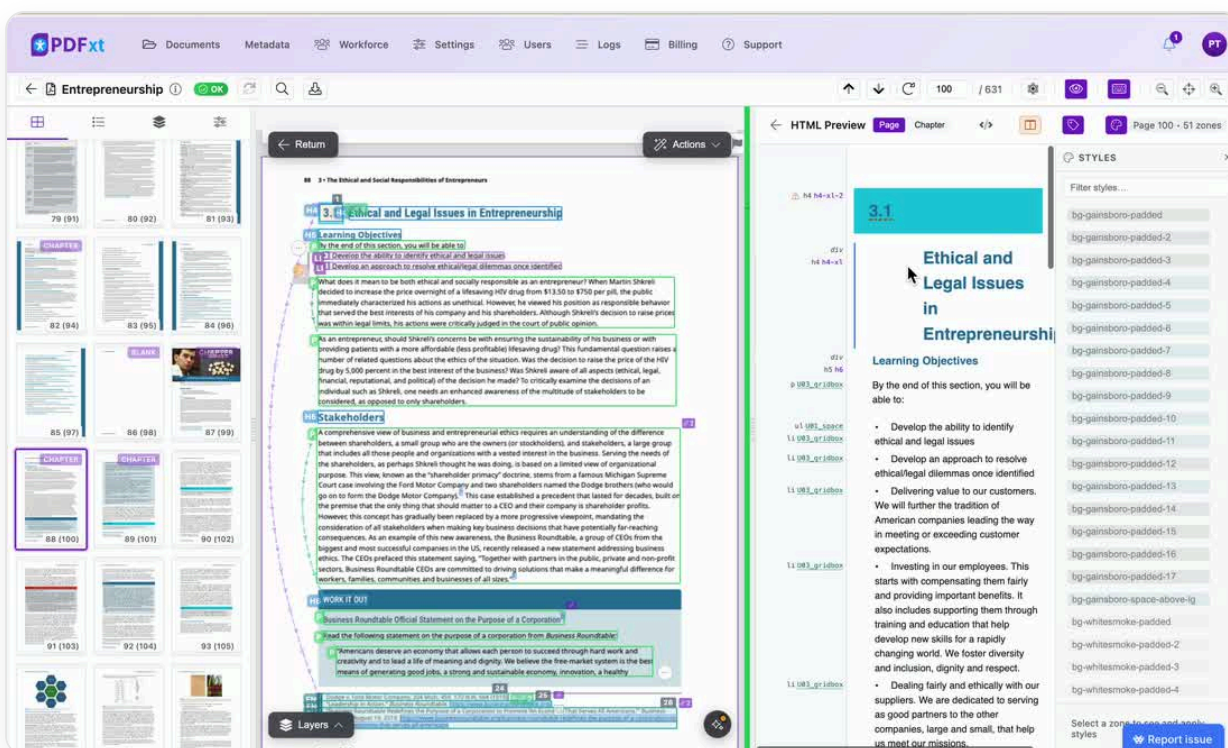
- 13 La vista previa muestra cómo se dividen las páginas en capítulos para generar el ePUB, según la lista Chapters.



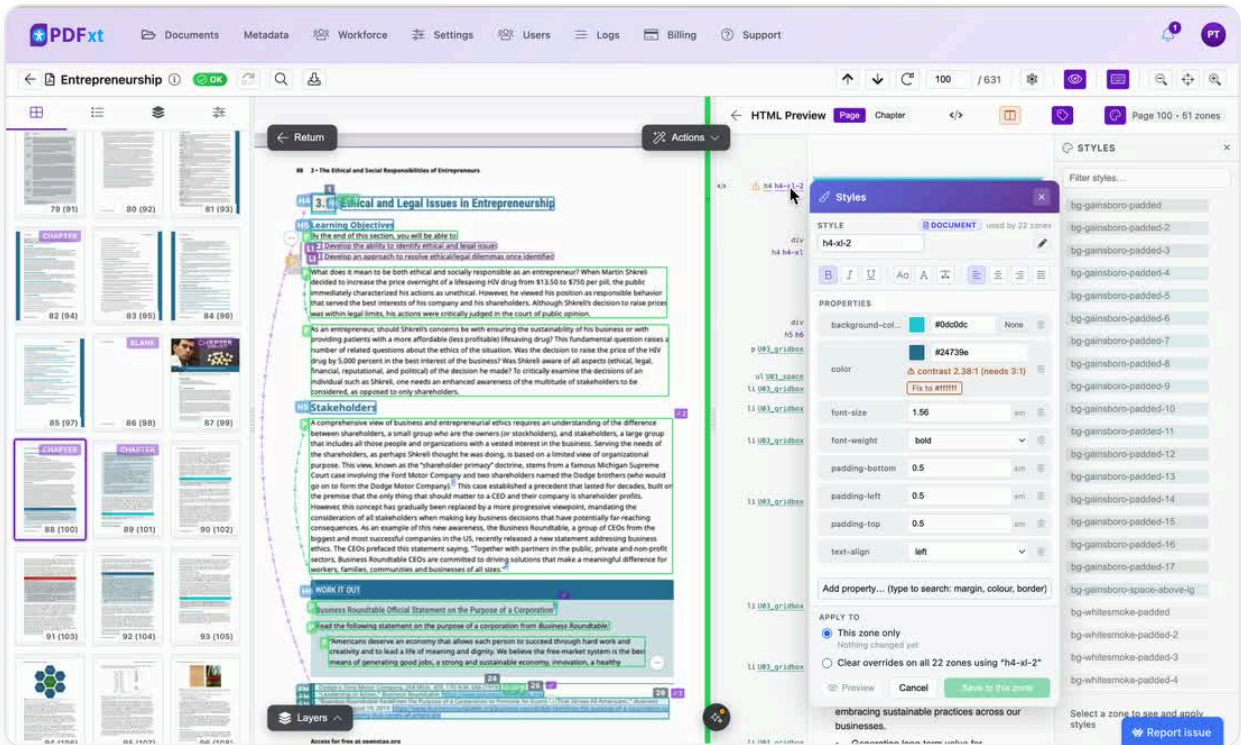
# Aplicar estilos

Inspecciona y edita el CSS aplicado a cualquier zona, corrige la zona padre y el orden de lectura, prevvisualiza cambios de estilo en vivo y edita el HTML directamente.

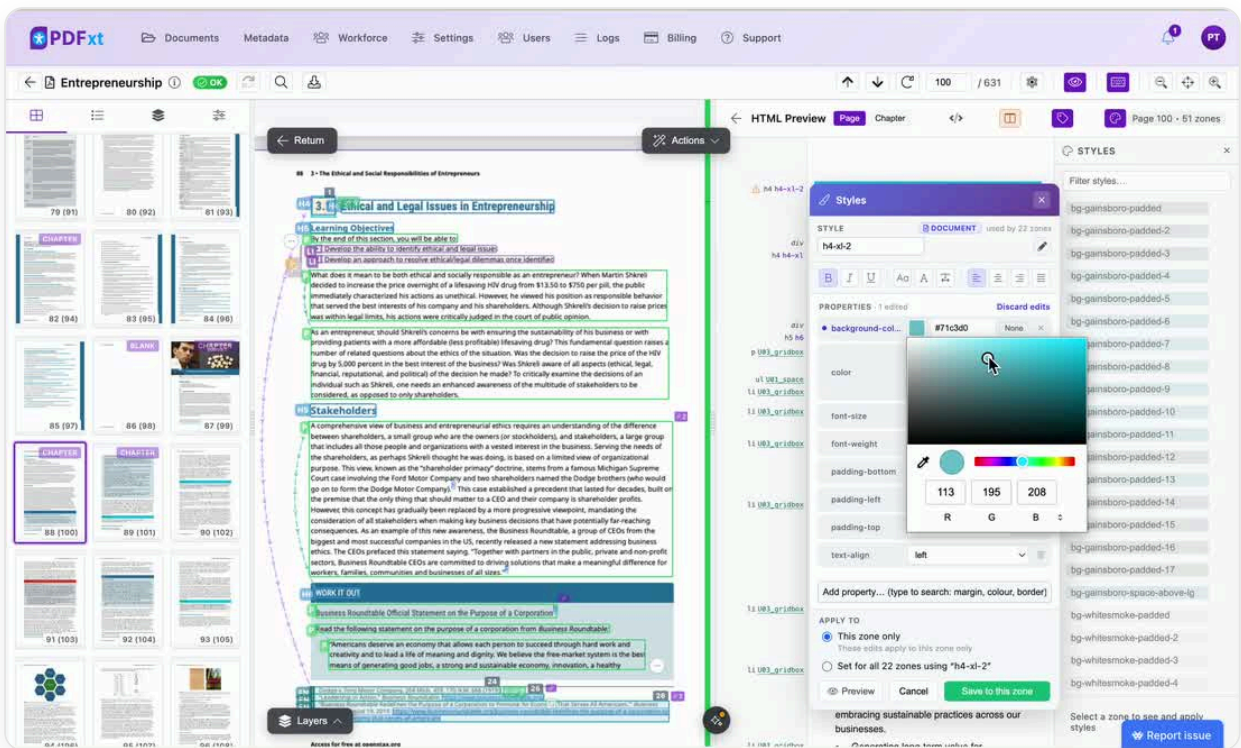
- 1 En el contenido HTML, podemos activar el panel Styles.



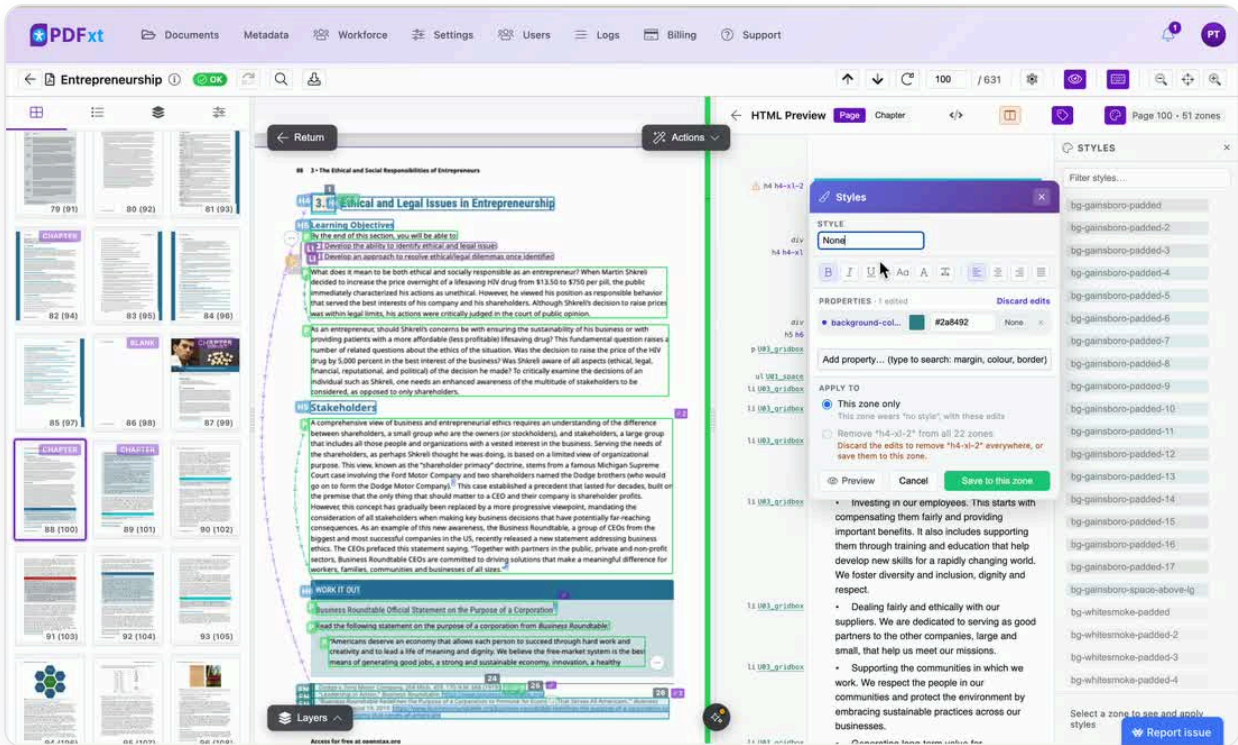
2 Luego haz clic en un nombre de estilo para ver el CSS aplicado a esa zona.



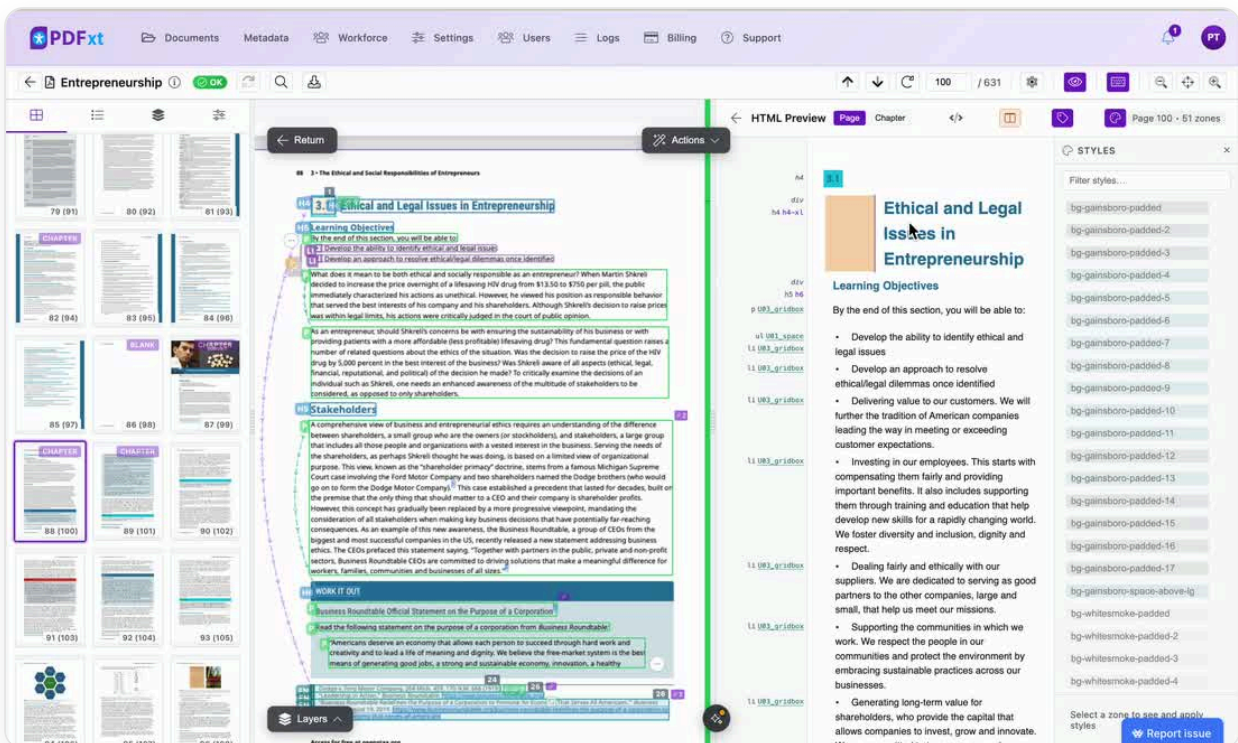
3 Puedo hacer cambios en la hoja de estilos, como este color de fondo.



- 4 O, en este caso, elimino la clase por completo.  
Me pregunta si quiero eliminarla de todas las instancias, o solo de esta.



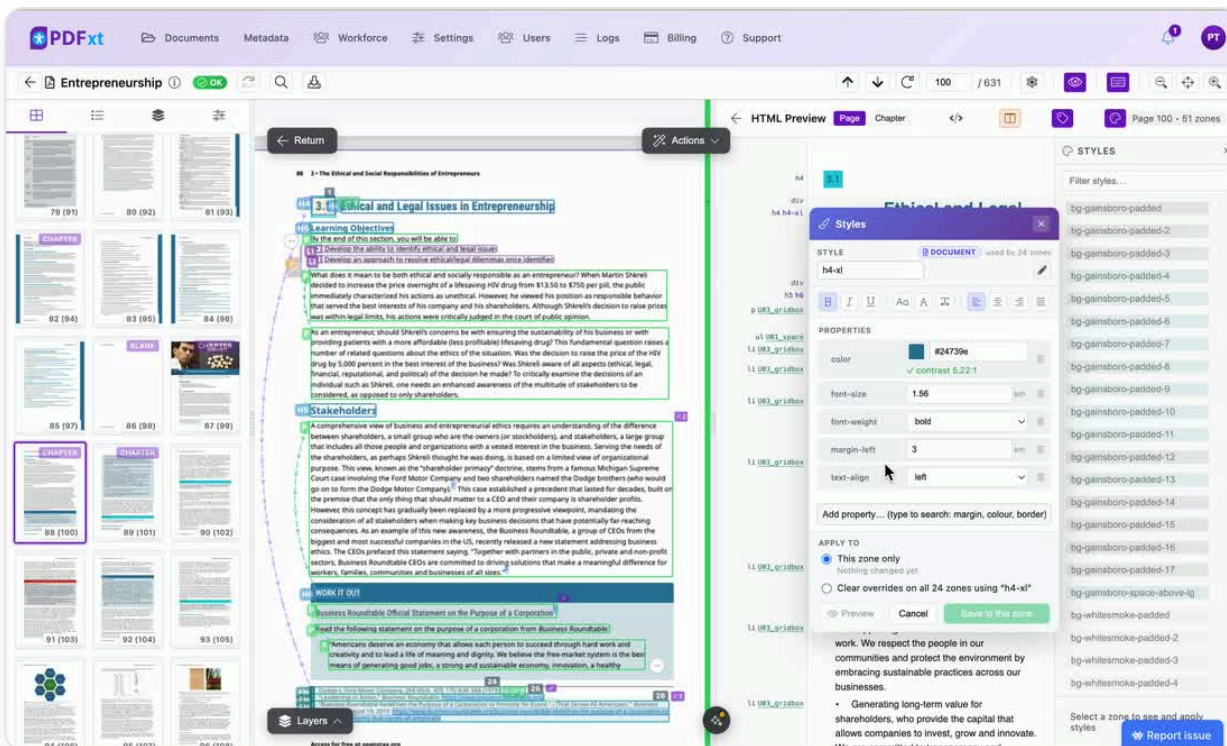
- 5 Normalmente, elegiría un estilo de empresa para reemplazarla.



6

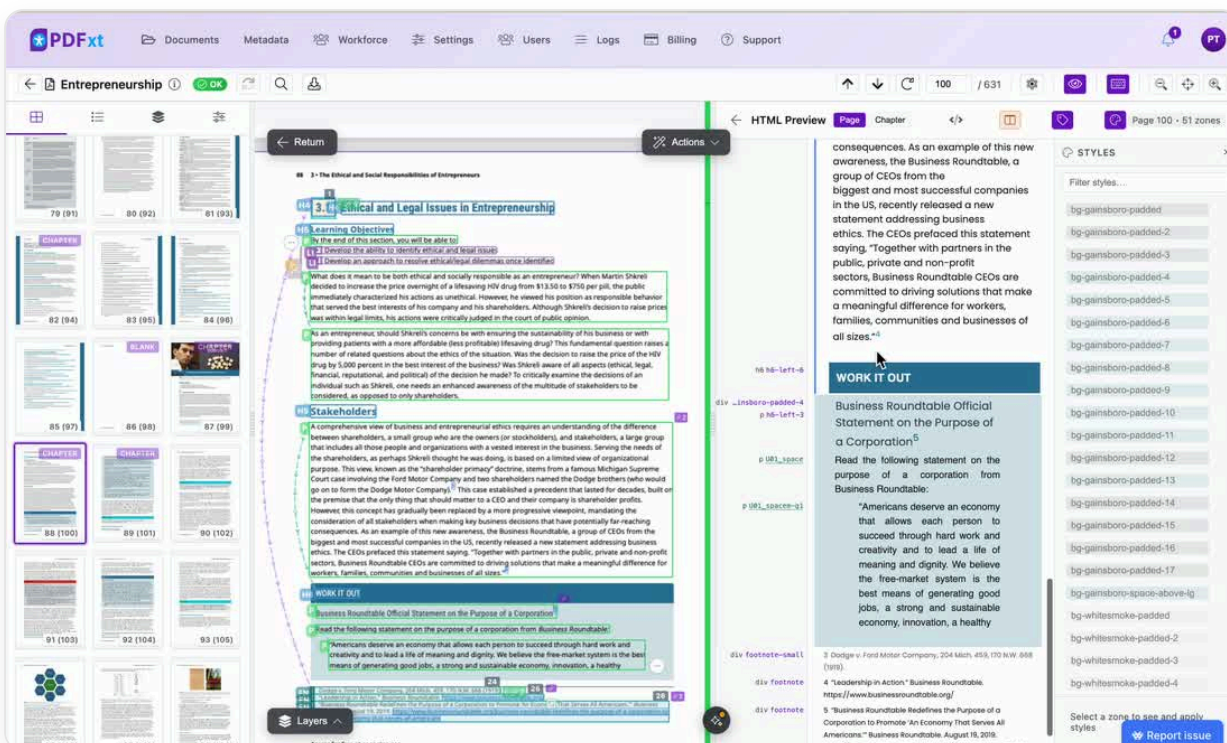
Ahora edito este estilo, que se usa en varias páginas.

Elimino una propiedad y aplico el cambio al estilo original, en las 24 zonas.



7

Aquí hay un recuadro.



8

Al ver las zonas, noto que el encabezado quedó capturado fuera del recuadro por error.

