TOOL TEMPLATE: IDEA PITCH

References: denovoglobal.com

SOCIAL INNOVATION COMMUNITY

How to present your idea?

Complexity: Medium
Time required: app. 5hours preparation for a3 member team
Material required: power point presentation; pen, whiteboard, post-it

What is it for?

There is a number of ways to present your idea.
One is to present it in a power point presentation and the other one for planning a presentation is an idea canvas presented below. In your presentation, try to be as visual as possible, including videos and photos. Also try to be concise but straight to the point in your presentation. If you are presenting in a restrictive form such as Pecha Kucha 20x20 (20 images x 20 seconds) http://www.pechakucha.org/than keep to the restrictive timing. Otherwise keep to the rule that peoples' concentration falls after 10 minutes and definitely after 15 minutes.
The planning will help you in preparing your concise message that can be than presented in a visual way.

Some examples:

- Elevator pitches, a presentation so short you could pitch it to someone in an elevator.
- Pecha Kucha 20 seconds x 20 images is a bit longer than the elevator pitch, but the idea is the same: short, concise presentations.
- TedTalks – spreading ideas through social media and embedding individual talks in contextually relevant ways on non-commercial websites using embed code on TED.com.

How to use it?

Tool template consists of several steps and a table for executing this activity. Follow the instructions for achieving maximum results.

IDEA PITCH

References: denovoglobal.com

Idea Name:

1. ONE LINE PITCH

In one sentence, describe the problem, solution and target market.

2. PROBLEM TO SOLVE

Describe the problem or challenge.

3. THE IDEA

Describe the idea to solve the problem.

4. IDEA BENEFITS

Describe three (3) benefits the idea to solve the problem has that is new, unique or something not tried before.

5. TARGET MARKET

Describe who will benefit from the idea / solution.

6. COMPETITION

Describe how other competitors currently handle the same challenge.

7. THE REQUEST

Describe what is needed to move the project forward in regards to funding, resources, research, prototypes, etc.

8. FUTURE MILESTONES

Assuming the previous request is granted, what is the estimated timeline and major milestones to show progress towards a final solution or product.

9. ADDITIONAL INFO

Add any additional information that supports the idea to move forward.