How to pitch your idea?

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4 April 2020

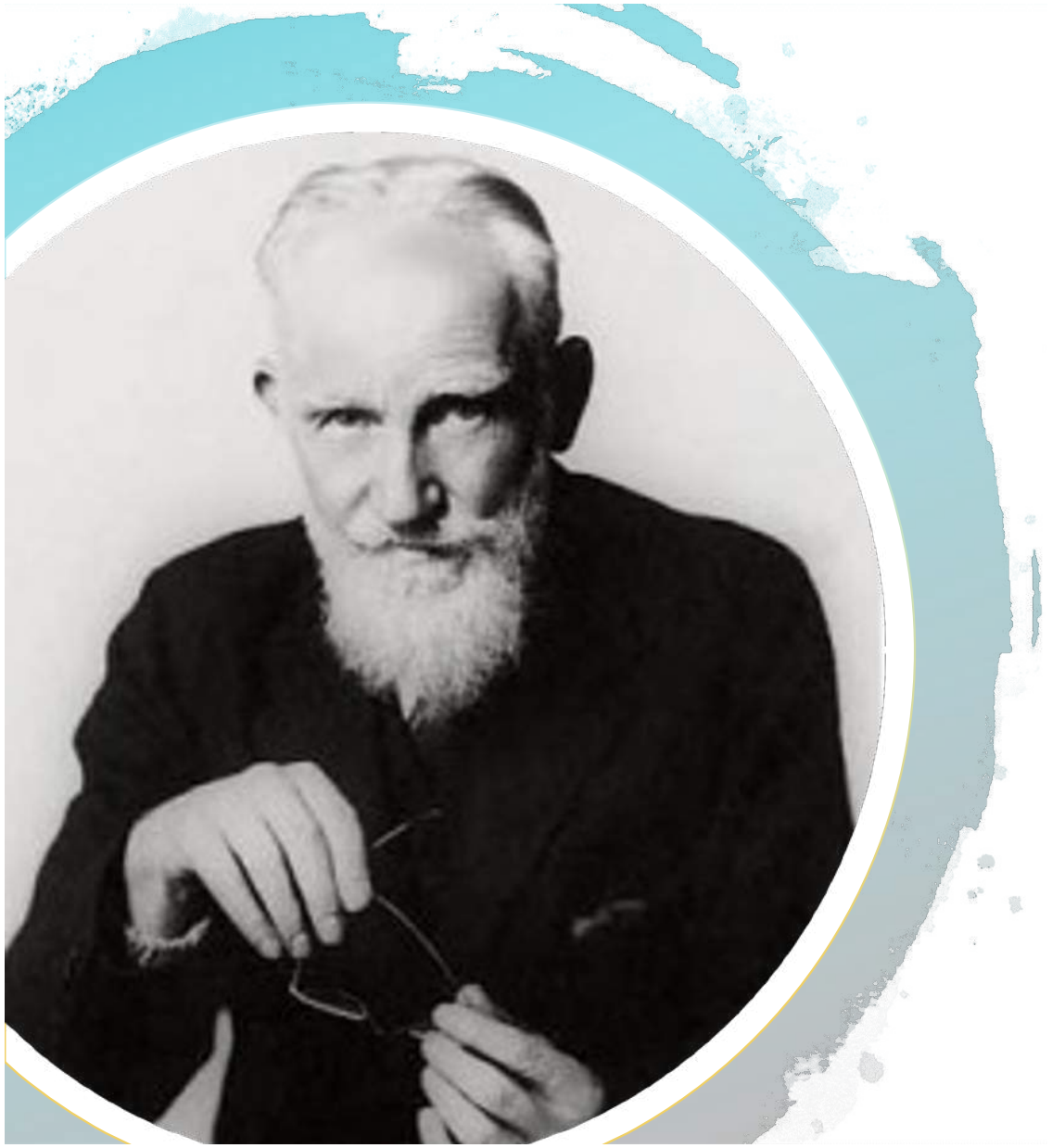
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Great ideas deserve great communications



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"The biggest problem with communication is the illusion that it has been accomplished."

George Bernard Shaw

The importance of a pitch

Movies
Coming Soon in 2020!