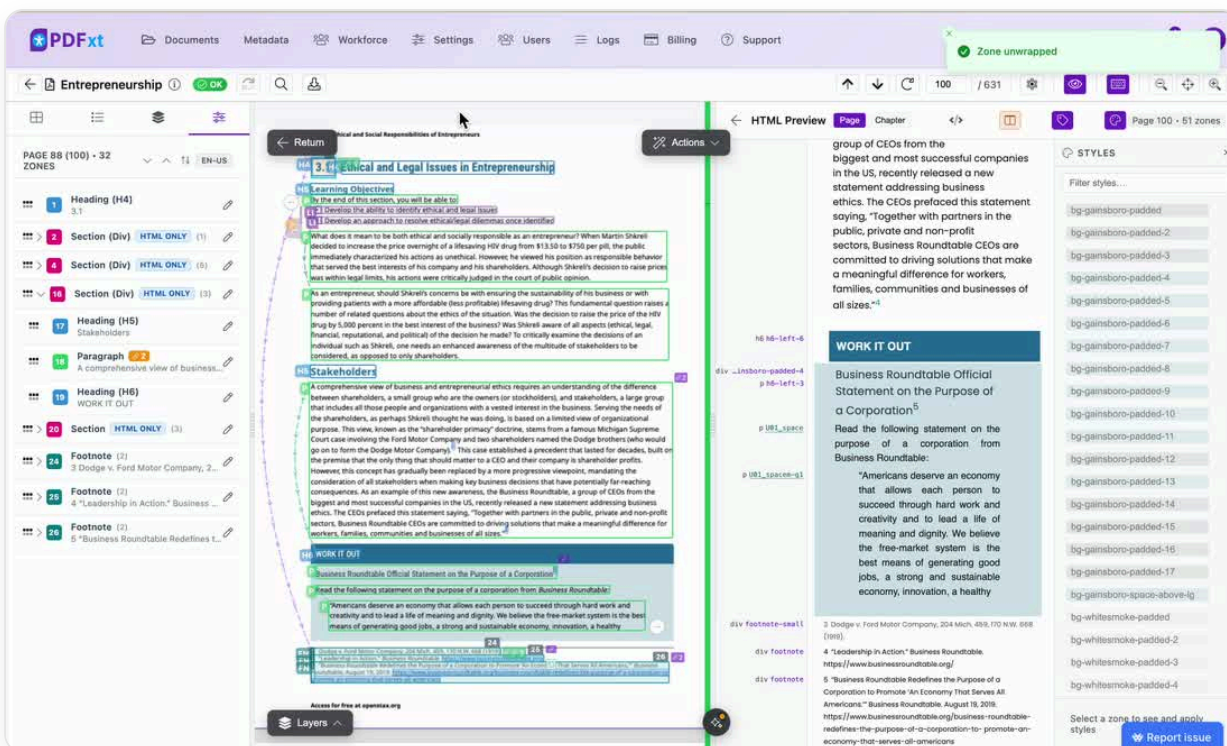
The screenshot shows the PDFxT interface. On the left is a table of contents with sections like '3.1 Ethical and Legal Issues in Entrepreneurship' and 'Stakeholders'. The main text area displays a paragraph about 'Business Roundtable Official Statement on the Purpose of a Corporation'. The text is partially obscured by a large, semi-transparent watermark that reads 'WORK IT OUT'.

9

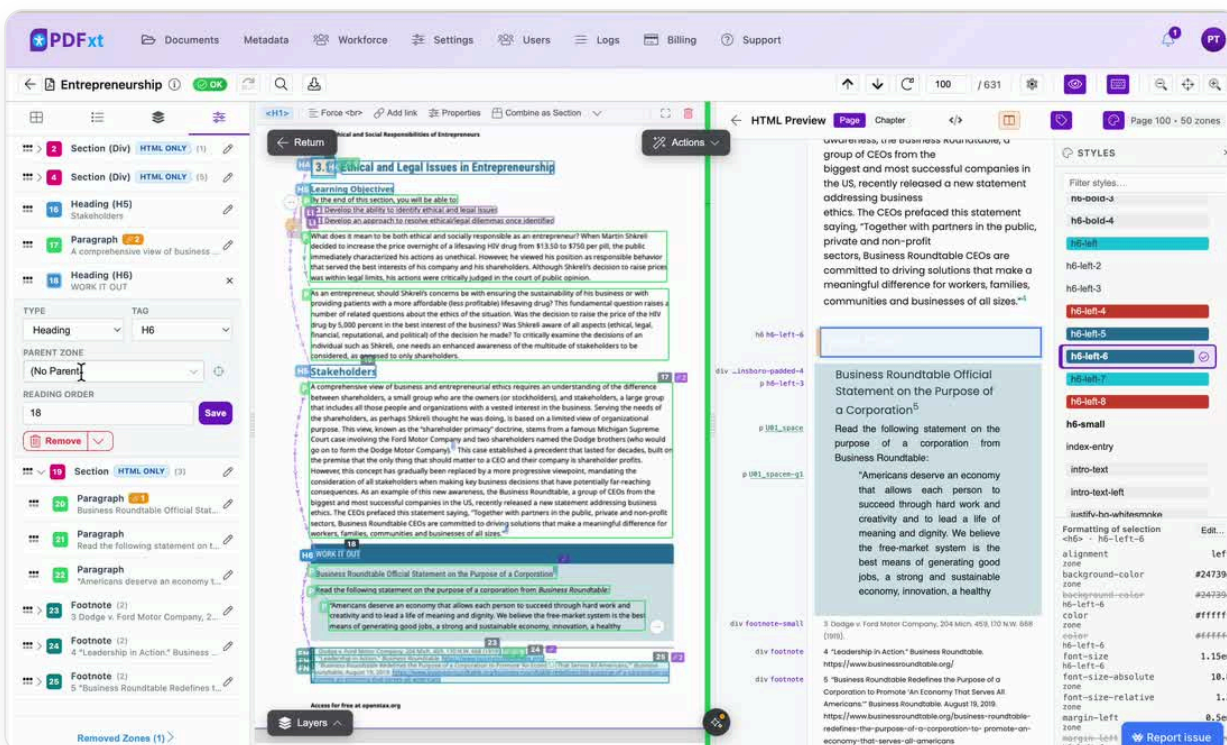
Primero corrijo la zona padre y el orden de lectura para meterlo en el recuadro.

The screenshot shows the PDFxT interface with the same document. The table of contents and main text area are now adjusted to fit within the document's frame. The 'WORK IT OUT' watermark is still present. The interface shows various tools and settings for editing the document.

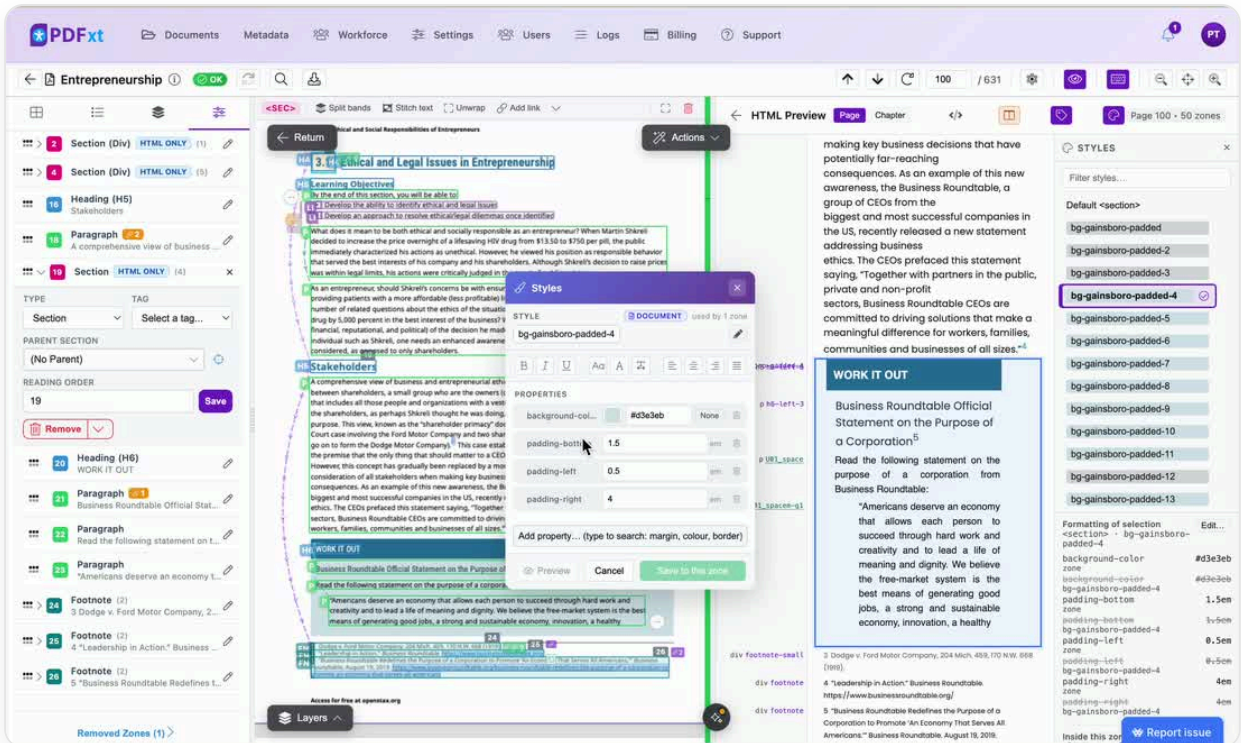
10 Desagrupo esta sección adicional, para que el encabezado pueda entrar en el recuadro.



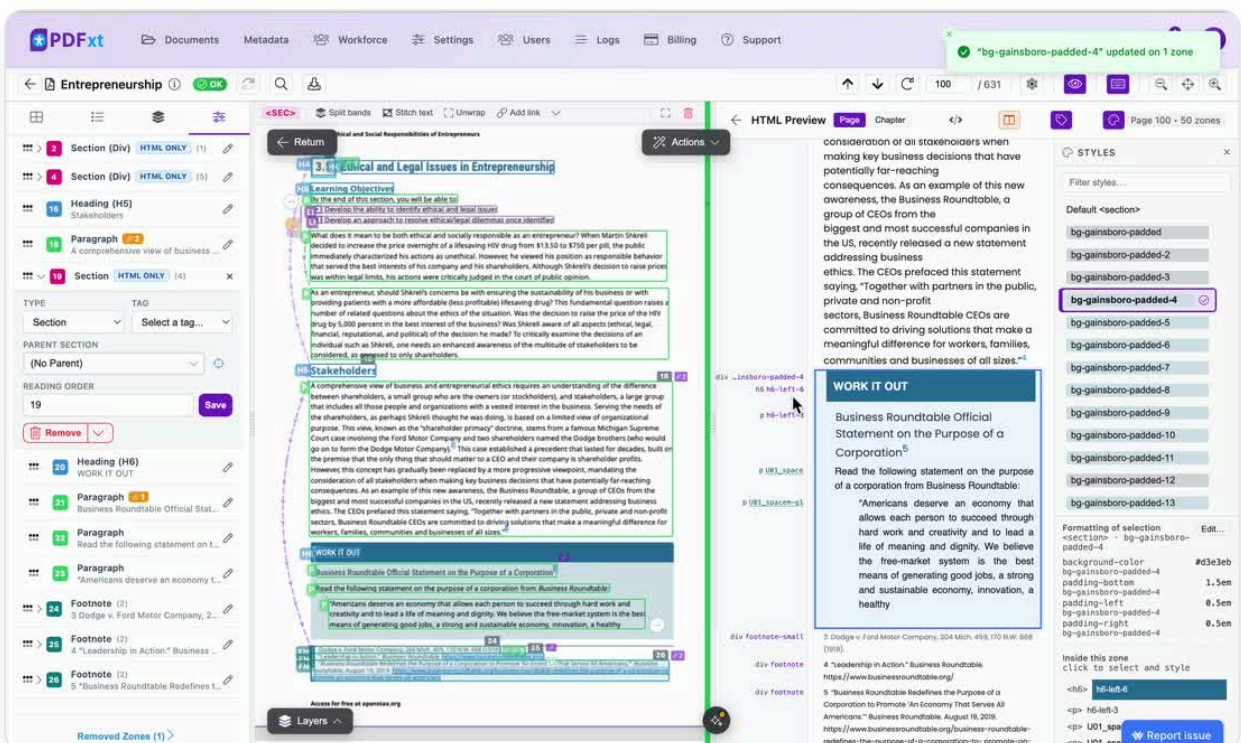
11 Luego asigno la sección como zona padre del encabezado, y actualizo su orden de lectura.



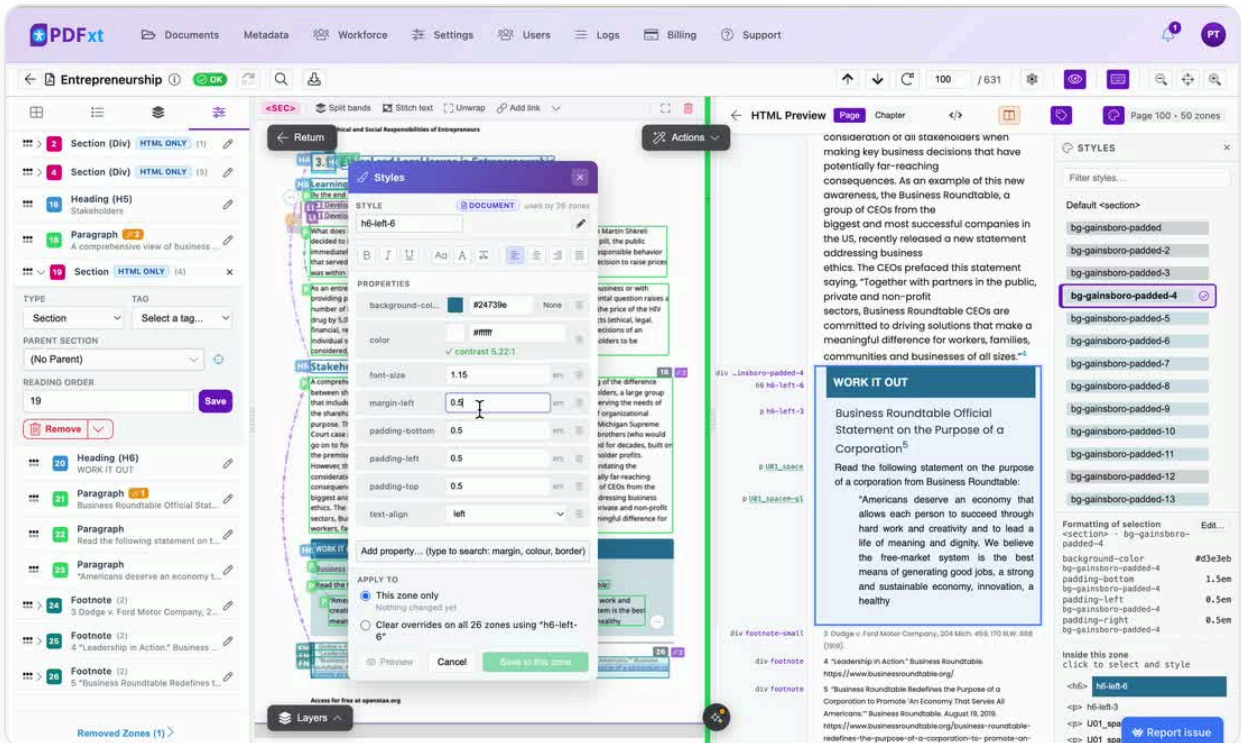
- 12 Luego doy estilo al recuadro por separado.  
Puedo previsualizar mis cambios en vivo antes de aplicarlos.



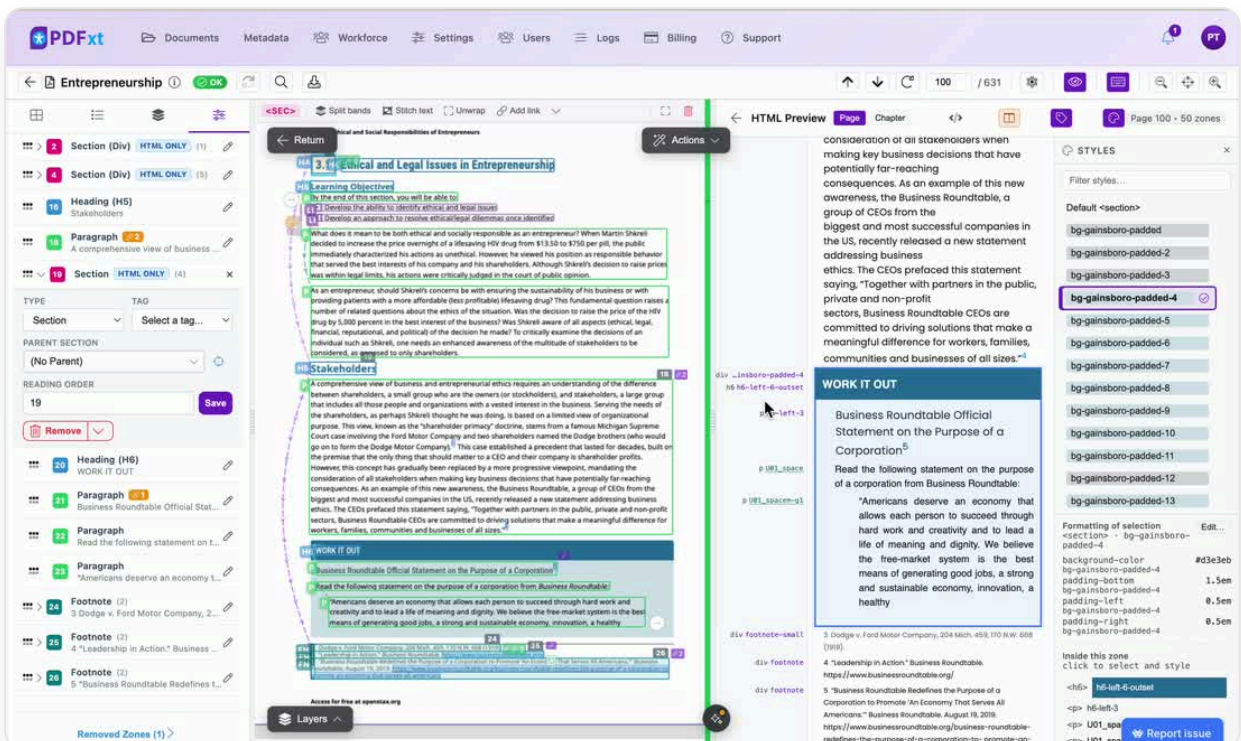
- 13 Cuando se ve bien, lo aplico a esta zona.



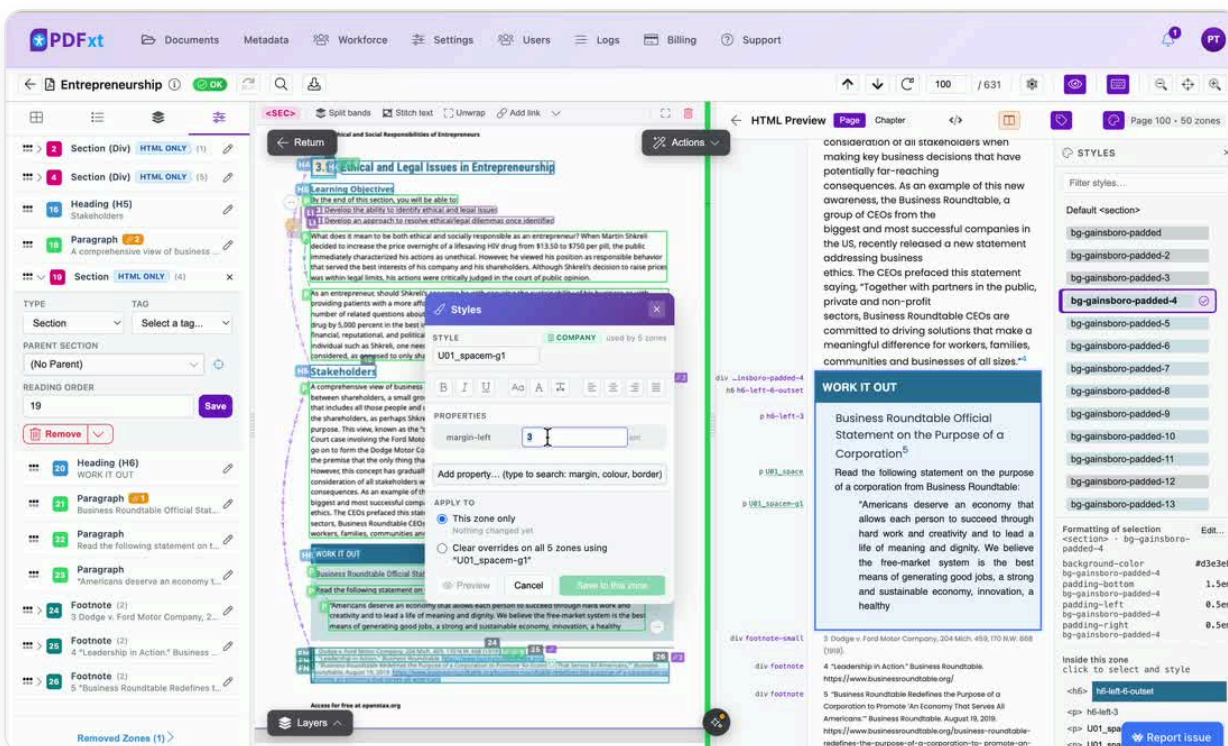
- 14 Luego doy estilo al encabezado por separado.  
Aquí ajusto sus márgenes y previscalizo el resultado.



