

# [PITCH]

Ready, set, pitch

## HOW TO [PITCH]

5 mins

*A pitch is a short, articulate presentation to promote your project and engage your audience.*

### WHAT TO SAY?

*A pitch helps your audience understand your idea—what problems it will solve and what the potential benefits and results are. It should serve as a preview for your project rather than as a guide for your solution. Use the following structure for a successful and engaging pitch.*

#### HOW

Clearly state what you're asking of your audience and how you plan to implement your idea.

#### WHAT

Briefly outline your idea and the potential benefits for your target.

#### WHY

Introduce the reason behind your proposed solution, i.e. the issue that your target is facing.

### HOW TO SAY IT?

*To make an impactful pitch, find a way to explain the idea in a way that will engage your audience from the start, whether it's talking about your own experiences or those of a fictional character.*

*Have fun with it and feel free to act it out like a play or invite the audience to participate.*



Pitch your idea as if you're talking to a 7 year old, avoiding overly technical terms.



Feel free to inject some humour, exaggerating your target's problem to highlight your proposed solution.



Show how your solution is unique compared to your competitors.

### BE PREPARED

*You have confidence in your idea, so let it show!  
Practice your pitch by filming yourself or rehearsing with an impartial friend.  
Don't forget to time yourself!*

# [PITCH AN IDEA]

In less than 2 mins!





HOW TO

## [PITCH AN IDEA]

*In less than 2 mins!*



*Write your pitch in the form of keywords to remember easily:*

**YOUR HEADLINE**

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**THE CONTEXT**

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**YOUR SOLUTION**

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**WHAT ARE YOU WAITING FROM YOUR AUDIENCE ?**

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