



Tool 9: Guidelines for presentations

What is pitching?

Pitching means giving a very brief and inspiring presentation of an idea, product or service developed. It is usually aimed at an audience who might invest in the idea one way or the other, so you need to convince them of the strengths of your particular idea. A good pitch takes the target audience into account and shows an awareness of the market. It should also convey your enthusiasm, insight and competences. A good presentation makes good use of visuals.

Your pitch should include:

- an introduction of the team members
- a presentation of the idea: what, to whom and how? description of the idea, and the way to get it to the market
- plans on how the idea can be further developed
- cost/saving/efficiency potential vs. traditional way

Be succinct and clear. Practice your presentation in advance and make sure you do not exceed the time allocated.