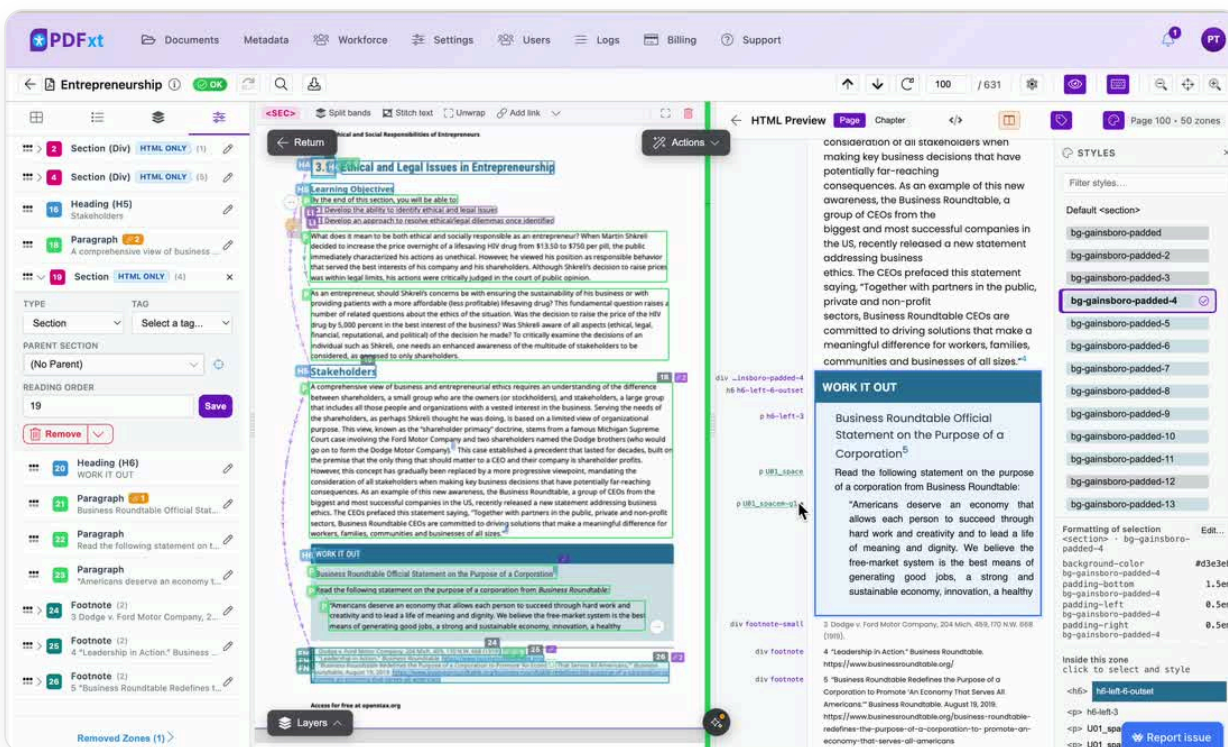
- 15 Y lo guardo en esta zona.



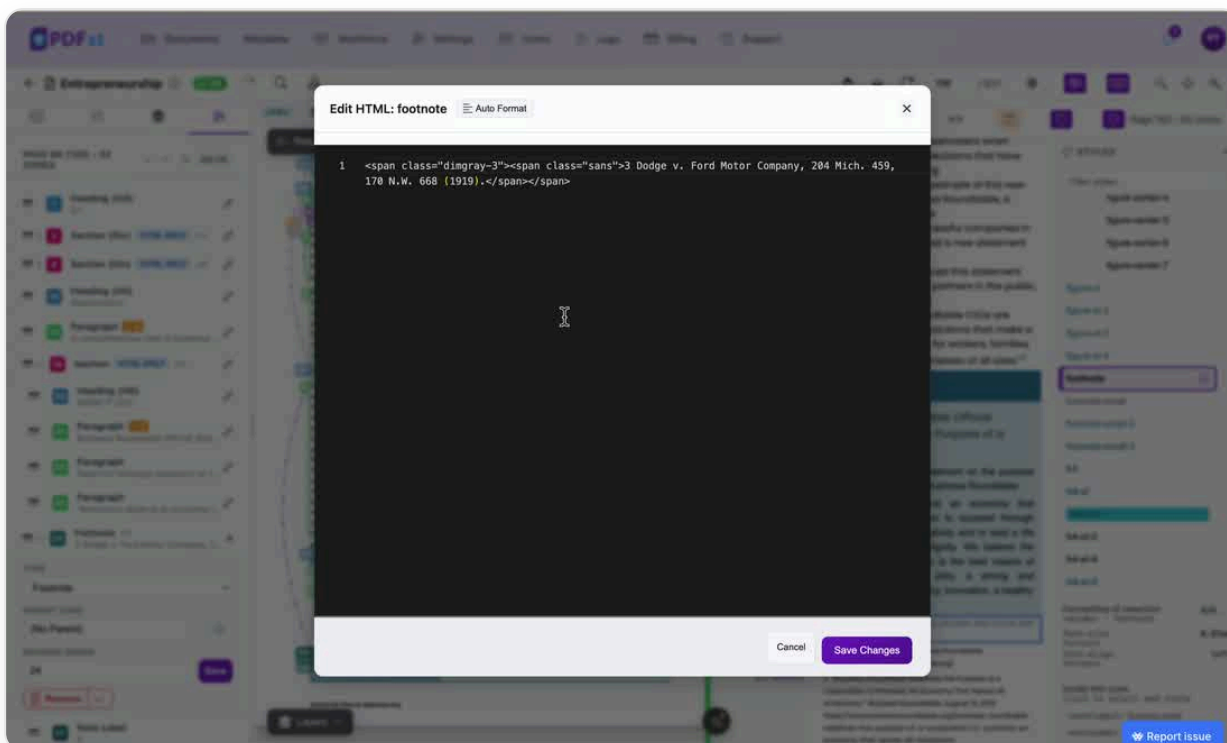
## 16 El mismo editor funciona también con estilos de empresa, como este margen de párrafo.



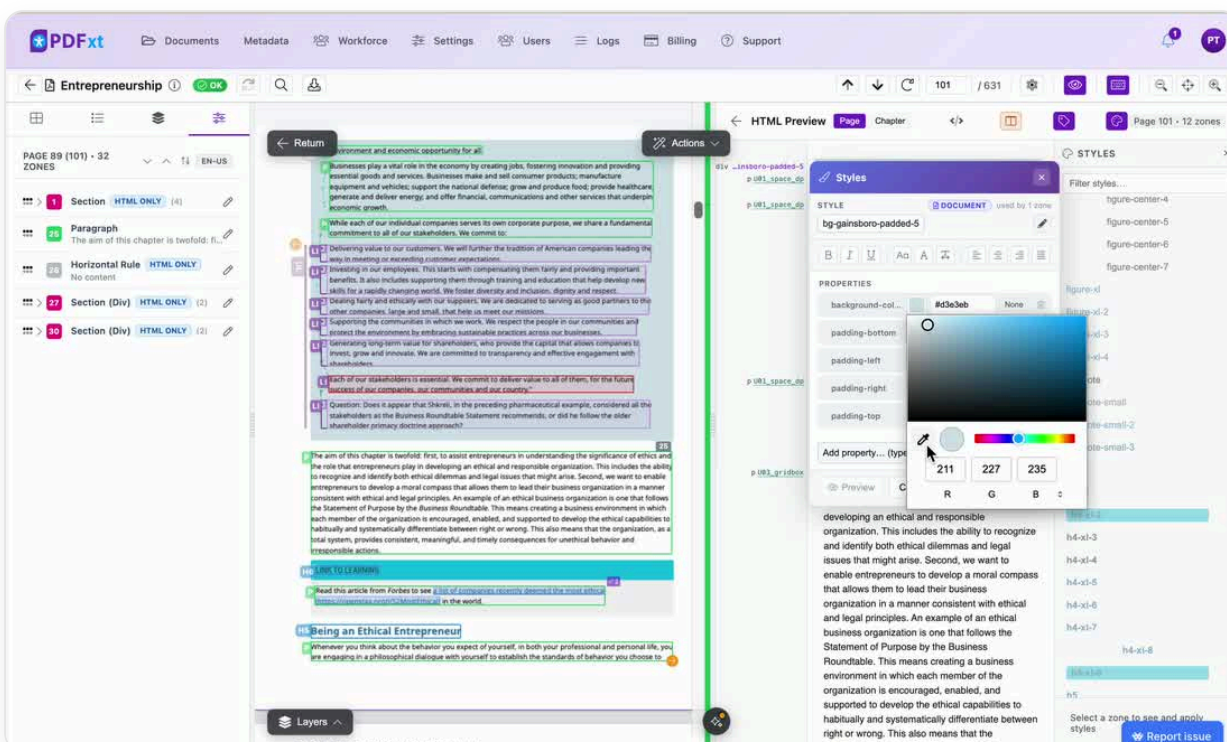
## 17 De vuelta en la vista previa HTML, el recuadro y el encabezado ahora se muestran juntos.



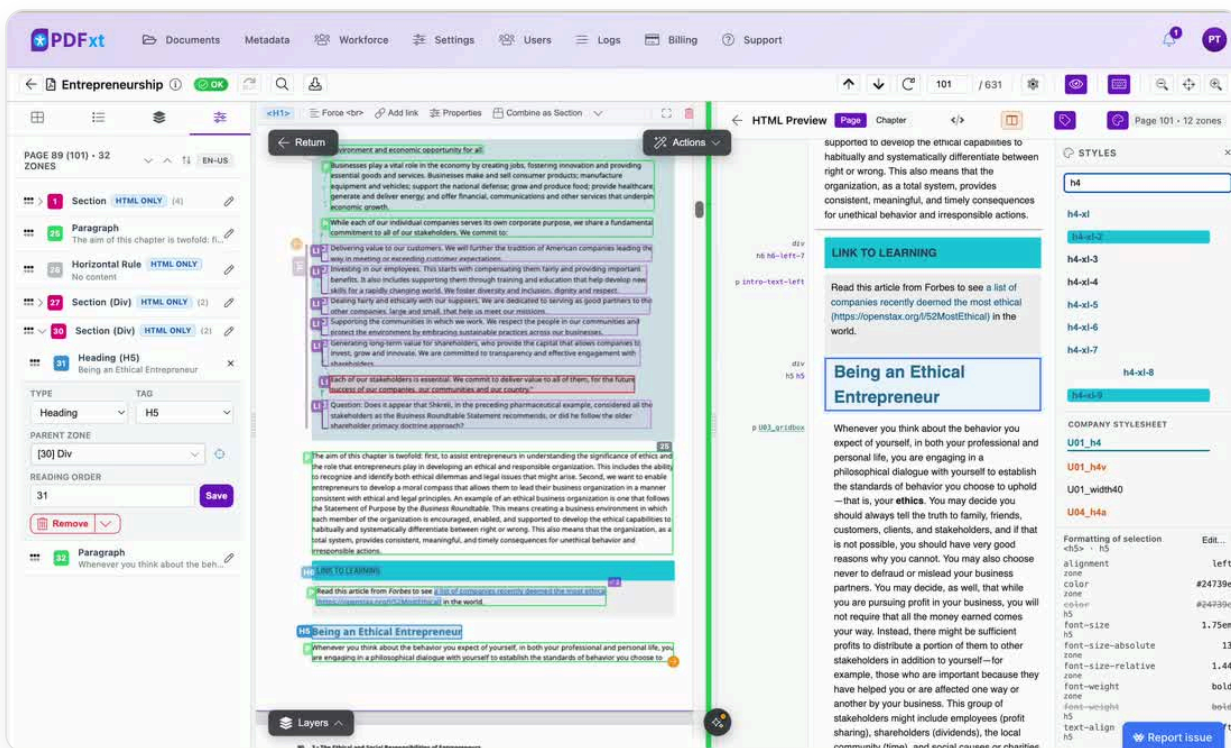
- 18 También podemos editar el HTML directamente en el editor. Como en el caso de esta nota al pie, puedo modificar el HTML si hace falta. Hago lo mismo con la siguiente nota al pie.



- 19 En la página siguiente, ajusto el fondo de este recuadro y lo guardo en su estilo.



- 20 Para este encabezado, busco en el panel de estilos, que también incluye la hoja de estilos de la empresa, y aplico un nuevo estilo.



Etiqueta y vuelve a dibujar tablas, corrige filas, columnas y combinaciones de celdas en el editor de tablas de 5 pasos, y une una tabla que continúa en varias páginas.

- 1 El sistema detecta y etiqueta todas las tablas.

The screenshot shows the PDFxT editor interface. The main document is titled 'Entrepreneurship'. The central view displays a table titled 'Summary of Pitch Scenarios' (Table 7.3) with the following 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 | Shows basic elements of the business model and (if it's appropriate) market sale points and level |
| Elevator pitch competitions | Two to five minutes                              | Usually a verbal pitch or single slide summarizing need, solution, market, opportunity                                                                   | Shows high innovation value proposition and to a close audience                                   |
|                             | Five to fifteen minutes depending on venue/notes | Varies from basic verbal to deck of one to eight slides                                                                                                  | Presentations that include                                                                        |

The left sidebar shows a document structure with chapters and page numbers. The right sidebar shows the 'STYLES' panel with various formatting options. The bottom of the screen shows a 'Layers' panel and a 'Report Issue' button.

2 Supongamos que hubiera un problema con esta tabla.

The screenshot shows the PDFXt interface with a document titled 'Entrepreneurship'. The main content area displays a table titled 'Summary of Pitch Scenarios' (Table 7.3). The table has four columns: Audience, Pitch Length, Pitch Approach, and Key Concept. The rows are categorized by audience: Friends and family, Elevator pitch competitions, and Early Investors. The table content is as follows:

| Audience                    | Pitch Length                                     | Pitch Approach                                                                                                                                            | Key Concept                                                                                                                                                                             |
|-----------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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. | 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.                                                                                    |
| Early Investors             | 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.                                 | These are very common at accelerator or incubator events, university entrepreneurship events, etc. Prices range from free services to \$1,000-2,000.                                    |
| Friends and family          | Fifteen minutes                                  | Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.                                                                   | These are very common at accelerator or incubator events, university entrepreneurship events, etc. Prices range from free services to \$1,000-2,000.                                    |
| Elevator pitch competitions | Two to five minutes                              | Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.                                                                   | These are very common at accelerator or incubator events, university entrepreneurship events, etc. Prices range from free services to \$1,000-2,000.                                    |
| Early Investors             | 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.                                 | These are very common at accelerator or incubator events, university entrepreneurship events, etc. Prices range from free services to \$1,000-2,000.                                    |

3 Elimino todas las etiquetas de esta página con **Shift** + **Del**, y vuelvo a dibujar el encabezado y la tabla.

The screenshot shows the PDFXt interface with a document titled 'Entrepreneurship'. A confirmation dialog box is displayed in the center of the screen, asking for confirmation to delete all tags from page 251. The dialog box text is as follows:

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 También quito la etiqueta de tabla de la página siguiente, donde continúa la tabla.

PDFxT interface showing the removal of a table zone. The left sidebar shows a list of zones with 'Table 7.3' selected. The main editor shows a document with a table and text. A tooltip indicates that 3 similar zones were found and are being deleted.

| 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 NSF, 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

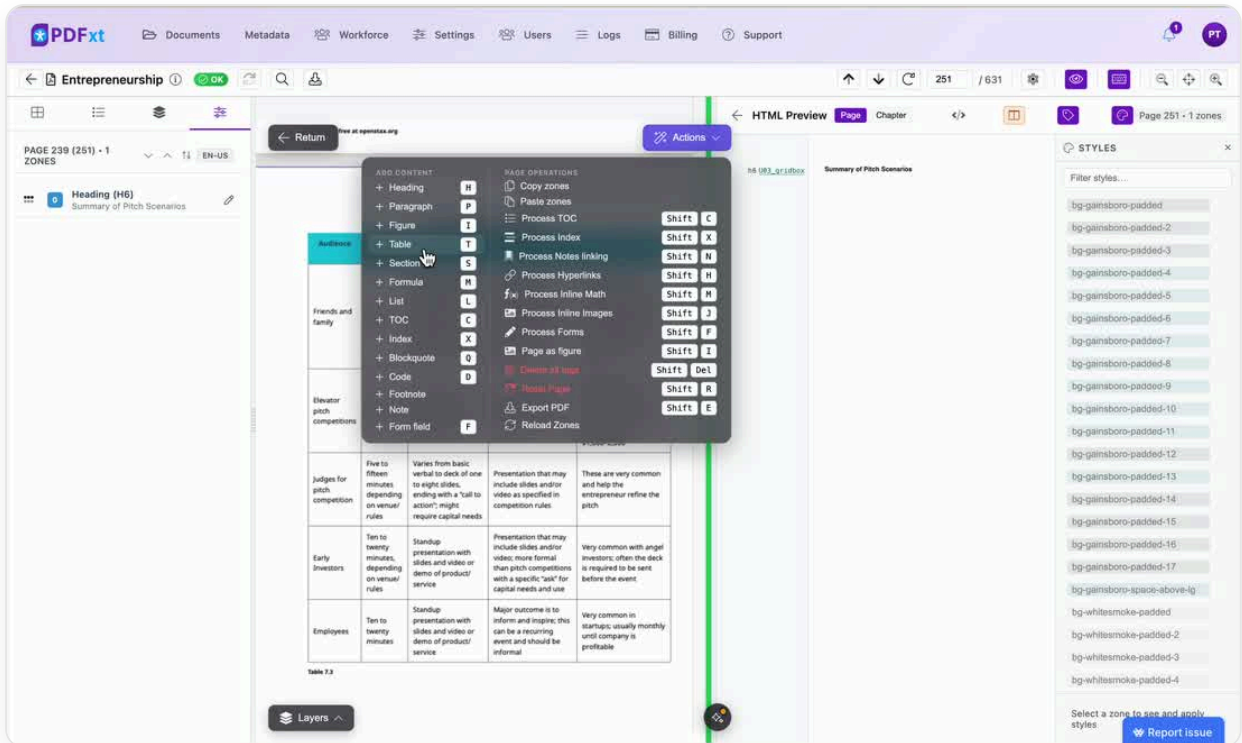
5 Primero, elijo Heading en el menú Actions y lo dibujo alrededor del título de la tabla.

PDFxT interface showing the drawing of a heading around a table title. The left sidebar shows 'Table 7.3' selected. The main editor shows a document with a table and text. A tooltip indicates that the left mouse button should be held and dragged to draw a zone.

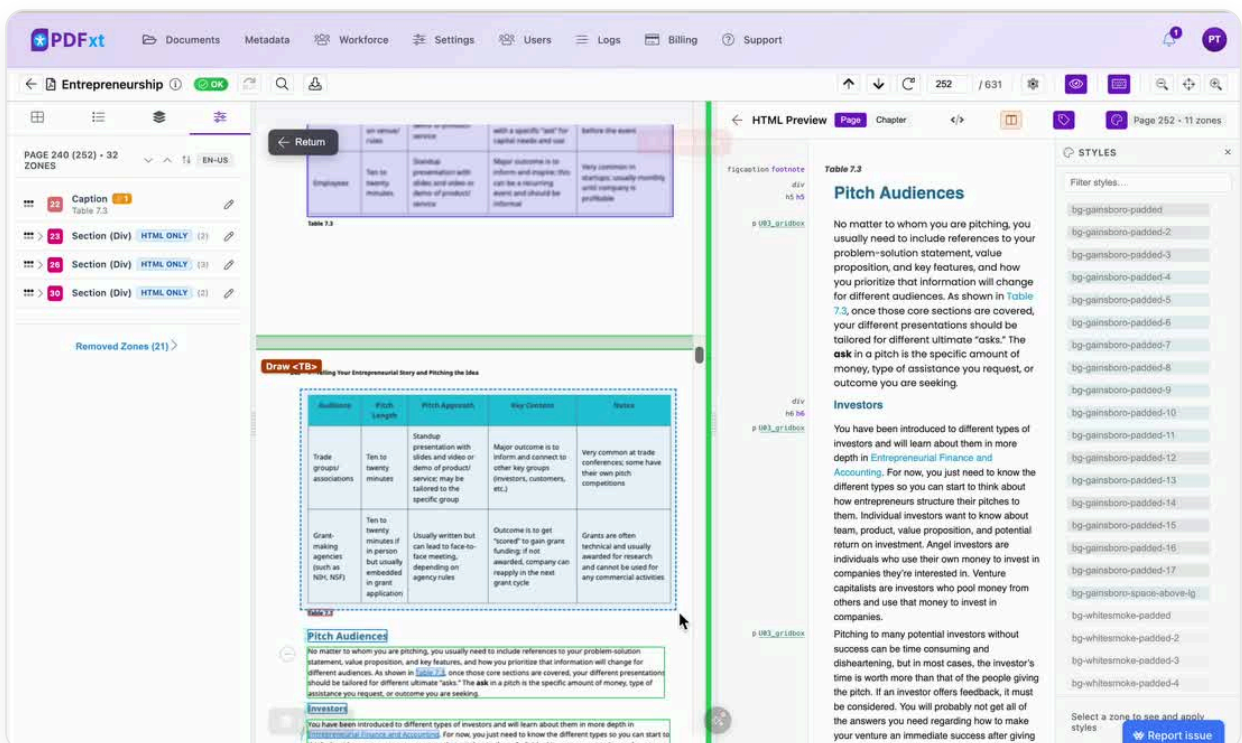
| Audience                     | Pitch Length                                     | Pitch Approach                                                                                                                                           | Key Context                                                                                                                                                                  | 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 Para la tabla, selecciono Table como zona en el menú Actions, o pulso la tecla T, y dibujo una zona alrededor de la tabla.



- 7 Hago lo mismo con el resto de la tabla en la página siguiente.



## 8 El sistema detecta automáticamente las filas y columnas.

The screenshot shows the PDFxT software interface. On the left, a sidebar displays document navigation options. The main area shows a table titled "Summary of Pitch Scenarios" with the following data:

| 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                                                                                                                   |

The right sidebar shows a "STYLES" panel with various style options for the document.

## 9 Puedo verificar el resultado en la vista previa HTML.

The screenshot shows the PDFxT software interface in HTML Preview mode. The table is rendered as follows:

| 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                                                                                                                       |

The right sidebar shows a "STYLES" panel with various style options for the document.

- 10 La tabla de la página siguiente se detecta de la misma forma.

The screenshot shows the PDFxT software interface. The main document is titled 'Entrepreneurship' and is on page 252. The table being edited is titled 'Table 7.3' and is located on page 252. The table has 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table is titled 'Table 7.3' and is located on page 252. The software interface includes a sidebar with document structure, a top menu bar, and a right sidebar with HTML preview and actions.

