

1 A pitch is a type of story aimed at selling or getting support. Start with the structure provided below. You can work on it in any order. Use the sample questions to explore your story.

2 Once you have developed a basic story, identify the key points you would make if you only had one minute to explain your venture. Don't forget that you're asking for some form of support!

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

3 With the key points of your story in mind, use them in a narrative that helps your customers remember and share your value proposition. Practice this pitch until several members of the team can deliver it.

<p>STEP 1.</p> <h3>TEAM PURPOSE</h3> <p>What is your vision?</p> <p>What is the problem/opportunity you are addressing?</p> <p>Who is it affecting?</p>	<p>STEP 2</p> <h3>KEY POINTS</h3> <p>Circle the clearest, most credible and most compelling parts from each section to include in your pitch.</p>
<h3>PROPOSED BENEFITS</h3> <p>Which benefits will the team create by addressing this problem/opportunity?</p> <p>Who else will benefit indirectly?</p>	
<h3>THE REWARDS</h3> <p>What will the team and supporters receive from the venture?</p> <p>How fast could the venture grow?</p>	
<h3>THE TEAM</h3> <p>What does the team have that make you uniquely suited to deliver these benefits and capture the rewards?</p>	
<p>1</p> <h3>THE ASK</h3> <p>What can people help you with to help develop the project?</p> <p>How can people get involved?</p> <p>What is the team looking for in a mentor?</p>	

STEP 3

THE SCRIPT

Write a one minute pitch that the team can learn and deliver.

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Practice the pitch, identifying each of your preferred roles and styles.

Share and iterate until you are comfortable with it.

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