



Changemaker Challenge

12 Tips for a Successful Pitch

So you want to win \$10,000? Follow these tips and increase your chances. (Tips from <http://www.startupscramble.com/resources/>)

1. **Structure your pitch.** Remember to highlight information about your innovation, implementation and impact.
2. **Grab the judges' attention.** Start with something catchy – a rhetorical question, picture, story, example, etc.
3. **Picture your idea.** An effective elevator pitch is illustrative and tangible; use picture language, comparisons and examples to activate positive connections with your audience
4. **Describe the problem you want to solve.** When describing your innovation, convince the judges WHY the innovation is needed by clearly articulating the challenge you are addressing.
5. **Describe your vision.** An effective elevator pitch describes the solution by pointing out the benefits for the customers, users or members of the targeted population.
6. **Be different.** Emphasize what makes your solution unique.
7. **Be action-oriented.** What will the solution require to get started? What people are you looking for? What skills should they have? Which technology do you want to use?
8. **Make your idea understandable.** Avoid acronyms and jargon.
9. **Be concise.** An effective pitch contains as few words as possible and does not go into unnecessary detail.
10. **Be consistent.** One message, one story. Judges will hear 30 pitches, give them one single message to associate with your application.
11. **Have a good attitude.** Be confident, have fun, show passion, and show integrity.
12. **Practice.** Keep your eyes shut while someone reads your text out loud. How did you feel? What did you imagine?