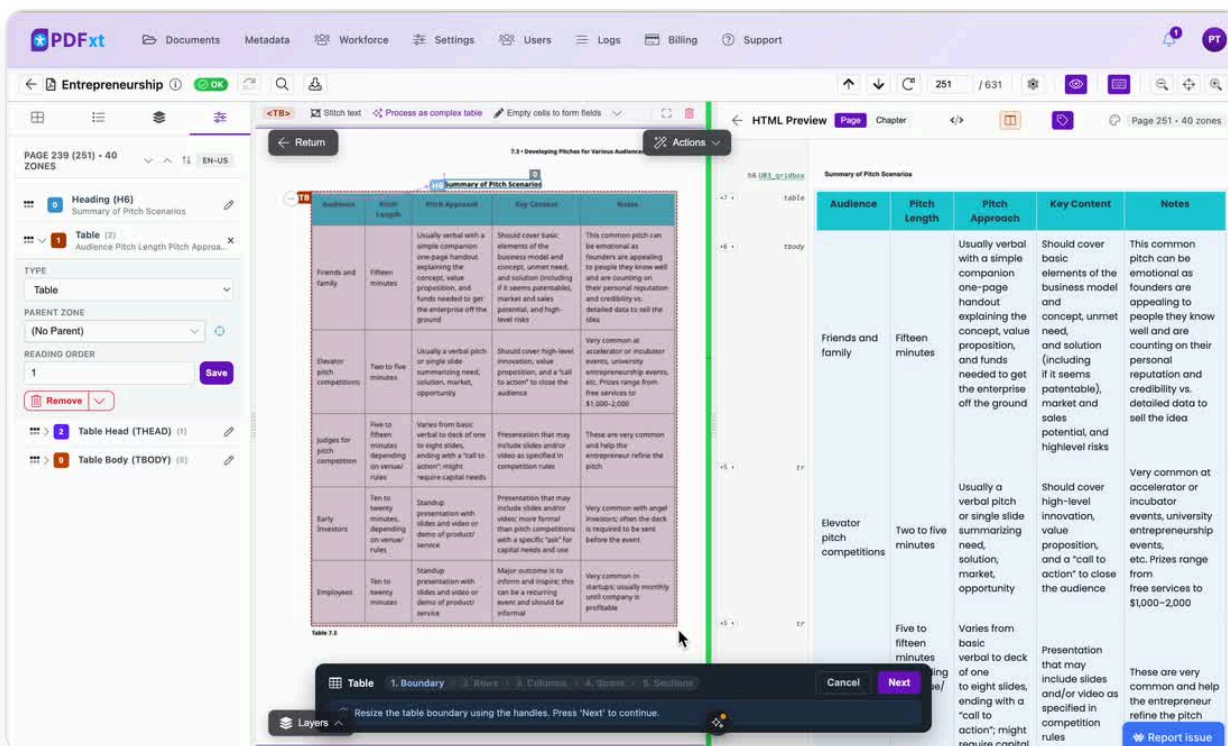
| Audience                                 | Pitch Length                                                                 | Pitch Approach                                                                                                | Key Content                                                                                                   | 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 Si la tabla sigue mal, o los colspan y rowspan no son correctos, puedo editar la tabla.

The screenshot shows the PDFxT software interface. The main document is titled 'Entrepreneurship' and is on page 251. The table being edited is titled 'Table 7.3' and is located on page 251. The table has 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table is titled 'Table 7.3' and is located on page 251. The software interface includes a sidebar with document structure, a top menu bar, and a right sidebar with HTML preview and actions.

| 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 | 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 with angel investors; often the deck is required to be sent before the event                                                                                               |
| 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 inspire; 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 inspire; 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                                                                                               |

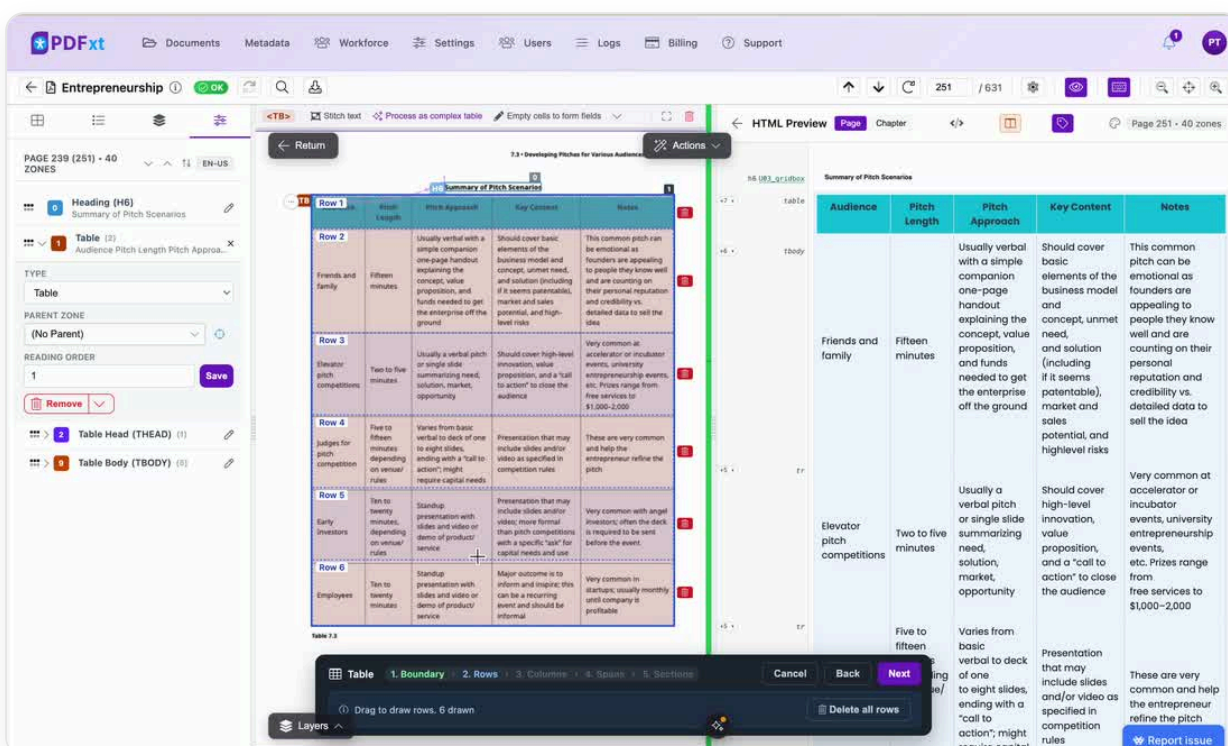
## 12 Es un proceso de 5 pasos. Paso 1, confirmamos la forma de la tabla.



PDFxT interface showing the first step of table creation. The table structure is defined as follows:

| 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/rule | 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/rule  | 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 Paso 2, marcamos las filas.



PDFxT interface showing the second step of table creation. The table structure is defined as follows:

| 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/rule | 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/rule  | 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 Para esta demo, elimino las filas y las vuelvo a dibujar.  
Para dibujar una fila, arrastro sobre la tabla.

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 modal dialog is open at the bottom with the text 'Table 1. Boundary 2. Rows 3. Columns 4. Spans 5. Sections' and a 'Delete all rows' button.

| 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                                                                                                                   |

- 15 El paso 3 son las columnas. Aquí es igual: elimino una columna y arrastro para volver a dibujarla.

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 the same table as in the previous screenshot. A modal dialog is open at the bottom with the text 'Table 1. Boundary 2. Rows 3. Columns 5. Spans 5. Sections' and a 'Delete all columns' button.

| 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                                                                                                                   |

16 Luego, en el paso 4, corregimos los rowspan y colspan combinando o separando celdas.

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 | 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              | Two to twenty minutes   | Standup presentation with slides or video or demo of product/service                                                                                     | Presentation that may include slides and/or video or demo of product/service                                                                                                 | Very common in startups; usually monthly until company is profitable                                                                                                                   |
| Employees                    | Two to twenty minutes   | Standup presentation with slides or 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

Table 1. Boundary 2. Rows 3. Columns 4. Spans 5. Sections

Merge (0) Unmerge Clear Cancel Back Next

0 cells selected. Pick adjacent cells to Merge, or Next to assign sections.

17 El último paso es detectar thead, tbody y tfoot. Hago clic en las etiquetas de fila para alternar entre encabezado, cuerpo y pie.

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 | 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              | Two to twenty minutes   | Standup presentation with slides or video or demo of product/service                                                                                     | Presentation that may include slides and/or video or demo of product/service                                                                                                 | Very common in startups; usually monthly until company is profitable                                                                                                                   |
| Employees                    | Two to twenty minutes   | Standup presentation with slides or 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

Table 1. Boundary 2. Rows 3. Columns 4. Spans 5. Sections

Cancel Back Finish

Click the row labels to cycle Header / Body / Footer. Finish when done.

## 18 Cuando todo esté listo, guardamos la tabla.

Table structure saved

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 En nuestro caso, una celda parece tener un fondo incorrecto. Es fácil de corregir. Busco la celda correspondiente y edito su estilo.

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 En este caso, la tabla está dividida en 2 páginas.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows the document structure with a table split across pages 252 and 253. 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 |

21 Para corregirlo, tenemos los botones Continued from y Continued to, o la opción Stitch text en la barra superior.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows the document structure with a table split across pages 251 and 252. 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 to continue the table from the previous page or merge the first table instead.

| 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                                                                                                                       |

## 22 Esto me permite elegir qué zona continúa en cuál.

PDFxT interface showing the 'Stitch text' dialog box. The dialog allows selecting a later zone to continue from. The background shows a document titled 'Entrepreneurship' with a table of contents and a preview of a table titled 'Table 7.3'.

| 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 Una vez confirmada la unión, las zonas quedan enlazadas.

PDFxT interface showing the 'Zones linked' status. The document 'Entrepreneurship' is open, and the 'Table 7.3' is visible. The table is titled 'Pitch Audiences' and contains information about different types of investors and their preferences. The table is linked to the 'Table 7.3' in the document.

| 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 La tabla se combina en una sola tabla unificada, sin el thead de la segunda página.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Entrepreneurship 251 / 631

HTML Preview Page Chapter

Page 251 - 52 zones

Summary of Pitch Scenarios

Table (2)

Table Head (THEAD) (1)

Table Body (TBODY) (5)

Table Row (TR) (5)

Table Row (TR) (5)

Table Row (TR) (5)

Table Row (TR) (5)

Table Cell (TD) Early Investors

Table Cell (TD) Standup presentation with...

Table Cell (TD) Presentation that may incl...

Table Cell (TD) Very common with angel I...

Table Row (TR) (5)

Table 2.3

| Audience                     | Pitch Length                                      | Pitch Approach                                                                                                                                               | Key Concerns                                                                                                                                                                  | Notes                                                                                                                                                                                   |
|------------------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Friends and family           | Fifteen minutes                                   | Usually verbal with a simple comparison one page handout explaining the concept, value proposition, and funds needed to get the entrepreneur 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                                                                                                                    |

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

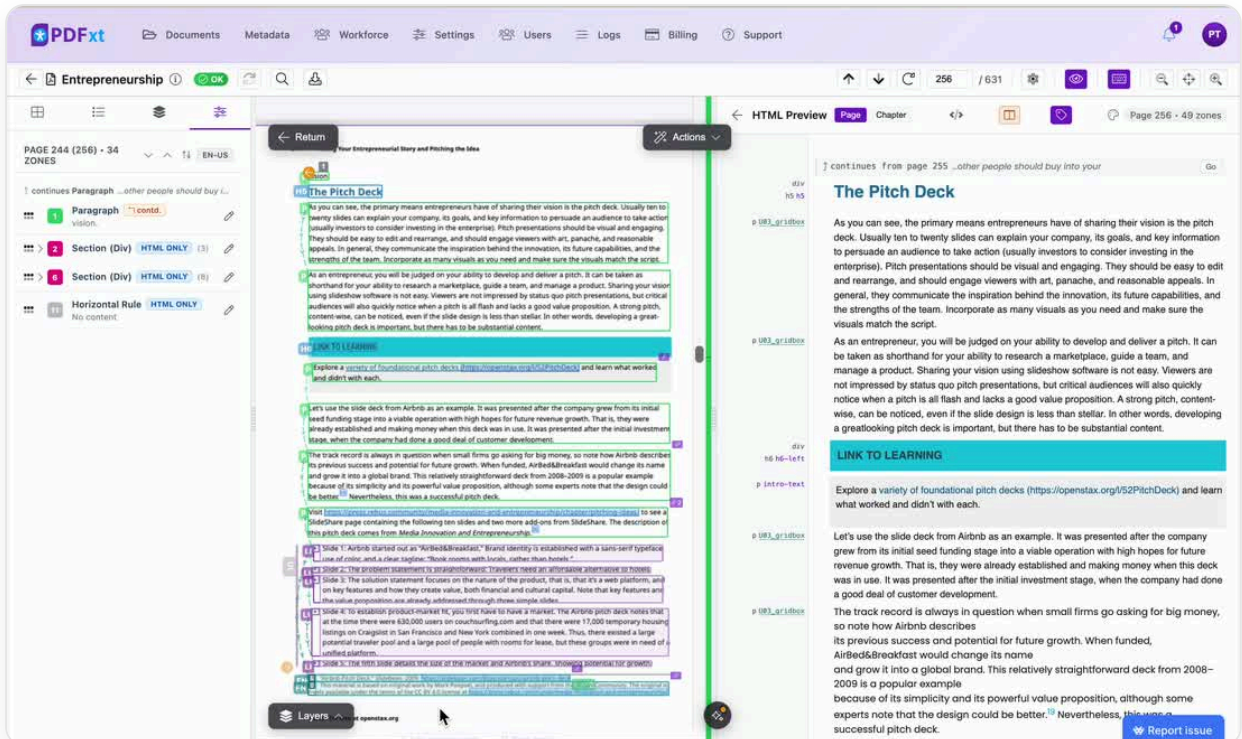
Very common in startups; usually monthly until company is profitable

Report issue

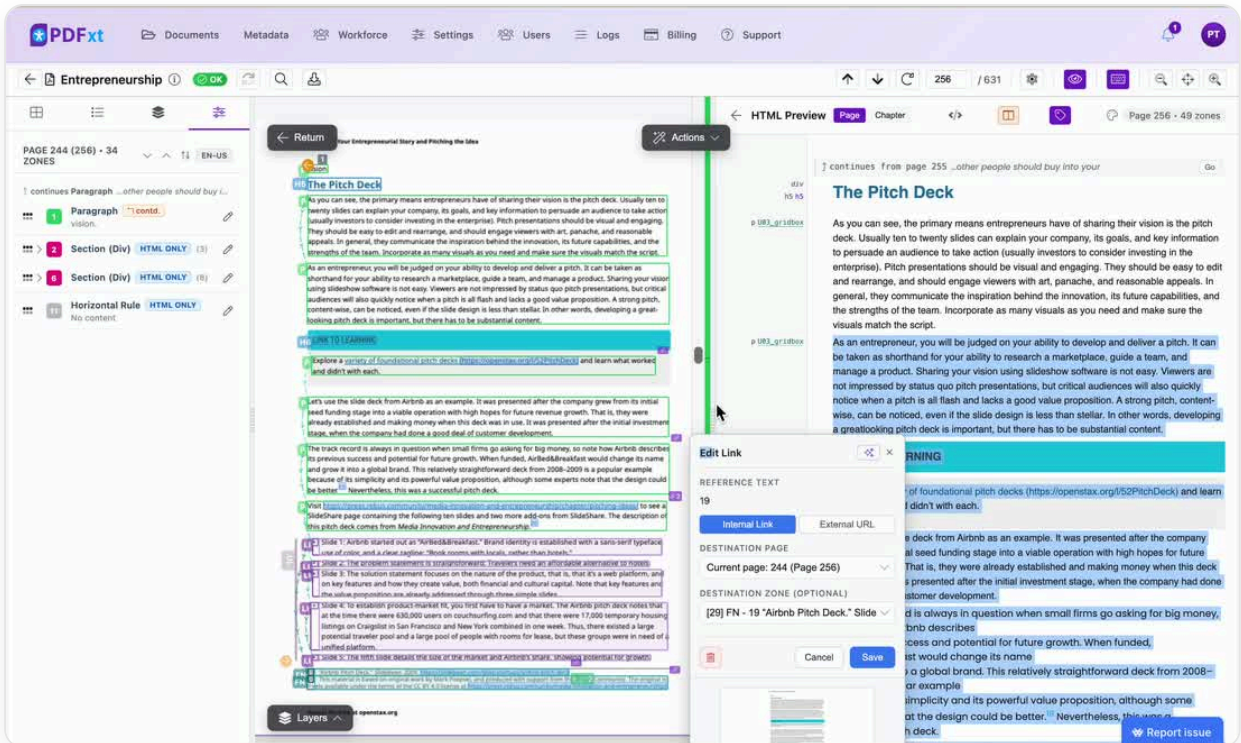
# Notas al pie

Dibuja zonas de notas al pie y usa Process Notes linking para reconstruir los enlaces bidireccionales entre llamadas y notas.

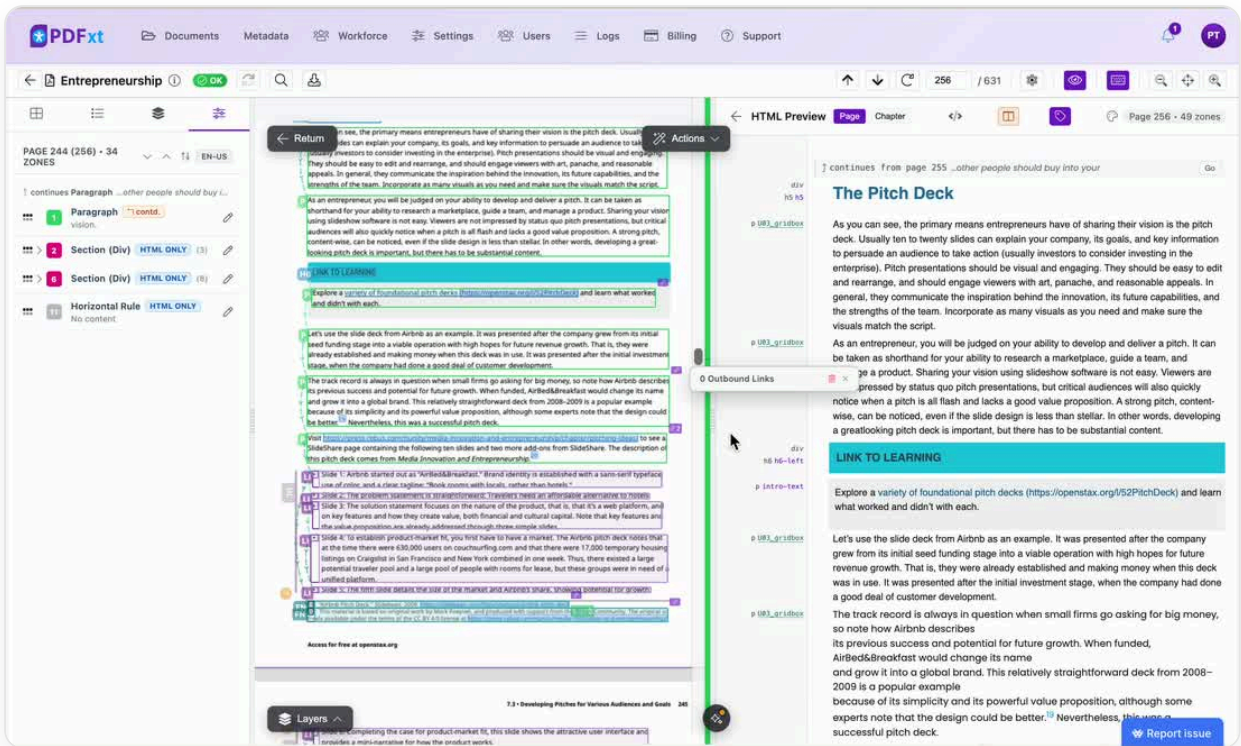
- 1 PDFxT identifica y etiqueta automáticamente las notas al pie, y también las notas de final de capítulo y de libro, con enlaces desde cada llamada de nota.



2 Abre el enlace de una llamada y verás la zona de nota al pie a la que apunta.



3 Para esta demo, elimino los enlaces de las notas, una llamada a la vez.



4

Luego elimino las zonas de notas al pie, para mostrarte cómo se dibujan.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar displays a list of elements, including a 'Footnote' section. The main content area shows a document with footnotes. The 'Actions' menu is open, showing a list of actions including 'Footnote', 'Text', 'Image', 'Table', 'Form', etc. The 'Footnote' action is highlighted.

5

Dibuja la nota al pie como zona, eligiendo Footnote en el menú Actions.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar displays a list of elements, including a 'Footnote' section. The main content area shows a document with footnotes. The 'Actions' menu is open, showing a list of actions including 'Footnote', 'Text', 'Image', 'Table', 'Form', etc. The 'Footnote' action is highlighted.

## 6 Repite con la segunda nota al pie.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The main content area displays a pitch deck slide titled 'The Pitch Deck'. The slide text discusses the importance of a pitch deck and provides a list of key points. The right sidebar shows a list of zones, including 'The Pitch Deck' and 'The Problem Statement'. A 'Zone created' notification is visible at the top right.

## 7 Luego usa la acción de página Process Notes linking, **Shift** + **N**.

The screenshot shows the PDFxT interface with the same document. The 'The Pitch Deck' section is highlighted in blue. The right sidebar shows a list of zones, including 'The Pitch Deck' and 'The Problem Statement'. The 'Process Notes linking' action is visible in the top right corner, indicating that the action has been applied to the selected zone.

8

Esto vuelve a crear los enlaces de las llamadas a las notas al pie.

