



LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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1. Lesson Document

Lesson 1. Topic 2: Structure of the Pitch

Introduction to the project

Introduction

This topic will be dedicated to presenting deeper in detail the different parts of a pitch. A pitch, despite its short format, must convey all the basic elements of a project. For this, a clear structure is fundamental, as it is the only way that you will make sure that you are able to include all the minimum information that you should not forget to introduce.

The order of the different elements might differ, and the structure is to be adapted to the specific needs of each project and presentation. However, this topic will consider the next elements as the basic ones that any pitch should include:

- Introduction to the project
- Introduction to the team
- Problem-Solution
- Business plan presentation
- Presentation of the needs

The next 5 lessons will each one focus on one of these parts and the elements that the learner should present so as to be able to present their project in an adequate way.

Once this lesson is completed and approved, learners will be able to:

1. Introduce their pitch
2. Resume their project in one sentence
3. Make a positive first impact

In this lesson, we will learn how to start a presentation in a way that will impact our audience.

1. Prepare your entrance

Your entry on stage, before even you start talking, will give the first impression to your audience. The audience of a pitch is generally there to judge you and decide if your project really worths it or not. So it is about your project, and beyond, it is about you and how you present it. This is why the image of yourself that you will give during this pitch will count as much as what you say or more.

You can refer to our course IV on interpersonal skills, and the different lessons dedicated to the first impression, the nonverbal and body languages, that provide full details and recommendation about communication and behaviours that support the delivery of convincing messages.

In any case, remember some basic elements that you should apply:

- Adapt your outfit to the context (formal/informal + colors)
- Make an effort to look self-confident: even the way you walk should reflect your trust in your project
- If you will use artifacts, such as presentations / video / writing on a board... prepare it in advance, and make sure that you won't spend your first two minutes solving technical problems, otherwise you will lose precious time.
- Use open gestures, and smile. You should be happy about the opportunity of being here.
- Speak frankly, and with a adequate tone (not too low, not too loud)
- Take your time. You don't have time, but don't let people see that you are in a rush, it will reflect stress.

2. The first sentence

If your entry is key, the first sentence of your pitch is equally important. Through it, you will for the first time introduce yourself, your topic and your solution to the audience to catch their attention. If you are pitching as part of an event dedicated to business support and presentation of a project, it probably means that your audience will see many presentations such as yours during the same day. And they might lose attention and easily get distracted in the middle of many, sometimes repetitive information...

If you want to stand out from the crowd, you need to make a remarkable start. And for this, you need to be able to summarize everything in a single sentence that is catchy enough so people get interested and want to listen to you.

Some rumors say that Steven Spielberg has a preference for movies that can be resumed in one single sentence. For instance: “Boy helps an alien return home”.



A well focus project should be as easy to formulate as this. What we need to express here is our “reason for being”, in just one sentence.

As we have seen in the above example, don’t think about telling everything in one long sentence. Your sentence shouldn’t last for more than 25 words, that will capture the essence of your work. Write it down in advance and learn it so you are able to repeat it in every tone and under any circumstance. It has to come as a natural statement. Some tips:

- Keep it simple. Don’t try to express more than one idea
- Use strong words, catchwords, that will call clear pictures in your audience mind
- Avoid jargon or technicisms, it needs to be understandable by everyone
- While declaring your first sentence, articulate it well, tell it in an intelligible way and don’t go too fast.

Conclusions

In a pitch, everything goes faster and must be summarised. Even the introduction needs to be reduced in a single short sentence. But each sentence must be carefully prepared and be full of sense so it comes to support your project.