

## Pitching Ceremony: How to prepare for your pitch

**ThinkYoung** has compiled key strategies to enhance project presentations and pitches, drawing from various sources. To master these techniques, explore the resources and practice them thoroughly.

### *Ceremony Agenda*

1. **Introduction (10 minutes):** Start with a **brief introduction by the moderator** who will explain the session's schedule, introduce the judges, and outline the pitching rules and criteria to ensure transparency.
  
2. **Team Pitches (90 minutes):** Allocate each team a specific time slot for their presentation, followed by a brief Q&A session with the judges. Ensure each team knows their time limits and the structure of their pitch session.
  - a. **Pitch Time:** at the end of each Hackathon, each nonprofit will have **4 minutes to pitch and 3 minutes for Q&A.**  
**see page 2 useful resources to prepare your pitch**
  - a. **Transition Time:** Allow **2 minutes between pitches** for judges to finalise their scores and prepare for the next team.
  
3. **Judges' Deliberation (15 minutes):** After all teams have presented, provide a dedicated time for judges to deliberate. This should be done in a private setting to ensure an unbiased decision-making process.

## List of Resources

During the closing plenary room, “**Pitching and Awards**”, all of the projects will be presented and pitched to the group of judges (see the structure outlined above). For this reason, the aim of this brief document is to provide you with all the basic information that you may require to get familiar with the good approaches to pitching. Below you can find a list of resources that can help you prepare:

### Videos

- **The Secret to Successfully Pitching an Idea** | The Way We Work, a TED series
  - Gain insights into the key elements that make a pitch successful from experts.
  - [The Secret to Successfully Pitching an Idea | The Way We Work, a TED series \(youtube.com\)](#)
- **What the Best Pitch Decks Have in Common** | Mike Vernal, Sequoia Capital
  - Learn about the commonalities in pitch decks that stand out to investors.
  - [What the Best Pitch Decks Have in Common with Mike Vernal \(Sequoia Capital\) \(youtube.com\)](#)
- **MIT \$100K Entrepreneurship Competition: PITCH (2023)**
  - Watch real pitches from one of the world’s most renowned entrepreneurship competitions.
  - [MIT \\$100K Entrepreneurship Competition: PITCH \(2023\) \(youtube.com\)](#)
- **Stanford University: The Art of the Pitch**
  - Explore techniques and strategies for effective pitching from Stanford experts.
  - [The Art of the Pitch \(youtube.com\)](#)

### Online Articles & Guides

- **How to pitch** | MIT Technology Review
  - Understand the process and expectations for pitching to the MIT Technology Review.
  - [How to pitch MIT Technology Review | MIT Technology Review](#)
- **What Makes a Great Pitch** | Harvard Business Review
  - Discover the components of a great pitch according to HBR.
  - [What Makes a Great Pitch \(hbr.org\)](#)
- **How to Pitch a Business Idea: 5 Steps** | Harvard Business School Online
  - A step-by-step guide to crafting and delivering a compelling business pitch.
  - [How to Pitch a Business Idea: 5 Steps | HBS Online](#)
- **How to Build a Great Pitch that Hooks Investors** | ROCK CENTER STARTUP GUIDE, Harvard Business School
  - Detailed guidance on creating a pitch that captures investor interest and secures funding.
  - [How to Build a Great Pitch that Hooks Investors • ROCK CENTER STARTUP GUIDE \(hbs.edu\)](#)

## Good Practices

Here is a summary that **ThinkYoung** has made with some of the key ways with which you could improve the presentation and pitching of your project (based on the above mentioned sources). Please feel free to not only delve deeper into these resources, but to also practise them so as to make sure that you are fully comfortable with any and all new techniques you might encounter.

- **The Art of Pitching**
  - **Authenticity:** Convey your passion and belief in your project.
    - *Personal Connection:* Share a personal story or experience that led to your idea.
    - *Vision:* Clearly articulate the future you envision with your solution.
  - **Conversation:** Foster a two-way dialogue, not a monologue.
    - *Engaging Questions:* Pose rhetorical or direct questions to engage the audience.
    - *Active Listening:* Be prepared to listen and adapt your pitch based on feedback.
- **Understanding the Audience**
  - **Know Your Listeners:** Customise your pitch to resonate with your specific audience.
    - *Research:* Understand the interests and backgrounds of the judges or investors.
    - *Language:* Use terminology that is familiar to the audience, avoiding jargon.
  - **Balancing Act:** Read the room and be flexible with your delivery.
    - *Adaptability:* Be ready to shorten or extend parts of your pitch on the fly.
    - *Non-Verbal Cues:* Pay attention to body language and facial expressions for cues.
- **Crafting the Pitch**
  - **The 6 'P's:** Cover all essential aspects of your business or idea.
    - *Problem:* Clearly define the problem you are solving.
    - *Product:* Describe your solution and its unique value proposition.
  - **Building Your Hook:** Start strong to capture immediate interest.
    - *Storytelling:* Use a narrative to make your message memorable.
    - *Statistics:* Incorporate compelling data to support your claims.
- **Practice and Refinement**
  - **Repeatability:** Ensure your pitch is easy to understand and remember.
    - *Simplicity:* Use clear and concise language.
    - *Memorable Message:* Create a catchy tagline or phrase that sticks.
  - **Continuous Improvement:** Seek feedback and refine your pitch accordingly.
    - *Feedback Loops:* Practice in front of peers and mentors to gather insights.
    - *Iteration:* Continuously tweak your pitch for clarity and impact.

Keeping all of these good practices in mind, below you can find a list of online resources that could further aid you with the preparation of your pitch.