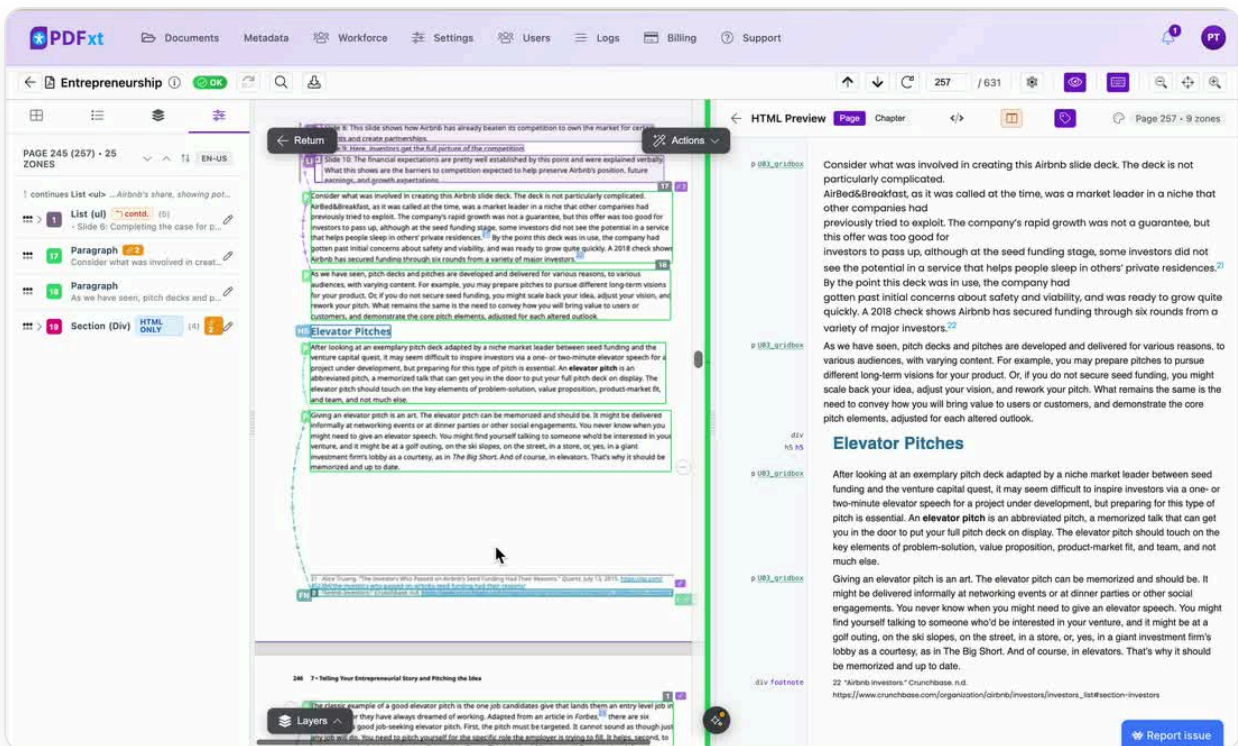
The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The document has 49 zones. The main preview area shows a list of slides from a pitch deck. The right-hand pane shows the HTML preview of the selected zone, which is a list of slides from a pitch deck. The first slide is 'Slide 1: Airbnb started out as 'AirBed&Breakfast.' Brand identity is established with a sans-serif typeface, use of color, and a clear tagline: 'Book rooms with locals, rather than hotels.'

9

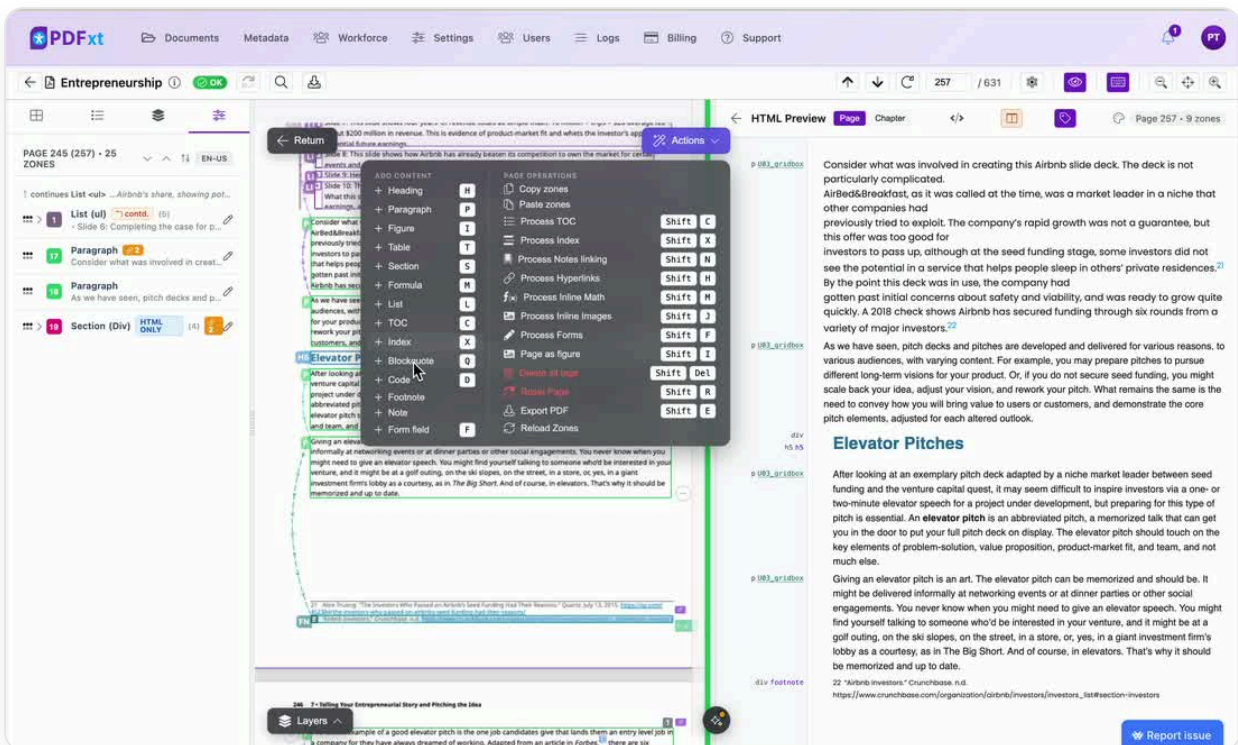
En cada zona de nota al pie, también mostramos la información del enlace bidireccional.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The document has 49 zones. The main preview area shows a list of slides from a pitch deck. The right-hand pane shows the HTML preview of the selected zone, which is a list of slides from a pitch deck. The first slide is 'Slide 1: Airbnb started out as 'AirBed&Breakfast.' Brand identity is established with a sans-serif typeface, use of color, and a clear tagline: 'Book rooms with locals, rather than hotels.'

10



11



## 12 Los enlaces salientes confirman que ambas llamadas ahora apuntan a sus notas al pie.

The screenshot displays the PDFxT editor interface. The main window shows a PDF document with various annotations, including text boxes and links. The left sidebar contains a table of contents and a list of zones. The right sidebar shows the HTML preview of the document, which includes a section titled "Elevator Pitches" and a list of footnotes. The document content is a mix of text and images, with annotations in different colors (green, red, blue) and styles (text boxes, links). The right-hand preview pane shows the HTML structure of the document, including the "Elevator Pitches" section and a list of footnotes. The document is titled "Entrepreneurship" and is page 245 of 28 zones. The right-hand preview pane shows the HTML structure of the document, including the "Elevator Pitches" section and a list of footnotes. The document is titled "Entrepreneurship" and is page 245 of 28 zones.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Entrepreneurship 257 / 631

PAGE 245 (257) • 28 ZONES

1 continues List cutb... Airbnb's share, showing pot...

1 List (ul) const. (6)

17 Paragraph Consider what was involved in creat...

18 Paragraph As we have seen, pitch decks and p...

19 Section (Div) HTML ONLY (4)

23 Footnote (3) 21 Alice Truong, "The Investors Wh...

1.3 Developing Pitches for Various Audiences

1.3.1 Slide 6: Comparing the case for product-market fit, this slide shows the attractive user interface and provides a mini-narrative for how the product works.

1.3.2 Slide 7: This slide shows four years' of revenue totals as simple math: 10 million \* 100 average fee = about \$200 million in revenue. This is evidence of product-market fit and shows the investor's appetite for potential future earnings.

1.3.3 Slide 8: This slide shows how Airbnb has already beaten its competition to own the market for certain events and create partnerships.

1.3.4 Slide 9: Here, investors get the full picture of the competition.

1.3.5 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 opportunities.

Consider what was involved in creating this Airbnb slide deck. The deck is not particularly complicated. AirBed&Breakfast, as it was called at the time, was a market leader in a niche that other companies had previously tried to exploit. The company's rapid growth was not a guarantee, but this offer was too good for investors to pass up, although at the seed funding stage, some investors did not see the potential in a service that helps people sleep in other private residences. By the point this deck was in use, the company had gotten past initial concerns about safety and viability, and was ready to grow quite quickly. A 2018 check shows Airbnb has secured funding through six rounds from a variety of major investors.

As we have seen, pitch decks and pitches are developed and delivered for various reasons, to various audiences, with varying content. For example, you may prepare pitches to pursue different long-term visions for your product. Or, if you do not secure seed funding, you might scale back your idea, adjust your vision, and rework your pitch. What remains the same is the need to convey how you will bring value to users or customers, and demonstrate the core pitch elements, adjusted for each altered outlook.

Elevator Pitches

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](https://www.crunchbase.com/organization/airbnb/investors/investors_list#section=investors)

23 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/>

Report issue

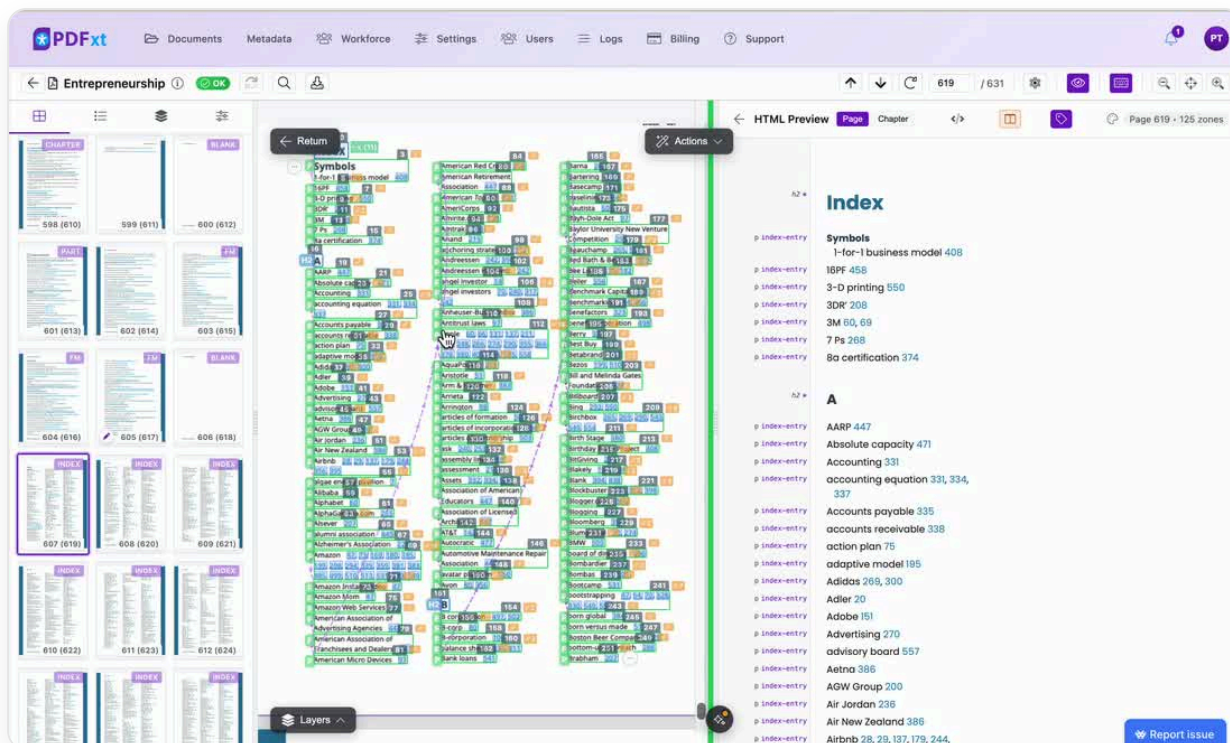
# 12

## PARTE 12 / 15

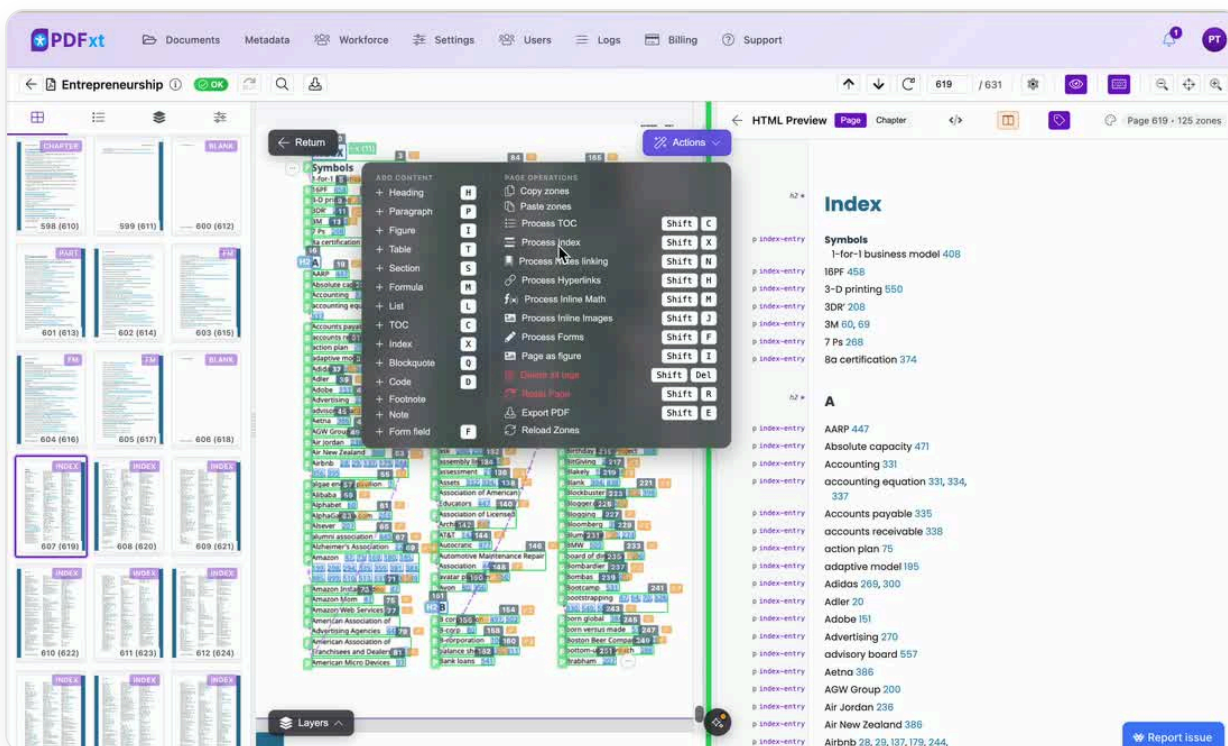
# Índice

Procesa un índice completo en un solo paso: PDFxT crea las entradas y enlaza cada número de página, y luego tú lo verificas.

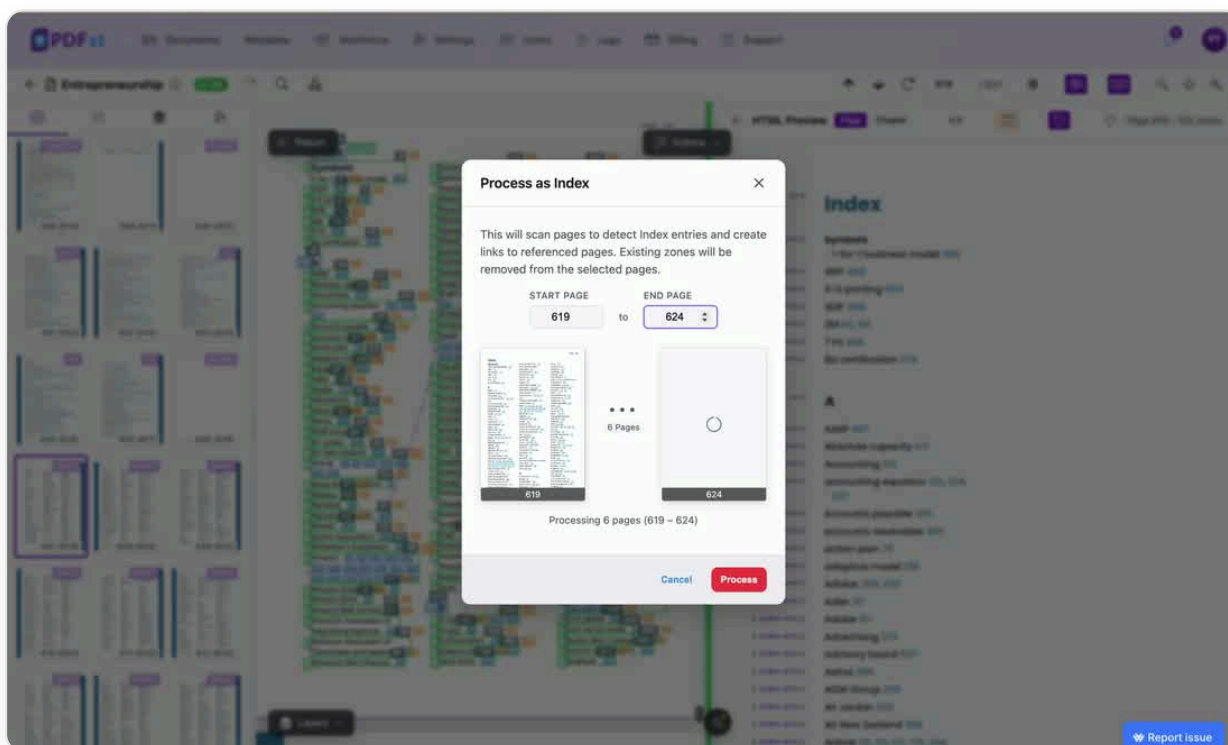
- 1 Seguro que sabes lo complejo que es etiquetar los números de página de un índice. PDFxT lo automatiza por completo.



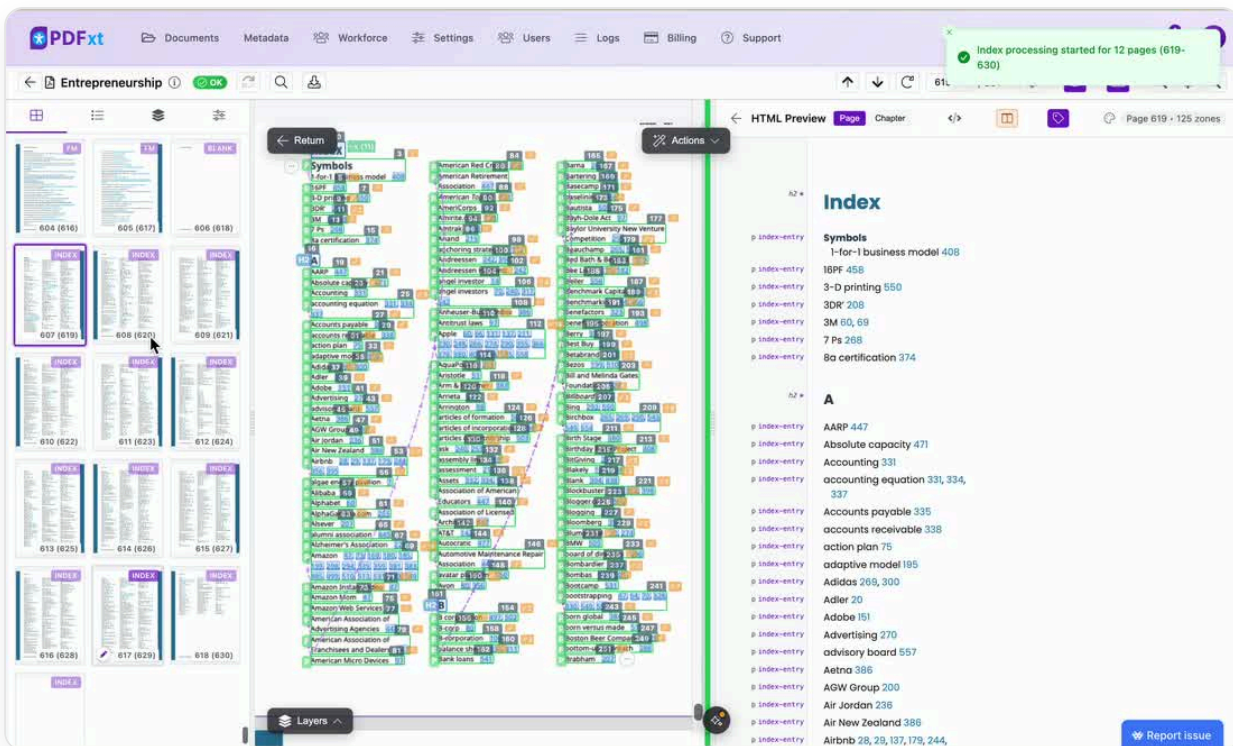
- 2 Solo ve a la primera página del índice y elige Process Index en el menú Actions, **Shift** + **X**.



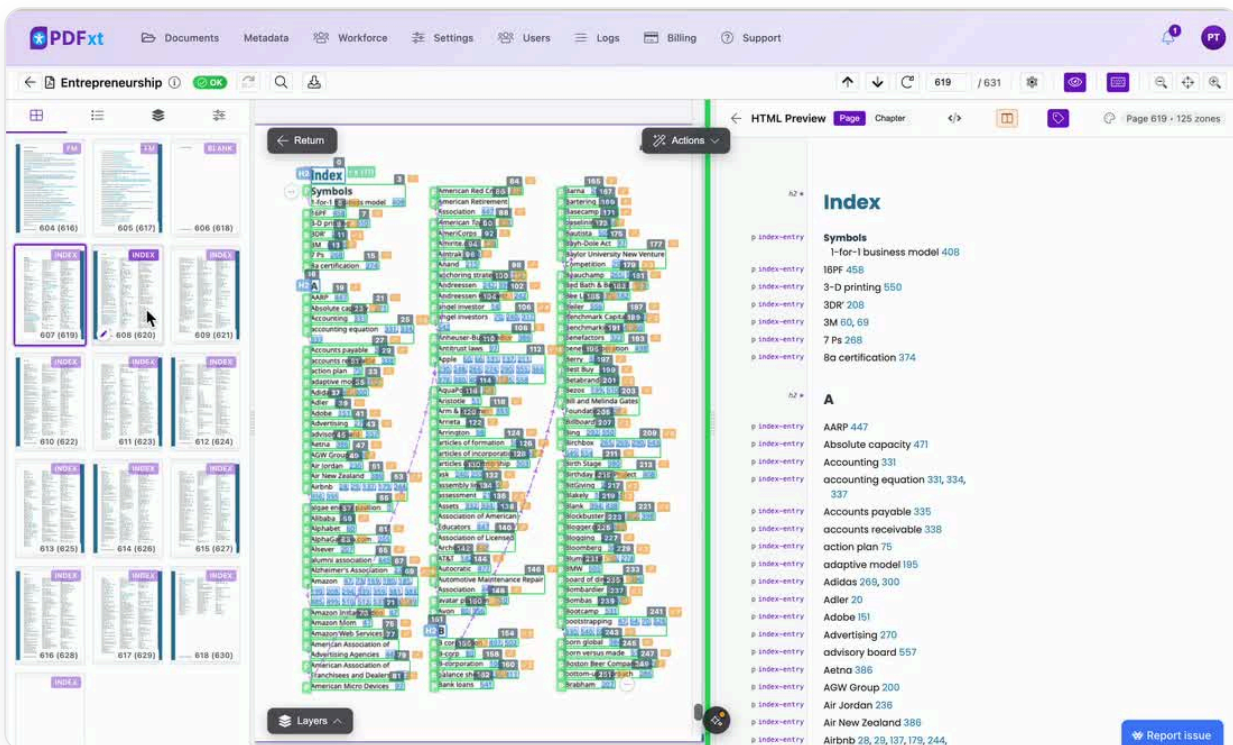
- 3 Define el rango de páginas para cubrir todo el índice.