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How you will submit your ideas & pitch



Presentation & supporting documents



One-Minute VIdeo

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Different formats have different needs

- The big picture
- The problem
- Your solution
- The detail

Presentation & supporting documents

- The core idea
- 125-150 words

One-Minute VIdeo

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What to watch out for

- What is the relevence of the solution in addressing the specific challenge?
- What is the potential impact in the long term?
- What value does the idea add?
- What progress has been achieved in last 48 hrs?

Key features of a great pitch

1. Relevant
2. Short
3. Memorable

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1. Relevant

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Where to begin: Articulate your idea

Identify key elements

- Organise your brainstorming
- What is the core idea?
- What does the jury need to know?

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Start to find the story relevance by answering these key questions

WHAT ?

WHY ?

WHO ?

HOW ?

NEEDS ?

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Refining the content

What is essential and what can be left out?

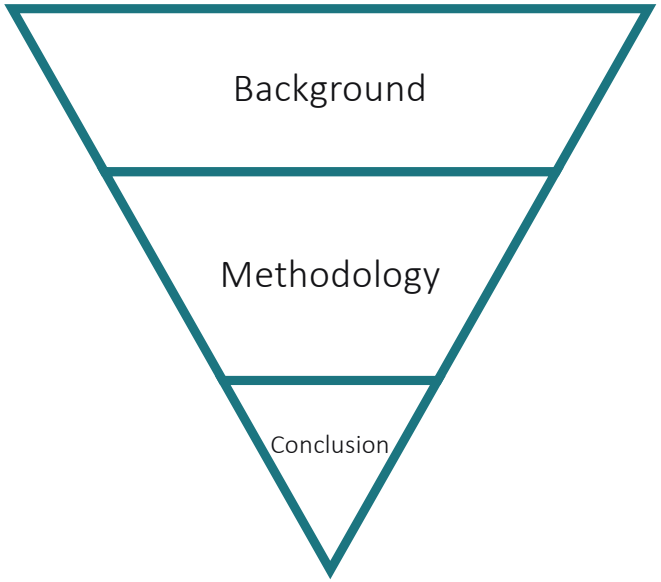
- What is the hierarchy of information?
- What is interesting but not important?
- What should be in the documentation? (more detail)
- What should be in the video? (top-line)

"Don't tell me how you reached your idea, tell me what the idea will do?"

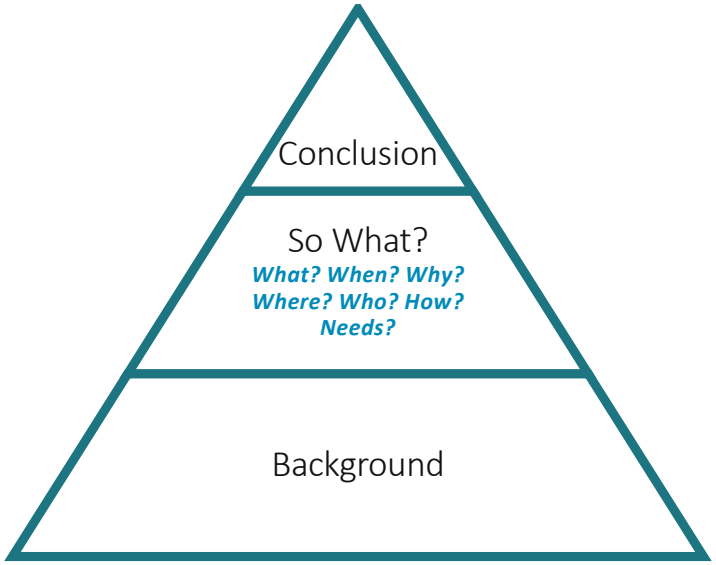
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Inspiration from journalism

Professional & Academic
Story Telling



News
Story Telling



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Summary: ways to find your relevant story

1. Write it out long hand
2. Answer the key questions: WHAT? WHY? WHO? HOW? NEEDS?
3. Focus on the impact and conclusion
4. Check out the order of the information – with the most important first?
5. Keep the language simple and clear. No jargon.

