



MP Pitching

Tips on how to do well

**“AN IDEA ISN'T
WELL UNDERSTOOD
UNTIL IT CAN BE
EXPLAINED
TO SOMEONE ELSE”**

The Pitch

Noun

: a form of words used when trying **to persuade someone** to buy or accept something.

Transitive Verb

- : to present or advertise
- : to attempt to persuade especially with a sales pitch

Why do we have MP pitching?

An MP pitch is an opportunity:

- to let students **to pitch their final deliverable** to a panel;
- to evaluate students' ability to present their projects with **clarity, persuasiveness and enthusiasm**;
- for the assessor to have a **clear understanding** of the project;
- o convey the presenters' **enthusiasm and confidence** about their project.

Generic components of a pitch





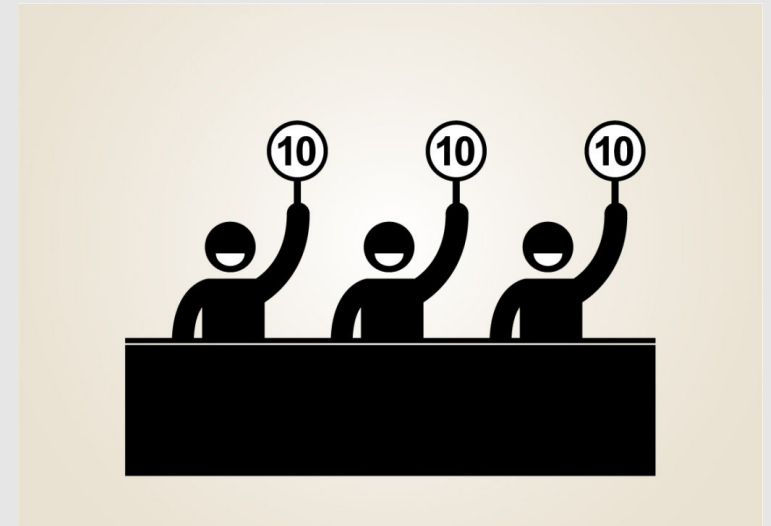
How will you be assessed?

Judging Panel

An independent panel comprising non-diploma lecturers would be evaluating your project.

You have three minutes to pitch your project to the panel.

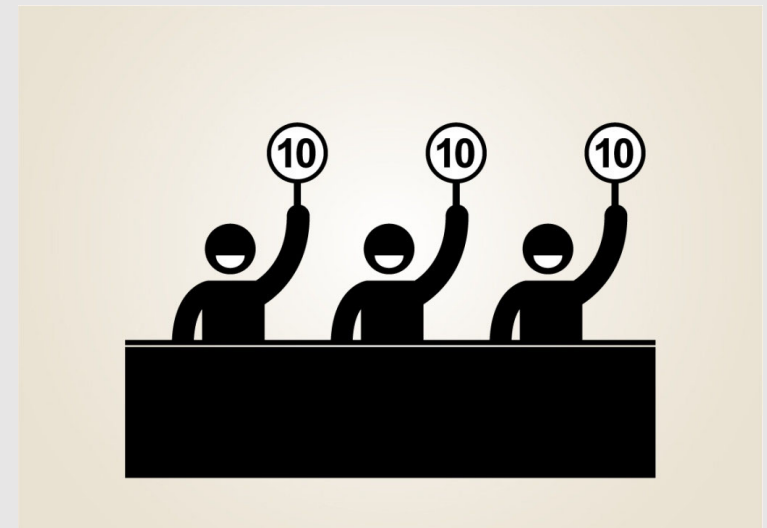
So what does this mean for your presentation?