4 PDFxT crea automáticamente las entradas del índice y las enlaza a sus páginas.

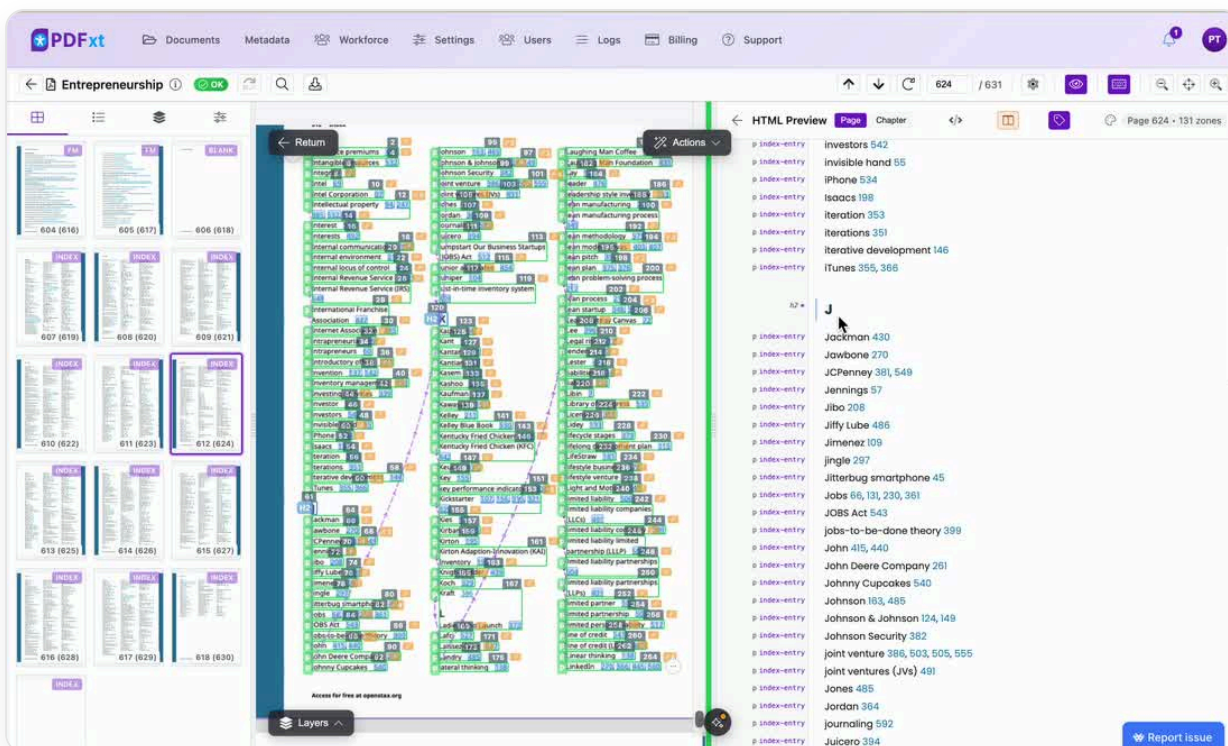


5 Después, puedes verificar los resultados página por página.



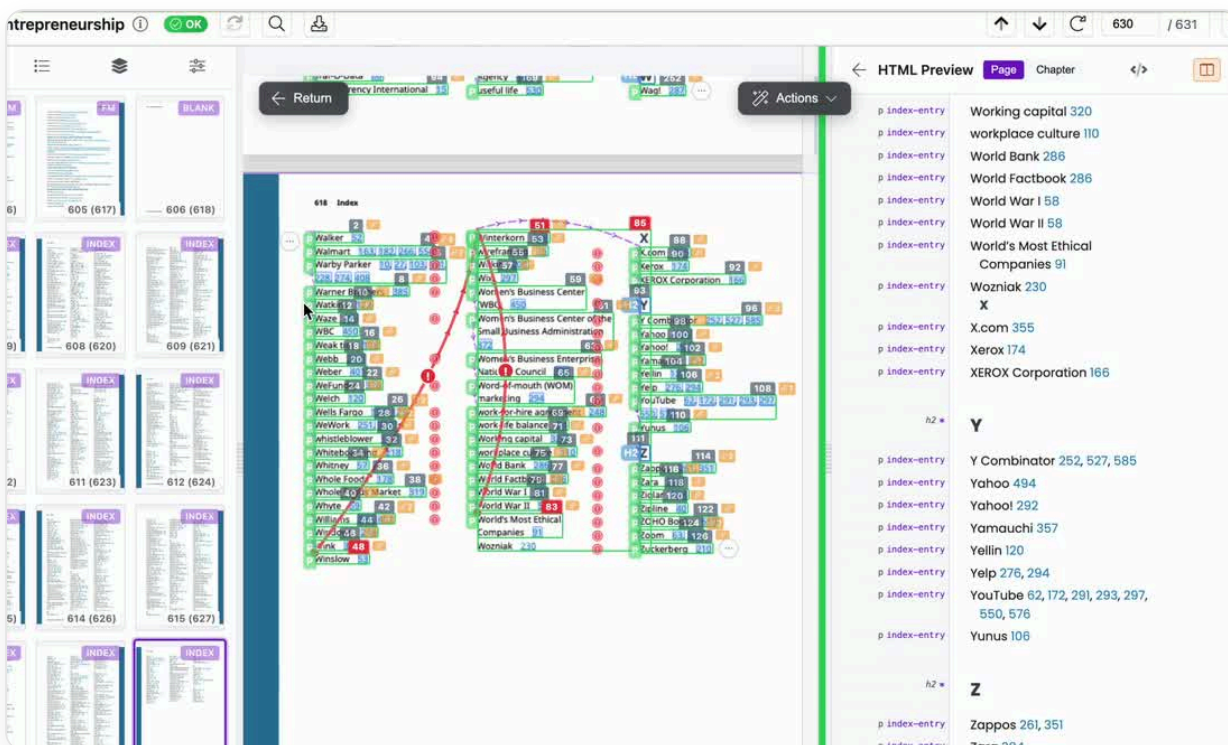
6

Cada entrada está etiquetada, y sus números de página enlazan a las páginas referidas.

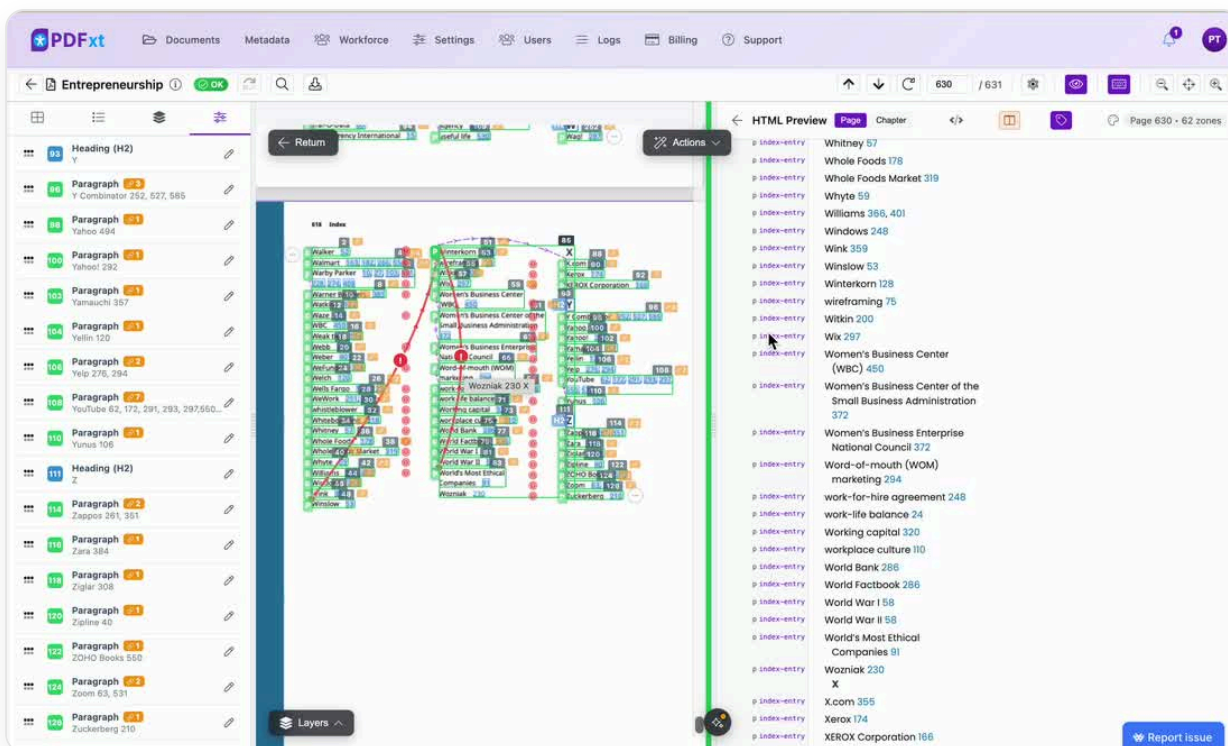


7

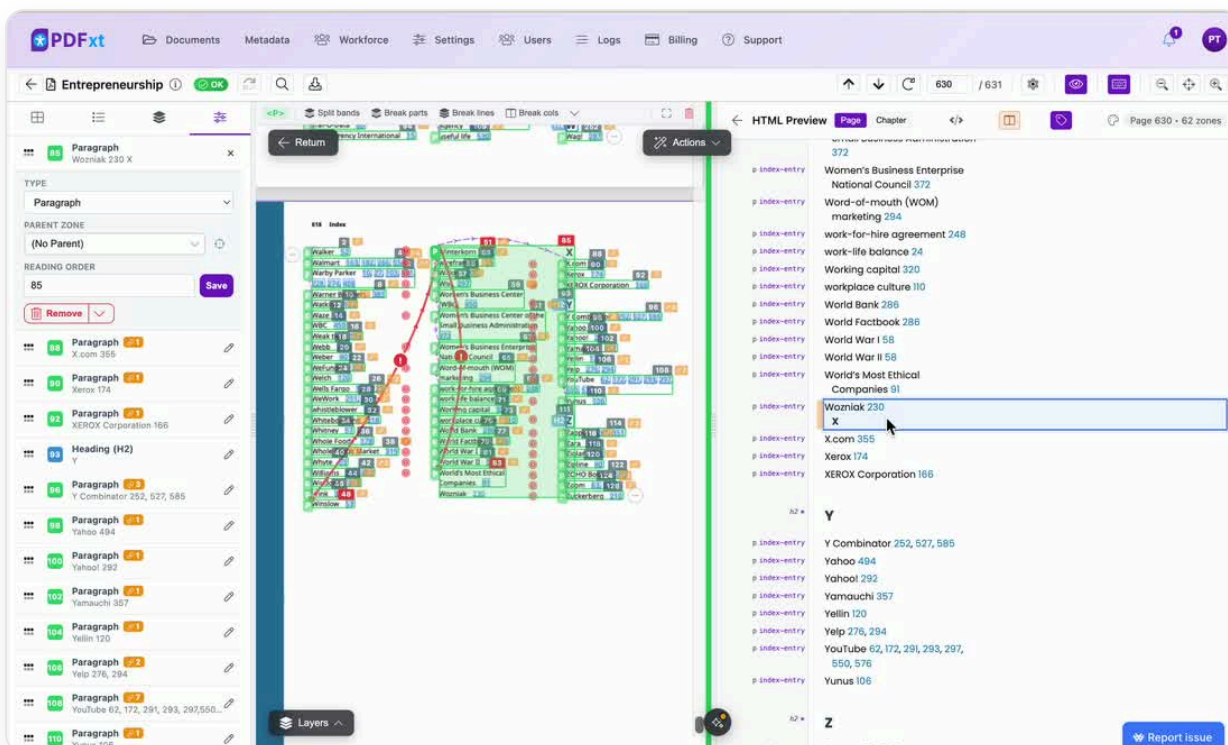
En la última página, la zonificación falló, y PDFxT resalta la línea de orden de lectura para señalarlo.



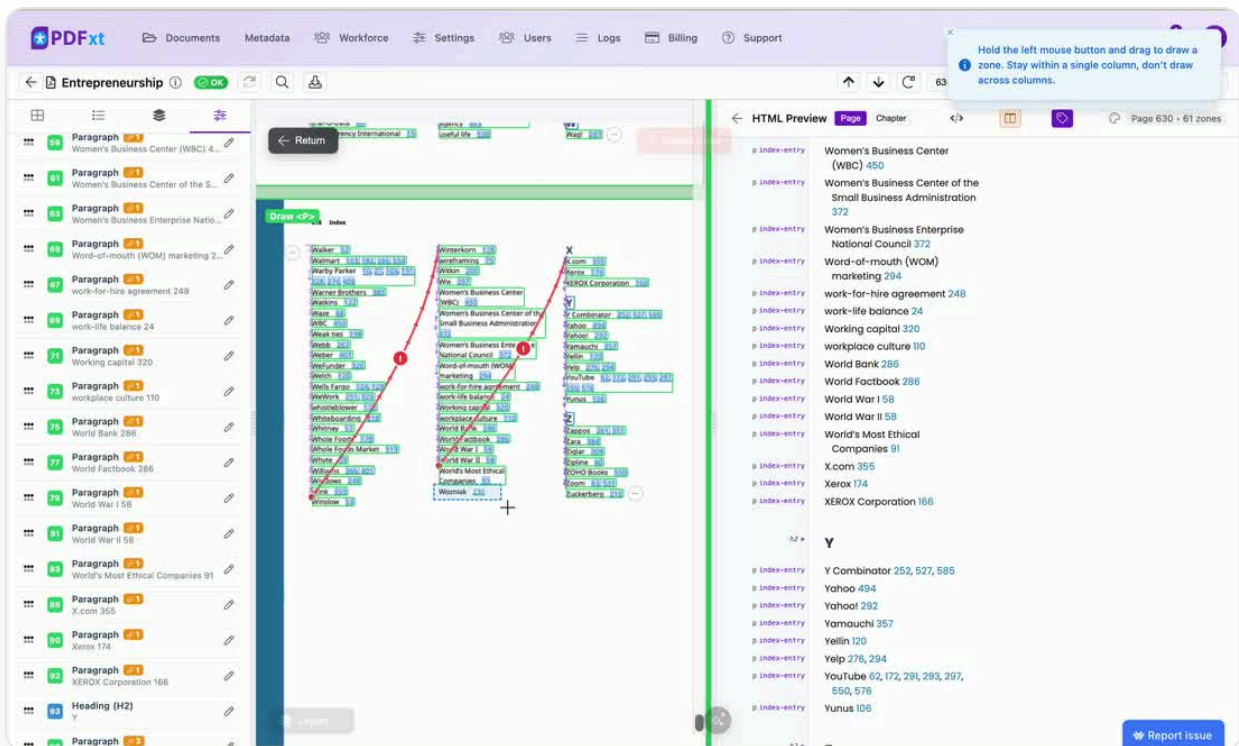
## 8 Lo corrijo rápidamente.



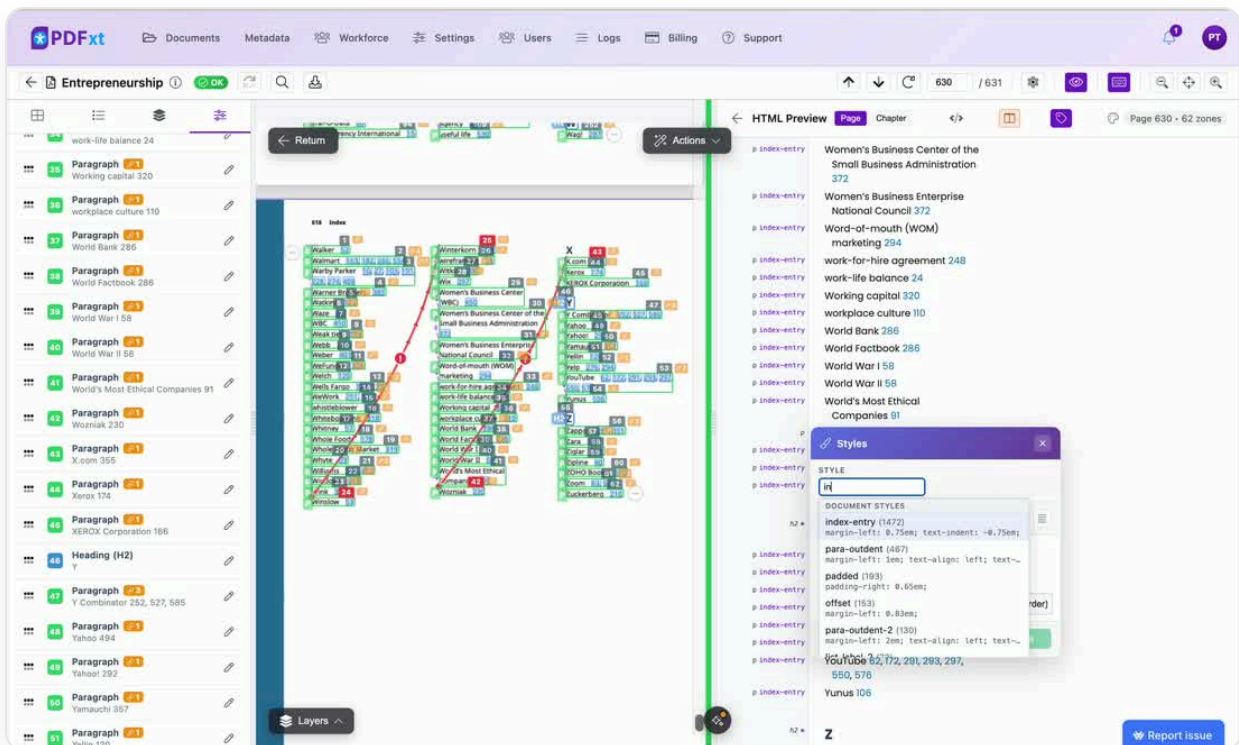
## 9 Primero, elimina la zona que unió la última entrada con el encabezado X.



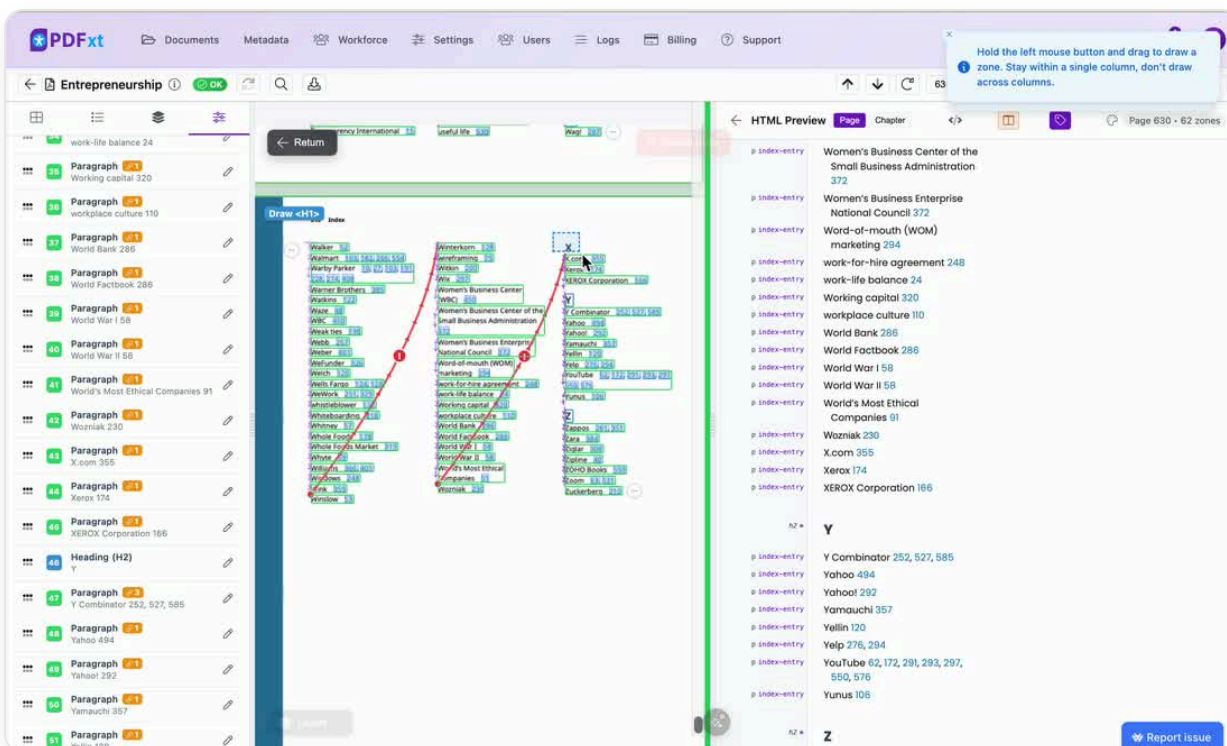
- 10 Luego vuelve a dibujar la última entrada como zona propia.



- 11 Aplica el estilo index-entry para que coincida con las demás entradas.

