

How to plan your pitching

The idea of the pitching is for you to communicate your innovative idea to the judge(s) in an impressive and forceful way. In this 5-minute pitching, we believe that you should include the following elements, though not necessarily in the exact order:

1. Who are you?
2. What's the problem that you are dealing with?
3. What's your solution/idea?
4. Why you should be given the chance?

Who are you?

While you definitely do not have sufficient time for a lengthy self-introduction, do try to use few sentences to tell who you are, which will leave a deep impression.

What's the problem?

The judge(s) will be very much interested in knowing the problem you are trying to solve. Not just that. You need to demonstrate that this is a REAL problem, and there is a substantial market as there are a lot of people facing this problem. If you can't explain your problem clearly in a few sentence, and to show how big the market is, you will not be able to impress the judge(s).

What's your solution?

Make sure that you have a solution to the problem that you want to deal with, and you are able to explain what your solution is in this 5-minute pitching, clear and concise. For example, if you are participating in a business innovation competition, you need to demonstrate that a business, which can be profit-oriented or a social enterprise, can be developed based on your solution. Thus, there should be a substantial market for your solution.

Why you?

Linking back to the first part "Who are you?", you need some time to explain how and why you can implement your proposed solution. You don't have to over sell yourself, but you need to show that you can confidence in yourself, and you are committed to your idea. You also have to demonstrate what benefits you will bring to the society, the sponsors, etc.

You may wish to watch the following Youtube video clips to learn more on how to do a good pitching (they are good examples 1-minute pitching):

https://www.youtube.com/watch?time_continue=43&v=3aXIMNZJ2xQ

<https://www.youtube.com/watch?v=gXwewPgLmkE>

(Google for Entrepreneurs: Startup Weekend - Demo day pitch: make your 5 minutes memorable)

<https://www.youtube.com/watch?v=7u0cKqRPYhY>