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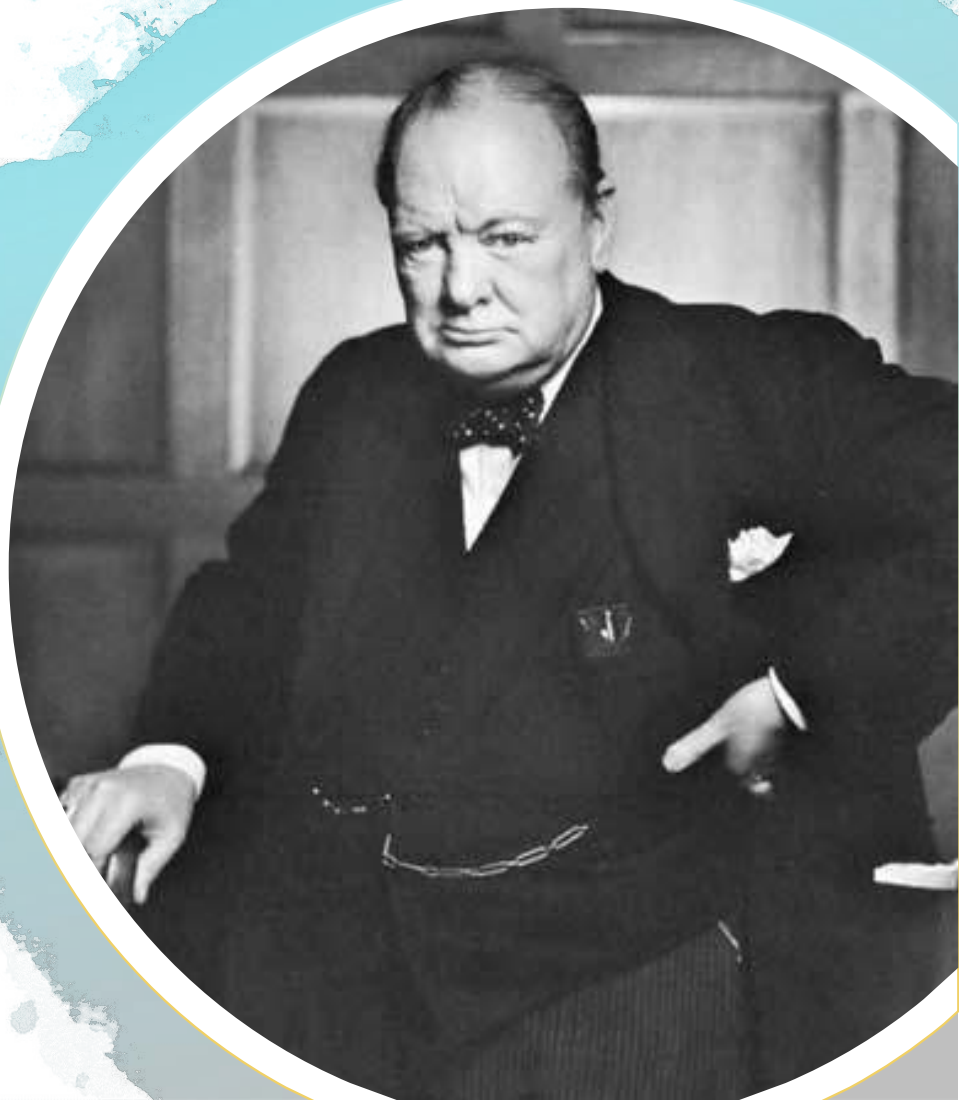
2. Short

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“If I had more time,
I would have written
you a shorter letter”

Winston Churchill



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Ways to shorten your story ready for the one-minute video

Play games

- What would the google search terms be?
- What would it be in a sentence?
- What would your idea be in a tweet (140 characters)

Invest time

- Practice and rehearse, don't leave to the last minute

Target is approximately **125 to 150 words** in a one minute video

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Our idea is to develop an app to prevent contact between healthy people and people infected with Corona. The app will automatically detect the people an infected person has met and alert them so that they can voluntarily place themselves in quarantine. Additionally, the anonymised movement profile and the health status of the users will enable risk areas to be displayed.

61 words

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3. Memorable

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Make sure you stand out

Winning the war of attention – how can you stand out?

1. Get creative with your opening:
   a creative statement, a fact or a statistic
2. The core message should be in one of the first sentences
   in the one-minute video
3. Be enthusiastic and smile!

”I invest 50% in an idea and 50% in the people!”

Angel Investor

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”Photograph your toilet paper”



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Summary

1. Relevant
2. Short
3. Memorable

Make the pitch a priority and allocate time to sharing the concept

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Q&A

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Thank you & Good luck!

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