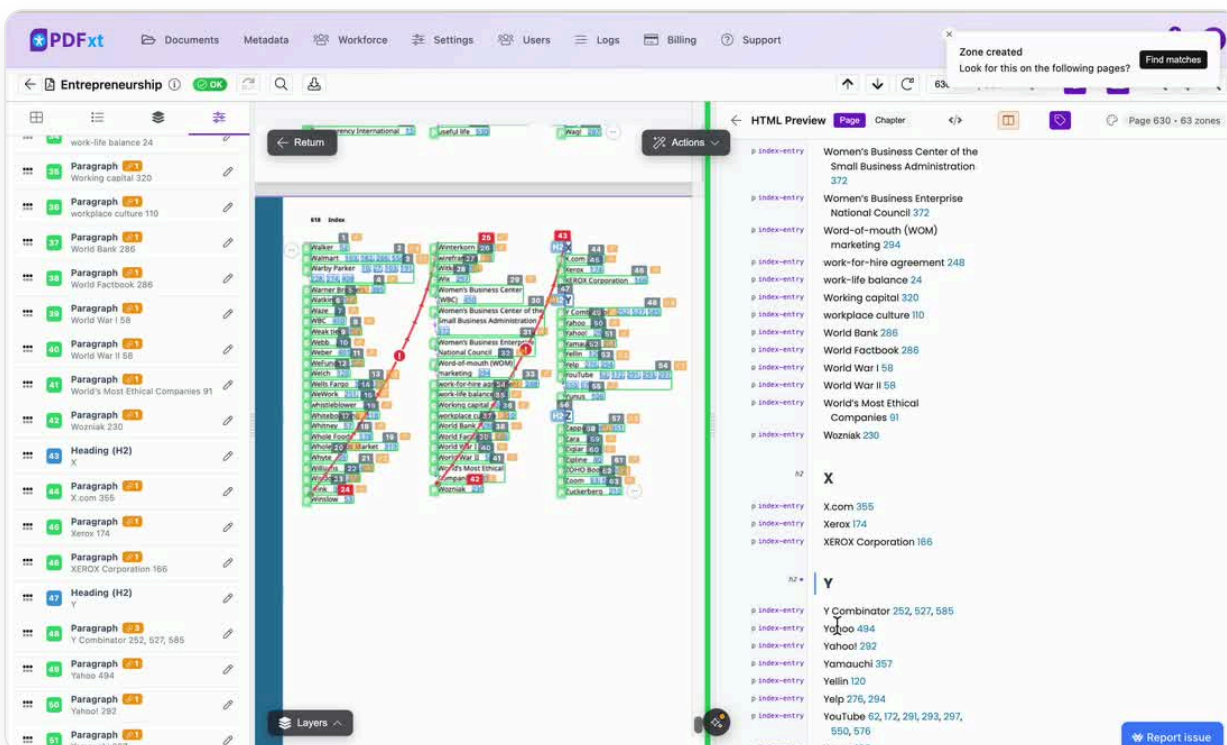


## 12 Luego redibuja la X como encabezado.



The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar displays 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', and 'Yellin 120'. The main area shows a list of index entries with a red line drawn across them. A blue box highlights the 'X' entry. 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 Listo.



The screenshot shows the PDFxT interface with the same document. The 'X' entry is now highlighted in blue, and the red line has been removed. A 'Zone created' message is visible at the top right, stating: 'Zone created. Look for this on the following pages? Find matches'. The table of contents and index entries remain the same.

Revisa y edita los metadatos del ePUB que PDFxt detecta, como título, autor, editorial e ISBN.

- 1 Cuando todo está listo para exportar, podemos verificar los metadatos del ePUB. La herramienta los detecta automáticamente. Podemos hacer cambios si hace falta, como corregir aquí el autor.

The screenshot displays the PDFxt web application interface. The top navigation bar includes links for Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. The main content area is titled 'Document Information - Entrepreneurship-WEB'. On the left, there is a preview of the document cover, which is orange with the word 'Entrepreneurship' in white. Below the cover is a 'Replace Cover' button. On the right, there is a form for editing document metadata. The form is divided into two sections: 'Original document' and 'Additional ePub metadata'. The 'Original document' section contains fields for Title, Author, Language, Multi-lingual, Created Date, Producer, and Uploaded By. The 'Additional ePub metadata' section contains fields for Source ISBN, ePub ISBN, and Publisher. The form is currently displaying the following values: Title: Entrepreneurship, Author: Entrepreneurship, Language: English, Multi-lingual: This document contains multiple languages, Created Date: 29/09/2026, Producer: Prince 16.2 (www.princexml.com), Uploaded By: Unknown, Source ISBN: 9781975076344, ePub ISBN: 978-0-306-40615-7, and Publisher: Publisher Inc. There is a 'Report issue' button in the bottom right corner.

| Field                    | Value                                                              |
|--------------------------|--------------------------------------------------------------------|
| Original document        | Entrepreneurship-WEB                                               |
| Title *                  | Entrepreneurship                                                   |
| Author                   | Entrepreneurship                                                   |
| Language                 | English                                                            |
| Multi-lingual            | <input type="checkbox"/> This document contains multiple languages |
| Created Date             | 29/09/2026                                                         |
| Producer                 | Prince 16.2 (www.princexml.com)                                    |
| Uploaded By              | Unknown                                                            |
| Additional ePub metadata |                                                                    |
| Source ISBN              | 9781975076344                                                      |
| ePub ISBN                | 978-0-306-40615-7                                                  |
| Publisher                | Publisher Inc                                                      |

- 2 Más abajo hay otros campos del ePub, como ISBN, editorial, copyright y fecha de publicación.

The screenshot shows the PDFxT web interface. On the left is a preview of the document cover, which is orange with the word 'Entrepreneurship' in white. On the right is a metadata form. The form has a top section with fields for Title, Author, Language, Multi-lingual, Created Date, Producer, and Uploaded By. Below this is a section for 'Additional ePub metadata' with fields for Source ISBN, ePub ISBN, Publisher, Copyright, Publication date, and Title sort form. A 'Report Issue' button is at the bottom right.

| Field            | Value                                                              |
|------------------|--------------------------------------------------------------------|
| Title            | Entrepreneurship                                                   |
| Author           | OpenStax                                                           |
| Language         | English                                                            |
| Multi-lingual    | <input type="checkbox"/> This document contains multiple languages |
| Created Date     | 29/09/2026                                                         |
| Producer         | Prince 16.2 (www.princexml.com)                                    |
| Uploaded By      | Unknown                                                            |
| Source ISBN      | 9781975076344                                                      |
| ePub ISBN        | 978-0-306-40615-7                                                  |
| Publisher        | Publisher Inc                                                      |
| Copyright        | © 2026 Publisher Inc                                               |
| Publication date | 2026                                                               |
| Title sort form  | Entrepreneurship                                                   |

- 3 Aquí completamos la editorial.

This screenshot is similar to the previous one, but the 'Publisher' field in the 'Additional ePub metadata' section is now filled with 'OpenStax'. Additionally, a new section at the bottom shows document statistics: 631 pages, 241 figures, 94 form fields, 1 formula, 1243 headings, and 66 tables. The 'Report Issue' button remains at the bottom right.

| Field            | Value                |
|------------------|----------------------|
| Source ISBN      | 9781975076344        |
| ePub ISBN        | 978-0-306-40615-7    |
| Publisher        | OpenStax             |
| Copyright        | © 2026 Publisher Inc |
| Publication date | 2026                 |
| Title sort form  | Entrepreneurship     |

| PAGES |  | BASE FONT SIZE |   |
|-------|--|----------------|---|
| 631   |  | A              | 9 |

| Content Statistics |                   |               |                  |              |
|--------------------|-------------------|---------------|------------------|--------------|
| 241<br>Figures     | 94<br>Form Fields | 1<br>Formulas | 1243<br>Headings | 66<br>Tables |

4

Luego guardamos las propiedades.

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", "Settings", "Styles", "Export / download", "Export checks", and "Logs". An "Actions" dropdown menu is on the right. The interface is divided into two main sections. The left section features a book cover thumbnail for "Entrepreneurship" by OpenStax, with a "Ready To Remediate" button and a "Replace Cover" button. The right section contains two form panels. The top panel, titled "Original document", lists the document name and provides input fields for Title, Author, Language (set to English), Multi-lingual (unchecked), Created Date (29/09/2026), Producer (Prince 16.2), and Uploaded By (Unknown). The bottom panel, titled "Additional ePub metadata", includes a description and input 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 saved

Document Information - Entrepreneurship-WEB [Return to document](#)

Metadata Settings Styles Export / download Export checks Logs Actions

**Entrepreneurship** OpenStax

Ready To Remediate

Replace Cover

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

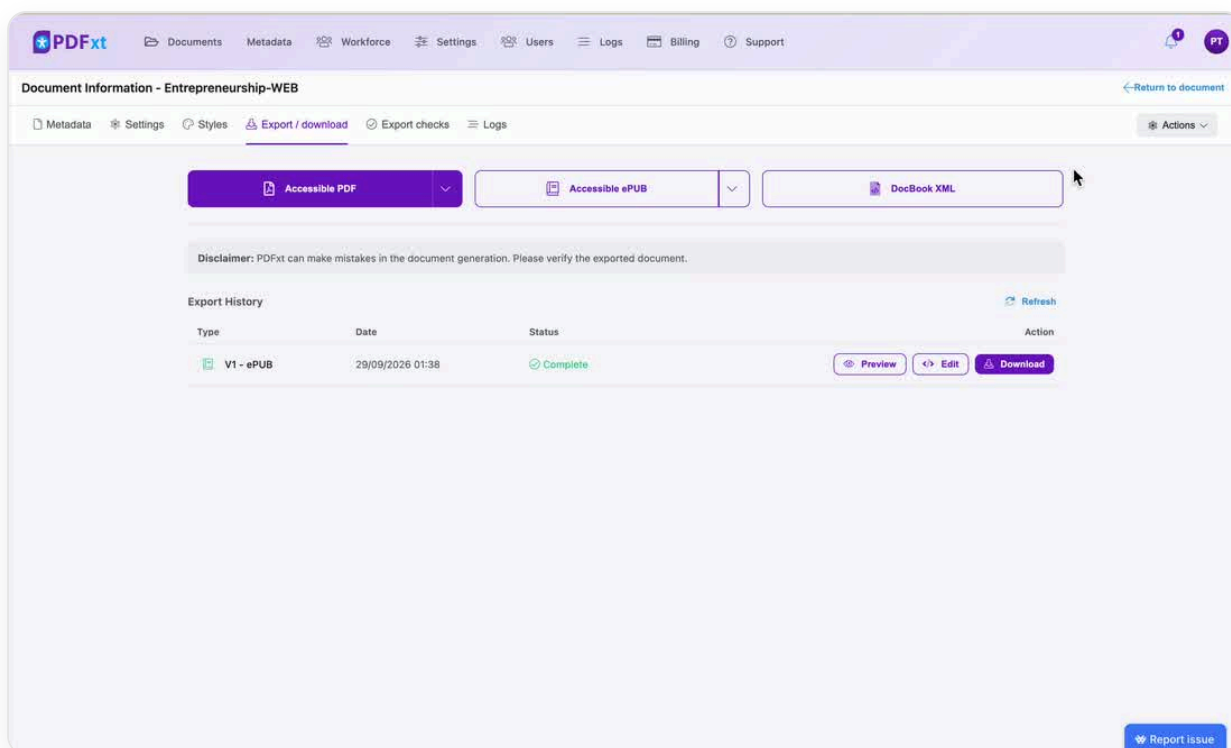
Publisher OpenStax

Report issue

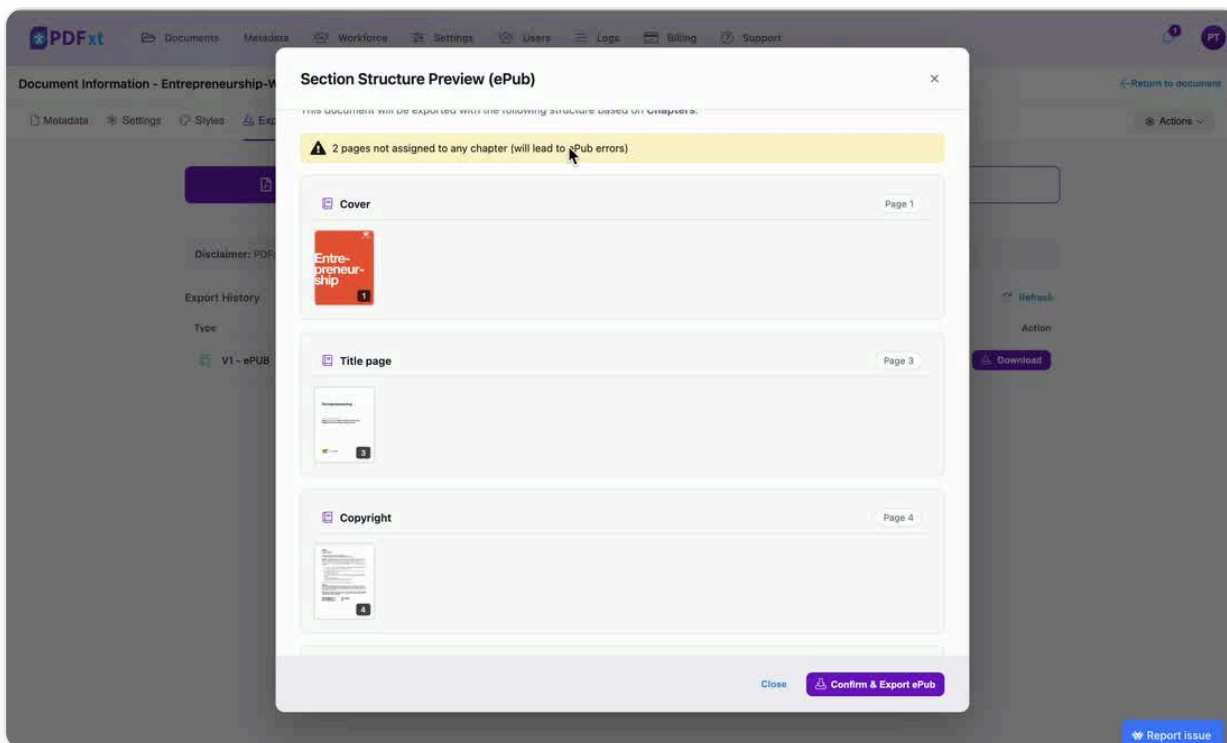
## Exportación

Exporta el ePUB accesible, corrige las advertencias de división en capítulos y ejecuta EPUBCheck y Ace sobre el resultado.

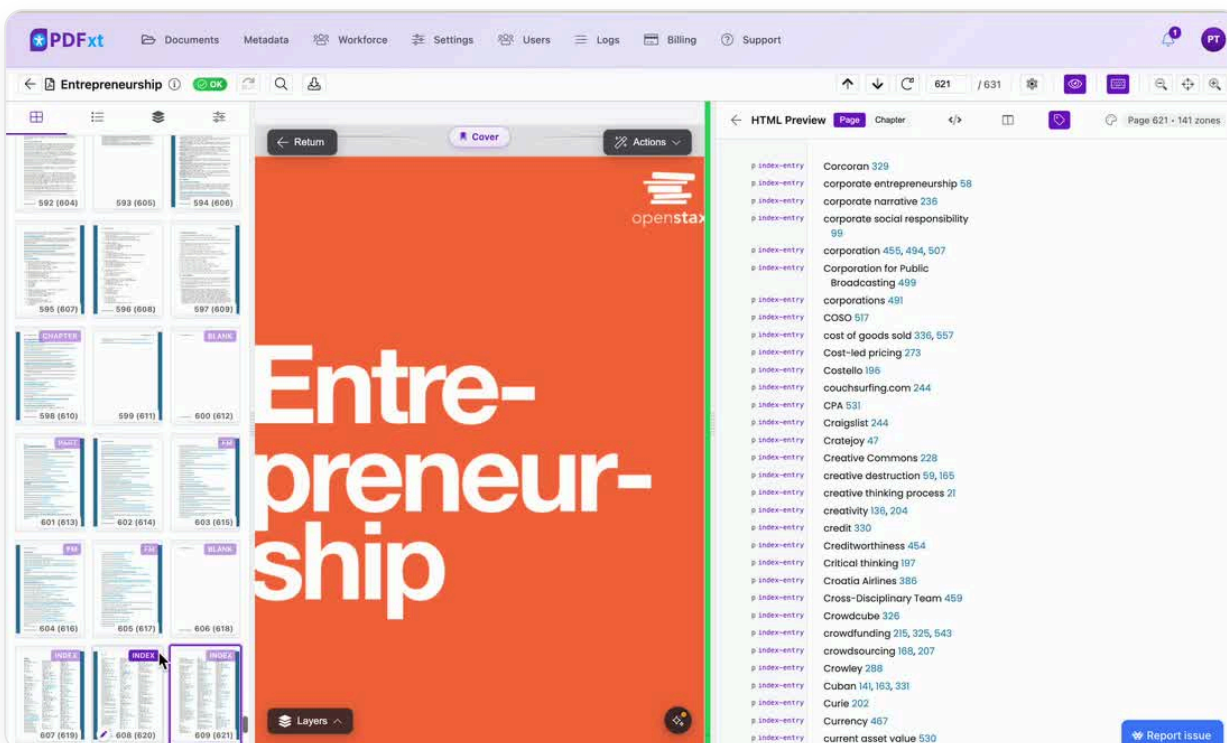
- 1 El último paso es exportar el ePUB accesible.



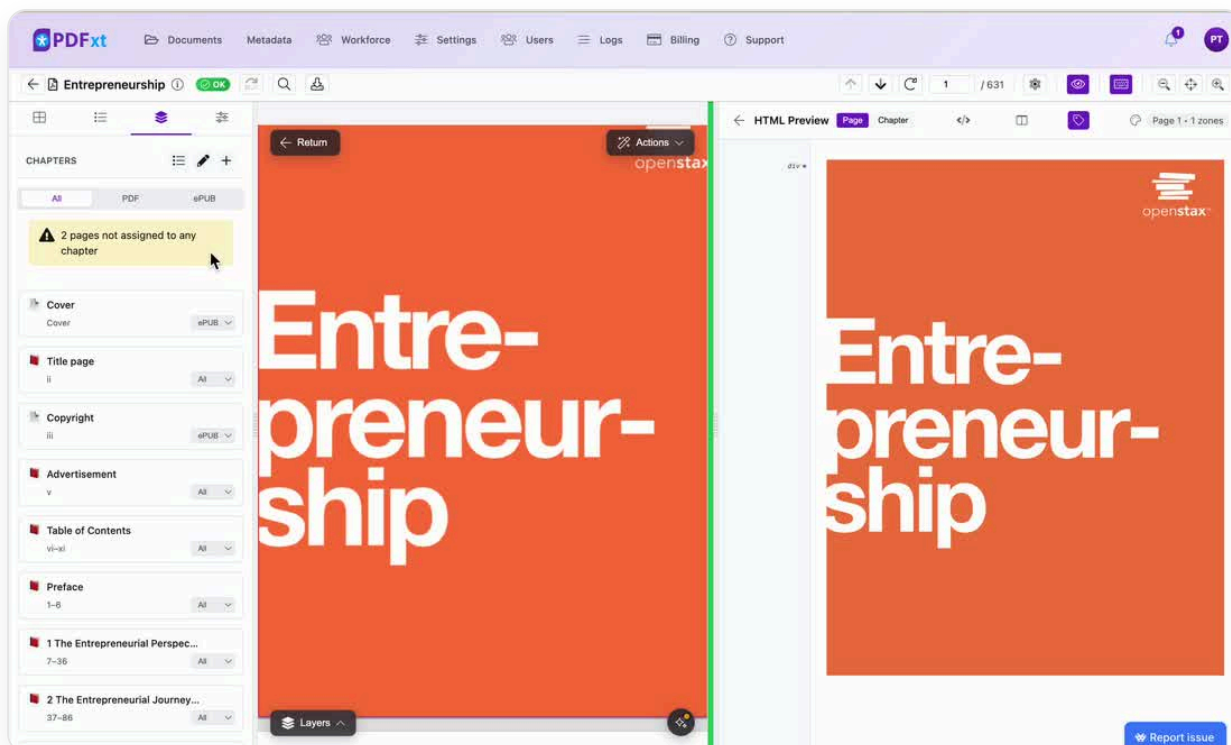
- 2 Antes de exportar, PDFxT muestra la estructura de secciones y nos avisa que faltaron 2 páginas en la división por capítulos.



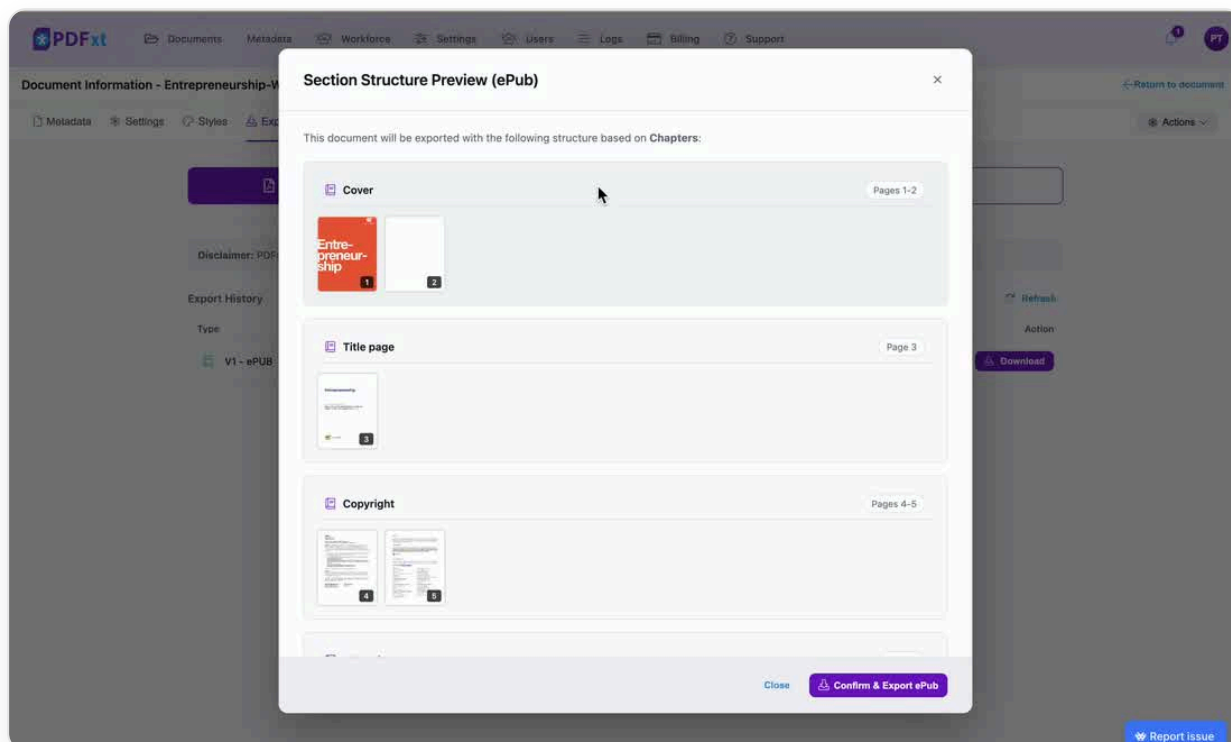
- 3 Volveremos al editor para corregirlo.



