

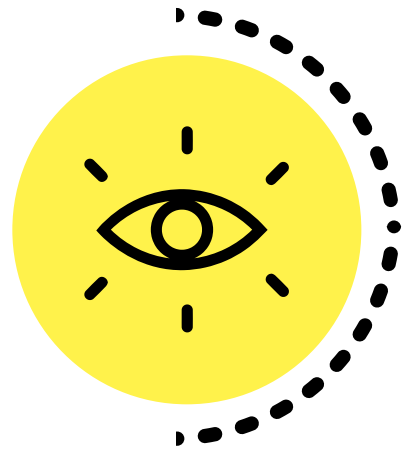
THE PITCH

STRUCTURE THE CONTENT IN THE FOLLOWING WAY

1

INTRO

Introduce yourselves, the challenge you are trying to solve and your idea/solution (in brief, general terms).



2

MAIN BODY

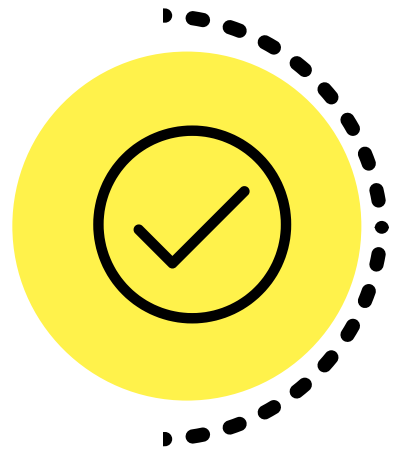
Describe the challenge and solution in more detail with the help of your prototype. You can also motivate why you believe your idea is important, how it differs from other attempts to solve the challenge, why you think this challenge is especially important to solve etc.



3

END

Finish with a call to action. What do you want the audience to do now that they have heard your pitch?



REMEMBER

- Show passion for your idea
- Don't speak too fast - Pause and give the audience time to consider what you say
- Make eye contact
- Use body language and voice to help convey your message

