



Suggested pitch structure

Tip:

This is *one* possible structure, but certainly not the only way to do it. Experiment and see what works for your team.

Tip:

I recommend explaining the problem *before* you mention what your solution is. This tends to feel more logical for an audience and increases the impact of your solution when you explain it.

Tip:

Not all of these sections have to be the same length. For example, you might spend 20% of your time explaining the problem, 50% of your time explaining the solution and its benefits in detail, and the 30% of your time to cover the concerns, call to action and vision of the future. Play around with what works, and have fun!

Hook

Problem

Solution

Proof

Benefits

Concerns

Call to action

Vision of the future



Grab the audience's attention with something original which introduces them to the problem (the next part).



Introduce the audience to the specific problem that your solution is going to fix. Try to be as specific as possible: e.g. not "elderly people are lonely" but "Elderly people are lonely because they find it hard to use technology"



Your proposed solution (product, service or idea) to the problem. This will often be the longest part of the pitch: show how the main features of your solution will work.



How do you *know* your solution is going to work? If it's a completely new idea, try to find evidence from a similar project that someone has done successfully in the past.



Even if you think the benefits are obvious, make them explicit for the audience.



Think about what concerns might be worrying your audience while listening to you (like "Won't this cost too much?" or "Won't it be hard to get people interested?") and explain to them up front why that's not a problem.



This could be as simple as "invest in our project" but you could also mention how they can get involved on an individual level: "sign up to our mailing list today!"



End your pitch on an inspiring note. Show them what *could* happen in the future or on a grand scale if they invest in your idea.



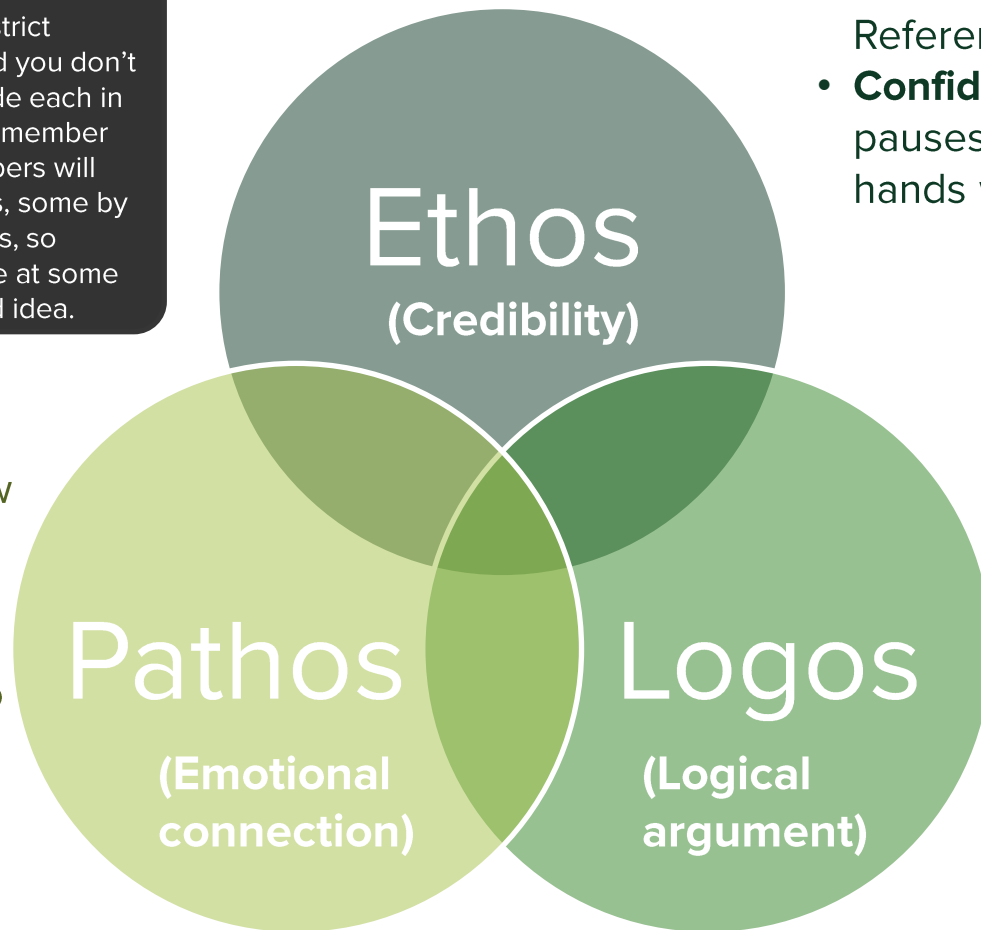
How to balance numbers with stories

Purpose: Based on Aristotle's theory of rhetoric, a pitch should have all 3 of the following to persuade an audience:

Tip:

Aristotle's theory is not a strict formula to be followed and you don't need to obsessively include each in every section. But try to remember that some audience members will be affected more by Ethos, some by Pathos and some by Logos, so including each of the three at some point in the pitch is a good idea.

- **Human stories** (e.g. Anecdote about how product has helped individual)
- **Vivid images** (e.g. Photograph or video making issue recognisable to audience)



- **Credible sources** (e.g. Reference to medical expert)
- **Confident speaker** (e.g. using pauses and gesturing with your hands while you speak)

- **Supporting evidence** (e.g. Statistics, case studies or pilot project results)
- **Clearly structured pitch** (e.g. Logical progression from problem to solution)