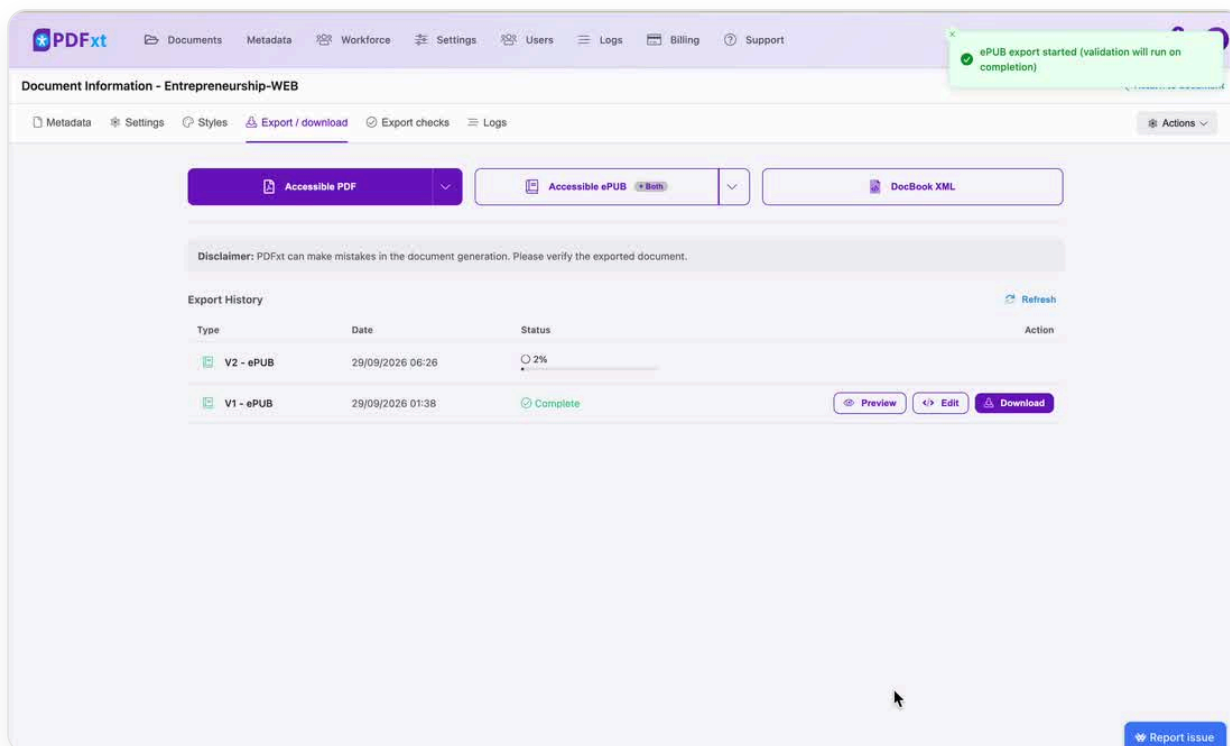
- 4 El panel Chapters muestra la misma advertencia, así que corregimos la lista de capítulos con Bulk edit en Chapters.



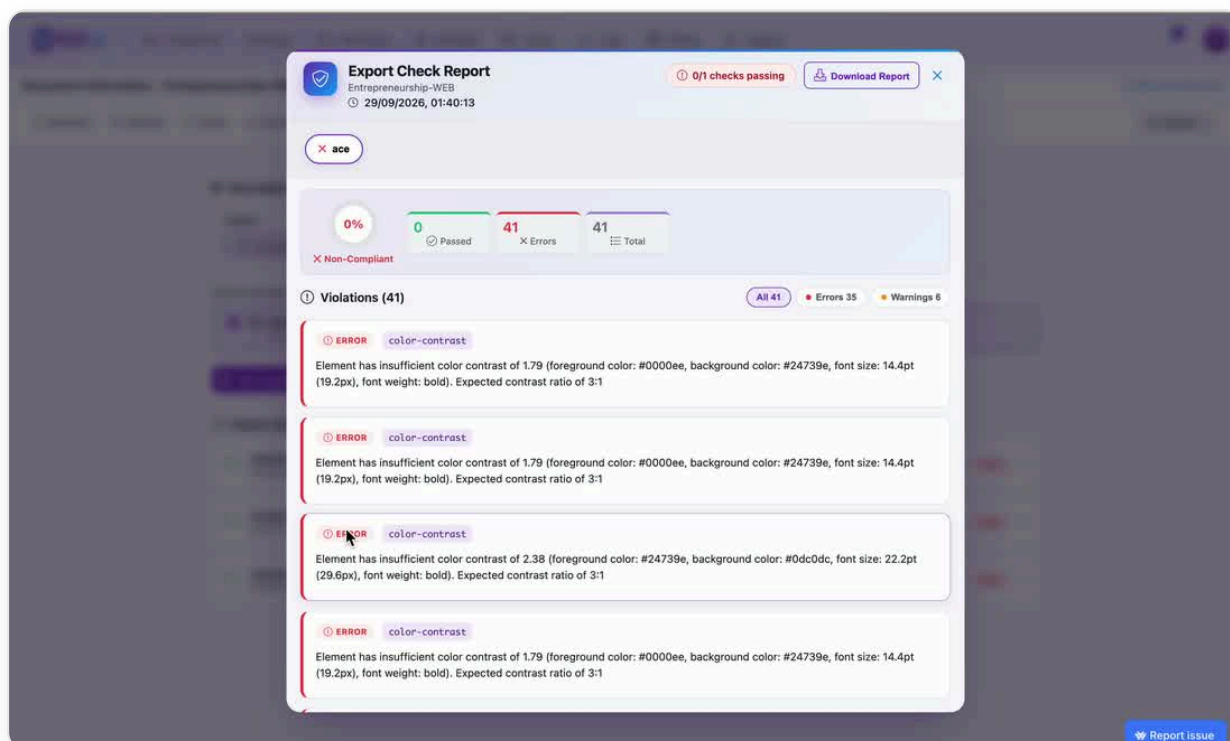
- 5 Ahora se ve bien. Exporto el ePUB, y esta vez la vista previa de estructura no muestra advertencias. También pido que se ejecuten EPUBCheck y Ace sobre el ePUB final.



- 6 Esto puede tardar varios minutos en documentos muy grandes como este.



- 7 Puedo ir a la pestaña Export checks para ejecutar comprobaciones, o ver los últimos resultados de EPUBCheck y Ace.



8 Al terminar, el archivo se descarga automáticamente.

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 | > |

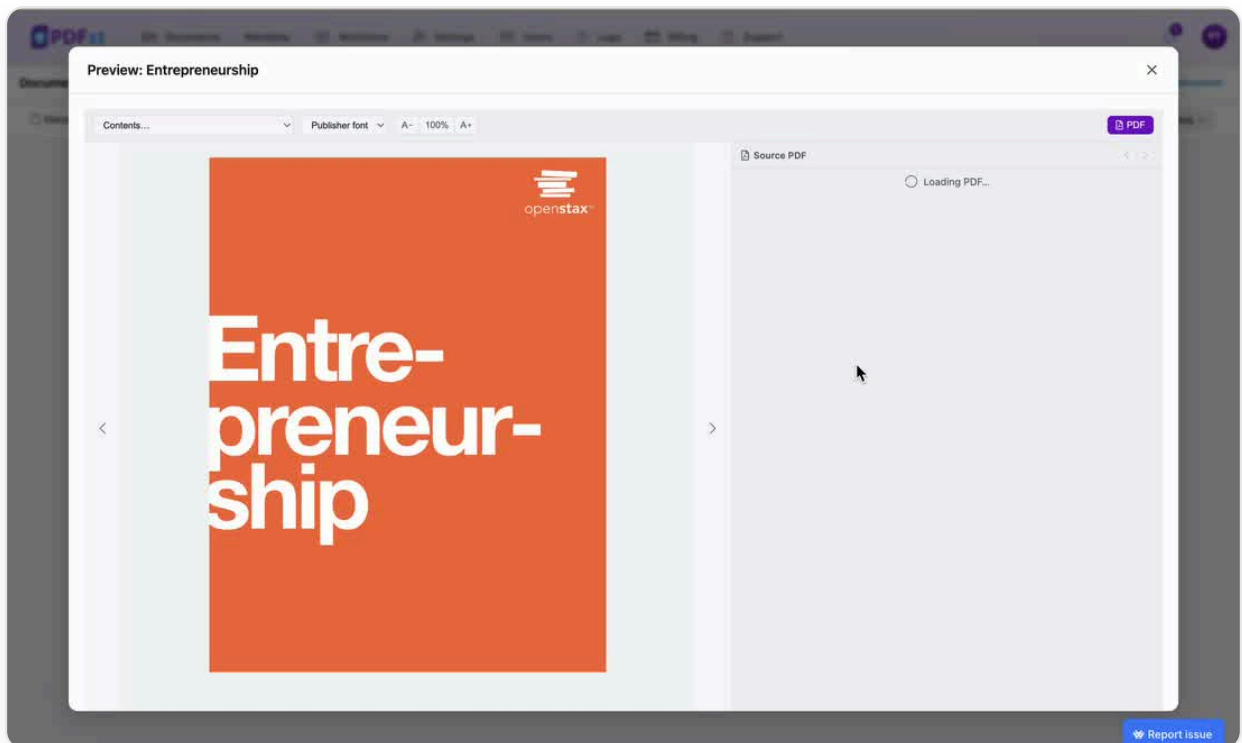
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# 15

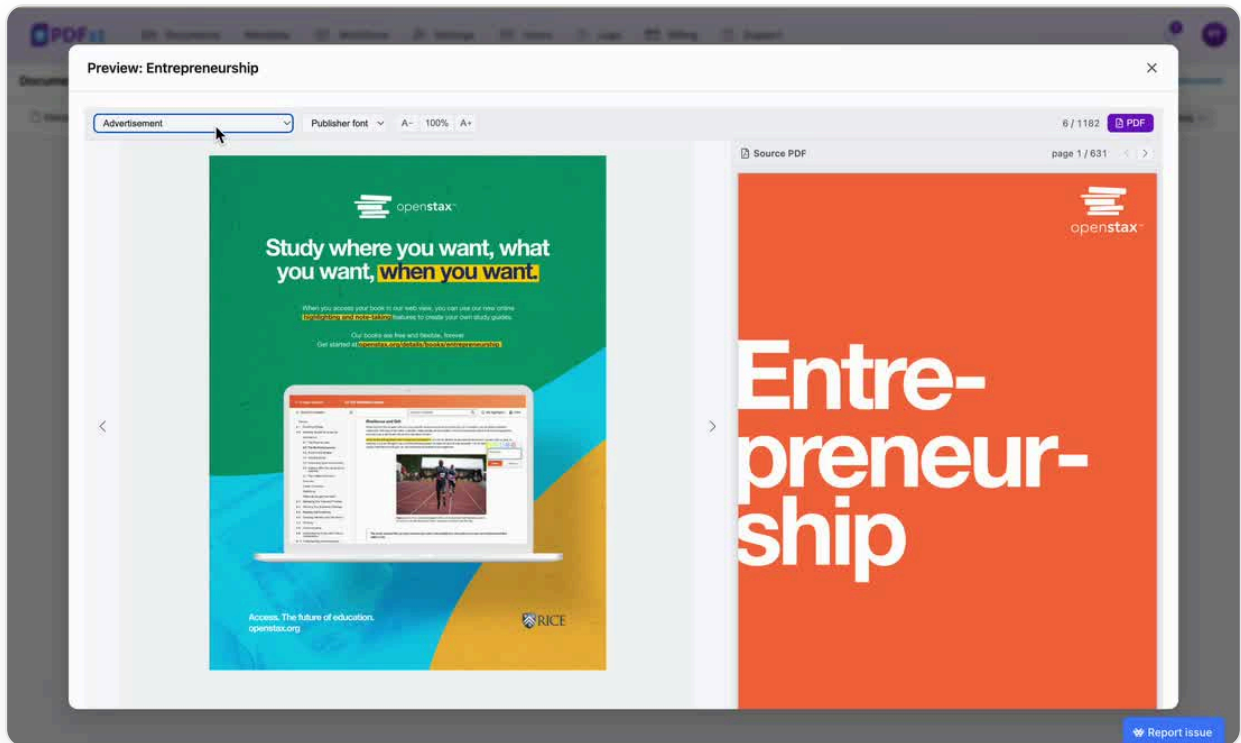
## Vista previa del ePUB

Previsualiza el ePUB terminado en el lector integrado, e inspecciona su HTML, figuras, OPF y NAV en el editor de ePUB.

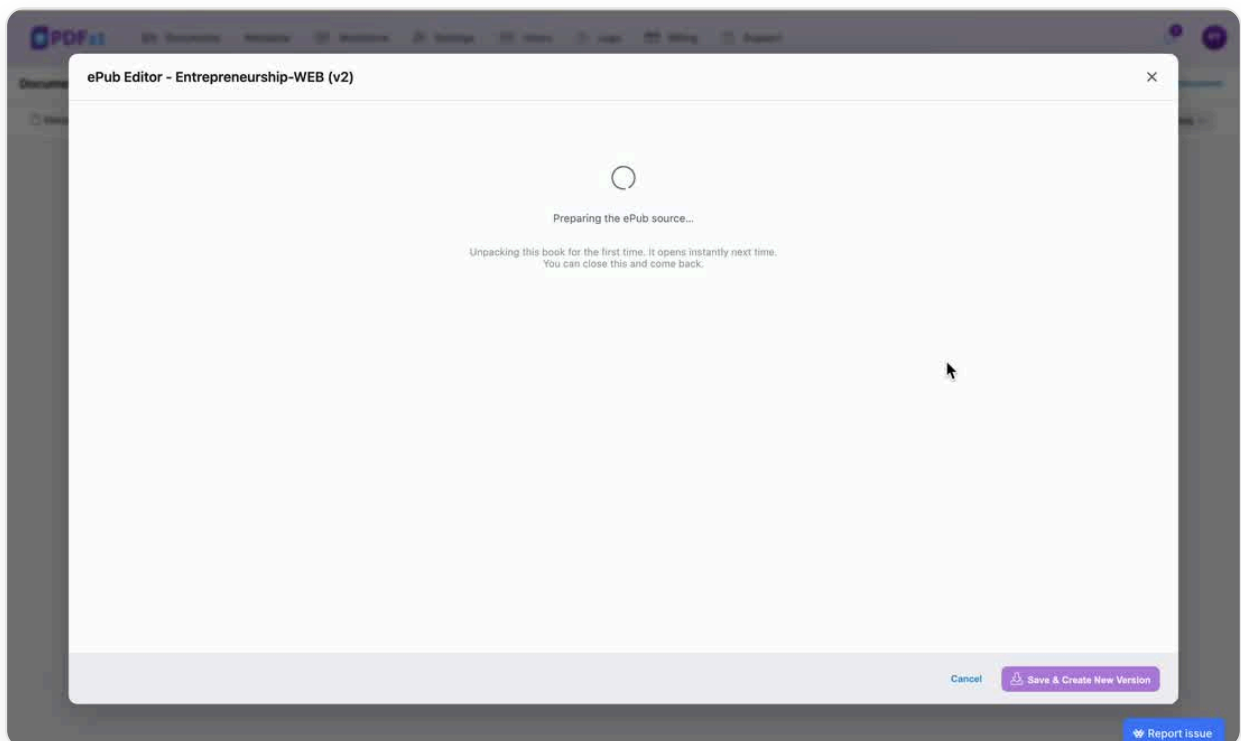
- 1 También tenemos un lector de ePUB integrado para previsualizar el ePUB generado.



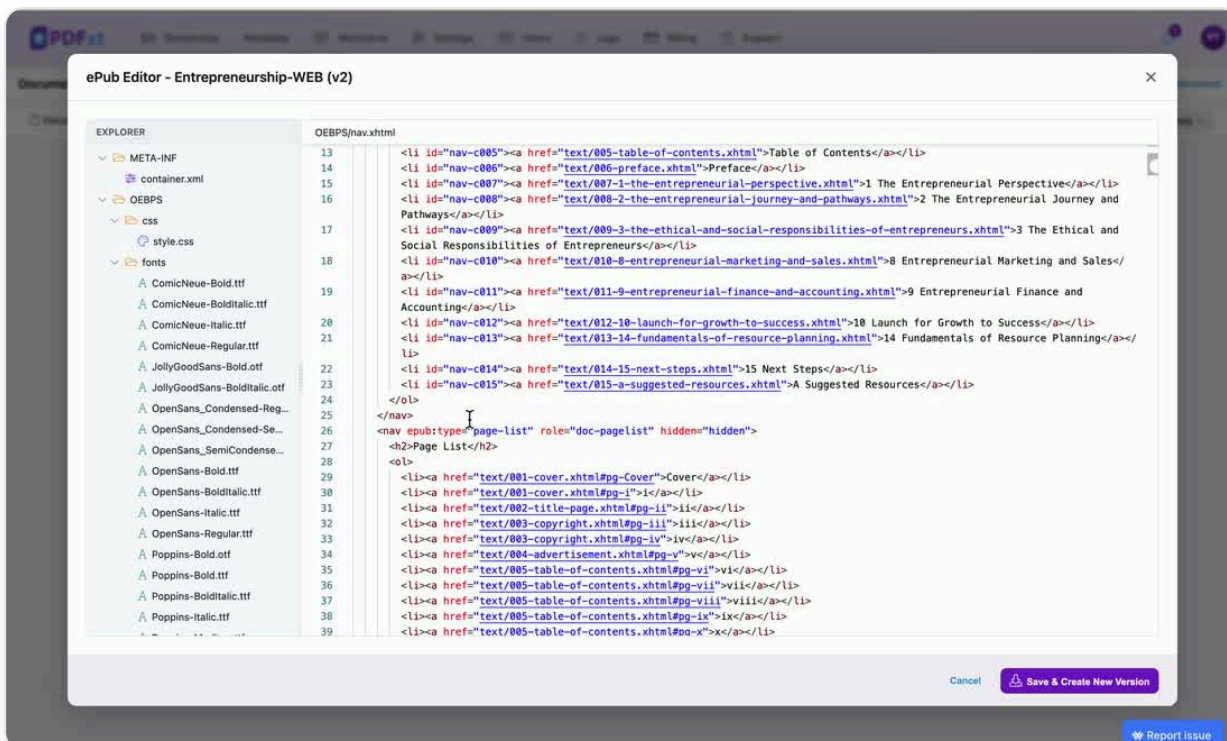
- 2 Puedes saltar entre secciones y comparar cada página con el PDF de origen al lado.



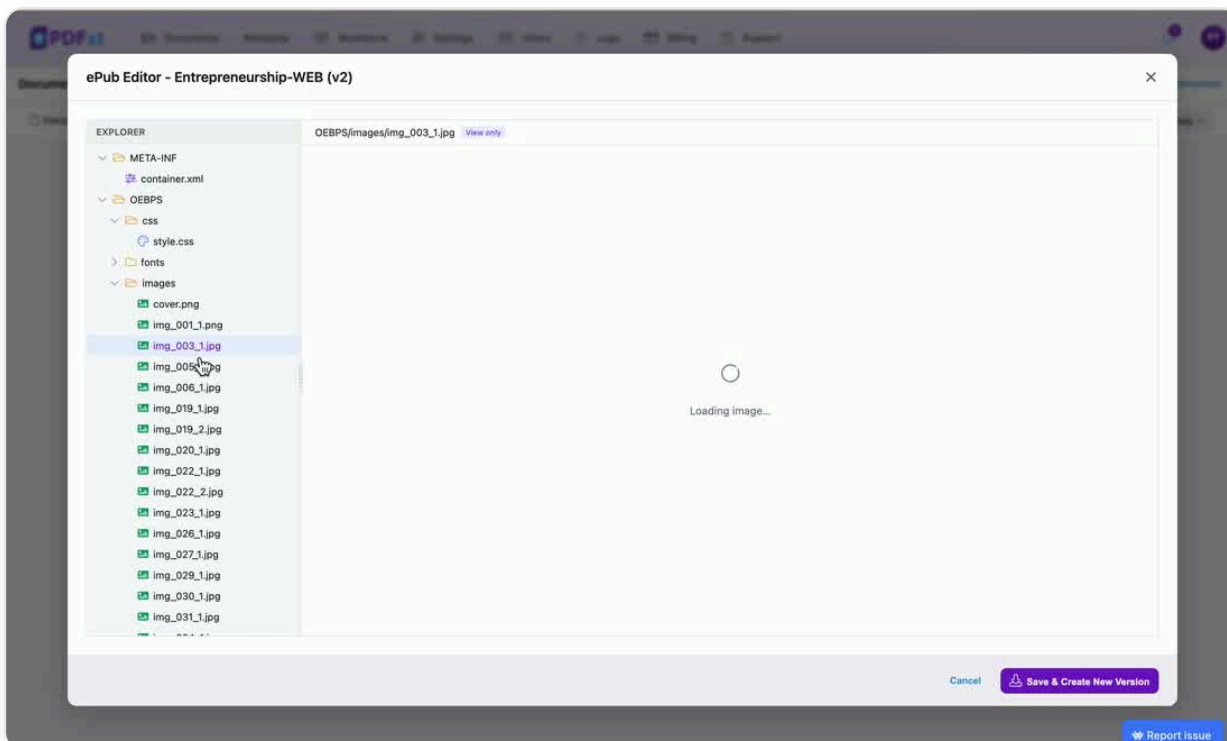
- 3 Aparte, también tenemos un editor de ePUB para ver el contenido del archivo ePUB y hacer cambios si hace falta.



4 Cuando carga, vemos todos los archivos dentro del ePUB.



5 Muestra las figuras y los archivos HTML de cada sección.



6



7





# Gracias

Contáctanos si tienes alguna duda.

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