

Best3Minutes guide to your #HacktheCrisis Pitch



How long is the pitch?

The Pitch is 3 Minutes long.

That's around 400 words, 27 sentences.

Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish!

If you fail to finish in 3 mins while practicing, cut out some content and try again.



How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.



What do they want to hear?

1. Problem and impact
2. Design and technical aspects
3. Originality
4. Implementation/distribution feasibility
5. Business model practicalities
6. Money usage



How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on saying, 'I'm happy to be here...' etc. Get into the pitch - what are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!



Don't over explain details!

Use The Power of Three; stick to the headlines

Three minutes disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!



Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

The last 20 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 20 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.



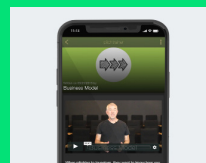
Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Pitch Workshop 7pm Saturday 4th April



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