IACT TOOLKIT 07 MENTOR PITCH

1 A Pitch is a type of story aimed at selling or getting support. The structure provided below will help you to develop your pitch. Work on it in any order, using the questions as a guide.

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!

3 Use the key points of your story in mind in a narrative that helps your customers to remember and share your value proposition. Practise this pitch until several members of the team can deliver it.

1

AUDIENCE

What is your audience interested in?
Which part of your venture is most interesting to them?

If pitching to a room, who do you most want your message to resonate with?

CONTEXT

Where are you pitching?
To one or many?
What mindset might they be in?

2

TEAM PURPOSE

What is your vision?

What is the problem/opportunity you are addressing?

Who is it affecting?

KEY POINTS

Circle the clearest, most credible and most compelling parts from each section to include in your pitch.

VALUE PROPOSITION

What is the solution the team will be developing for this problem/opportunity?

Which benefits will the team create by addressing this problem/opportunity?

THE TEAM

Why is the team uniquely suited to deliver the value proposition and capture the rewards?

THE ASK

What can people help you with to help develop the project?

How can people get involved?

What is the team looking for in a mentor?

3

THE SCRIPT

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

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

Share and iterate until you are comfortable with it.

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