



Ten Tips for Pitching

Pitching your idea to a group of potential partners can be challenging, so we've put together a quick guide to help you get your idea across in an effective and meaningful way. Remember there are no rules, but there is past experience.

- 1. Keep it brief (5-10 minutes)** – attention spans are often very short. It's also beneficial to be able to effectively summarise your idea in one sentence if you are asked to.
- 2. Be clear and knowledgeable** about what your idea is, why it's unique, who your target audience is, what your 'ask' is and what partnerships you're looking for. Anticipate any questions potential partners might have, and don't over complicate things.
- 3. Make it a story** – find a thread and structure it well so people are interested in what you say next.
- 4. Grab attention from the beginning** - don't leave the best until last. Be creative, but remember the idea is the most important thing.
- 5. Use positive and confident language** - be enthusiastic about your idea. If you're not, who will be?
- 6. Keep visual aids minimal and punchy** – a bad visual aid can be worse than no visual aid at all. The less distractions, the better.
- 7. End it well** – conclude by reiterating the idea, what you're looking for and what your potential partners need to do now.
- 8. Dress to impress** – first impressions are important.
- 9. Practice your pitch** – oh so many times. Perform it in front of someone and get them to interview you about the project. .
- 10. You don't need to be funny** – be yourself and let your personality shine through.

Just like pitching a tent, it's about structure, the right equipment, and a lot of calm.