Judging Criteria

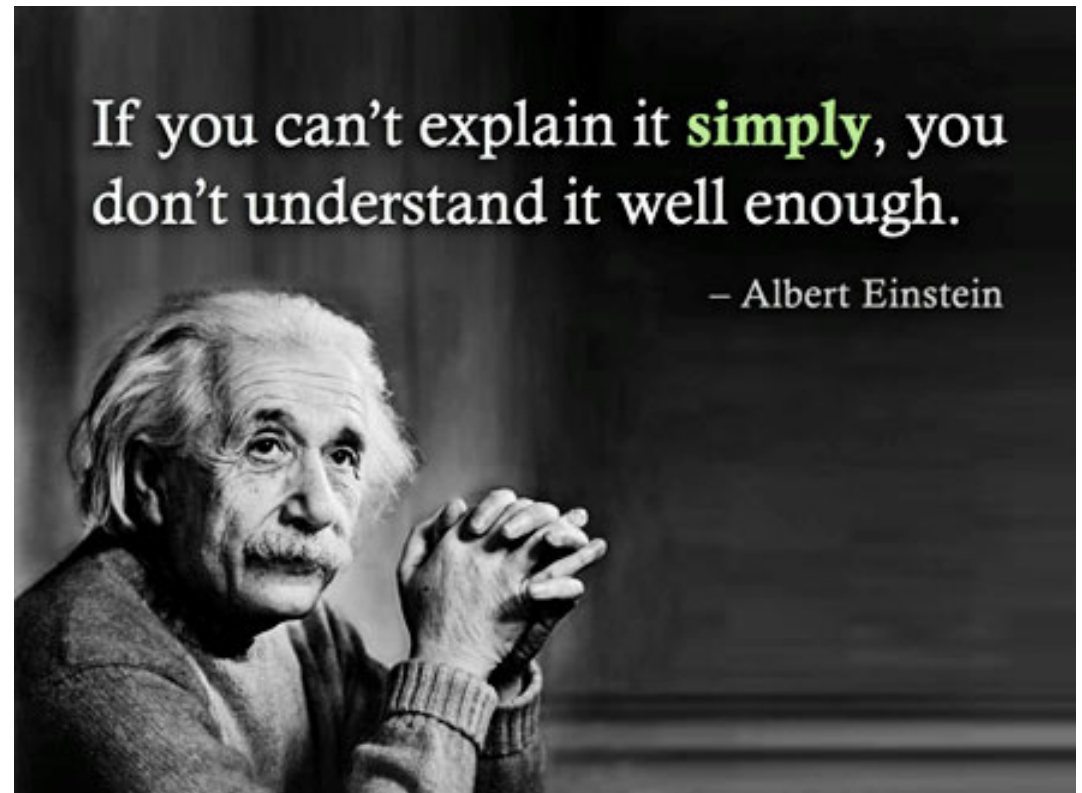
You will be assessed on 3 main criteria:

- **Clarity and Persuasiveness**
- **Business Value and Functionality**
- **Professionalism and Enthusiasm**



Criteria 1 : Clarity

- Be concise
- Get to the point
- Avoid technical jargon.
Use layman's terms
- Know your project well
- Use **meaningful** visuals
- Explain the gist of your project in **1 sentence**.



Criteria 2 : Business Value & Functionality

- Explain your project's commercial value
- Ask yourself the following questions:
 - Why should someone invest in your idea?
 - What can investors get out of it?
 - What problem(s) does it solve?
 - What benefits can it give to users and investors?



Criteria 3 : Professionalism & Enthusiasm

- Grooming
 - Dress in formal business attire
 - Observe good body hygiene
- Demeanour
 - Be enthusiastic
 - Be confident
- Body Language
 - Make eye contact
 - Use appropriate gestures



How to exude enthusiasm?

- Be likeable – smile!
- Be energetic
- Be confident
- Vary your tone of voice
- Use appropriate emotions to convey ideas





How do you respond to questions?

- Anticipate questions before hand and prepare your answers
- Judges may pose both technical and non-technical questions
- Answer to the point
- Be concise
- Prepare additional slides (hide them!) to explain difficult concepts which you did not have time to cover in the 3 minute presentation.

Have a good time!

Most importantly, know that the panel is there to learn about your project, so put your best foot forward!

All the best!

