

WRITING A PITCH

... USEFUL TIPS



NO DOUBTS

Think of it like an advertisement:
You are 100% convinced that
YOUR solution
is the best!



TAKE THEM ON A JOURNEY

For example, you could start
with:
“What if ... ?”
“Imagine ...”
“Have you ever wondered ...?”



DON'T DIVERT

What is your answer to the
question you picked to work on
today?



STRESS THE IMPORTANCE

Why is your solution important at all?



BE TRANSPARENT

What is the end “product”
and how will you get there?



FOCUS ON THE PEOPLE

Who will benefit (the most)
from your solution and
how?

GIVE THEM THE GIST

use helpful structuring
expressions,
for example:

“Here’s what we’ll do: ...”
“And this is what we imagine: ...”
“This is how it works: ...”
“This is why we ...”



YOUR PITCH PRESENTATION

You will present your pitch in
front of the other groups.

Pick 1-2 presenters per group.

You can **write it out in full** and read it out loud,
or present it in a speech format using **key
bullet points**.

Visual aids are welcome but not required.

Make sure to **practice your pitch** multiple times
before giving it.

Set a timer: Your pitch **shouldn’t last more
than 90 seconds**. If it goes over, make revisions to
shorten it.



STRUCTURE YOUR PITCH:

1

Introduction

Grab their attention!

10
sec

2

Problem
Statement

Address the question you chose to answer & highlight its importance!

10
sec

3

Solution
Overview

What is your solution / idea? Does it have a name?

15
sec

4

Key
Features

In a nutshell: What is so special about your solution/idea?

20
sec

5

Benefits
&
Impact

Who benefits (most) from your solution/idea?
How does your solution/idea improve their life/work/...?

15
sec

6

Next Steps

How are you going to approach your solution/idea?

15
sec

7

Conclusion

End with a reinforcing and/or inspiring statement!

05
sec