

# Assignment: Pitch!

It's time to practice telling the story of your project and your vision. Regardless of whether you're pitching a new venture or a new initiative within an existing organization, it's essential to be able to share your vision in a way that gets others excited to be on board..

As you draft your pitch, refer back to the guidance we shared in class, as well as the pre-readings. Revisit your 1-year roadmap and the needs of the organization you've decided to pitch to. Reflect on the feedback you received in class, and the emotional journey you want to create for your audience.

Create a second draft of your pitch: a 3-minute presentation (with slides), targeted at a specific audience.

1. Define your audience (if you haven't already, or if you've changed your mind). Jot down: who are they, what do they care about?
2. Build a set of slides and practice delivering your pitch a few times until you can reliably deliver it within 3 minutes. Try practicing in front of family or friends until you feel comfortable. We also recommend that you record yourself (you can use your phone or a tool like Loom) so you can see how you communicate.

A few tips to remember:

- Introduce the need, why it's remained unsolved, and how your solution is unique.
- Think of this as telling a story. Consider: how will you weave together your points into an exciting and emotional experience? What does your audience care about, and what details will excite them? Which details are non-essential for them, and might be cut?
- It's fine to keep visuals simple. Don't let the audience get lost in reading a slide.
- Be clear: what are you asking for, and what tangible outcomes will result if you get this?
  - End with some call-to-action. This can be anything actionable -- it doesn't just need to be asking for money, you might consider asking your audience to visit your website, have a follow-up conversation, share your story, introduce a connection, be your mentor, etc.

Resources with more tips:

- [Five top tips to create a compelling pitch deck](#)
- [Create a pitch-deck](#)
- [How to Nail the Pitch: 17 Storytelling Tips for Startups](#)
- [How to Pitch Your Startup in 3 Minutes](#)