



SOCIAL
ENTERPRISE
INSTITUTE

TOOLS FOR SOCIAL CHANGE



WORKSHEET

MAKING THE PITCH

A worksheet to help you pitch your world-changing idea to others in a clear and convincing way.

THIS WORKSHEET WILL HELP YOU TO:

- ✓ DEVELOP THE MINDSET REQUIRED TO PITCH
- ✓ STRUCTURE THE PERFECT PITCH DECK
- ✓ PREPARE FOR THAT BIG PITCH
- ✓ WIN ATTENTION AND SUPPORT FROM OTHERS



ABOUT THE WORKSHEET

Coming up with bold and creative ideas is easy; selling them to strangers is hard!

As a changemaker or social entrepreneur you will need to convince others of your world-changing idea. And the task of bringing an idea to someone with the power to do something with it is called a pitch.

Pitching is an important skill to develop, whether you are selling your concept to a funder or showcasing your startup idea in a pitch competition.

Pitching is your chance to tell your story, share your vision for change, and demonstrate how you can deliver that change in a sustainable way.

The average time you will get to pitch is 10 minutes, including questions, so it's essential that you use that time well.

Use this worksheet to get into the pitching mindset. Use our 10 elements of a successful pitch to structure your approach and develop your pitch deck. Take on board our top tips so that you're always prepared to pitch!

The worksheet and pitch template provided relates to a social enterprise idea but can be adjusted to pitch your idea for a social change project or campaign of any sort.

Finally, remember that a great pitch is developed with practice; it's a skill you can work on, so don't lose heart if your first few attempts are shaky. Being a success as a social entrepreneur is all about persistence!



PITCH, PITCH, PITCH

There's a huge amount to be gained from taking every opportunity to practice and perfect your pitch.

BUILD CONFIDENCE

The more you pitch, the more you will learn and the more your confidence will grow. Feedback enables you to perfect your case and become more comfortable presenting.

GAIN EXPOSURE

In every public setting you pitch, there's the opportunity for publicity. Take every chance you can to get exposure and recognition for your idea.

MAKE CONNECTIONS

Every time you pitch to an audience there's the chance to meet like-minded changemakers, mentors, funders and others that can help you on your journey.

REFINE YOUR IDEA

Take every opportunity to pitch to see how people react. It allows you to test and validate your idea and to learn, adjust and improve the concept.

WIN SUPPORT

There's often something at stake. By entering pitch competitions or getting in front of funders, you can access grants, mentorship and other prizes.

So put yourself out there and share your idea with the world.



THE PERFECT PITCH DECK

It's now the big pitch, but how will you communicate your vision? Convey your understanding of the issues involved? And demonstrate you can deliver?

A pitch deck of usually no more than 10 slides (or parts) is essential. It provides the building blocks of your case, highlights the different aspects of your venture, and furthers the plot of the pitch. It can be used for many purposes, from trying to get a meeting with a funder to presenting on stage at a pitch competition.

Use the following 10 building blocks flexibly to fit your purpose and time available.

1. Overview

This is your chance to make a big opening, and give your 20 second elevator pitch. Simply describe what problem you see in the world and how you will solve it. Be bold, compelling and build anticipation.

QUESTIONS TO CONSIDER:

- What problem will you solve?
- What market are you in?
- What innovation are you bringing?
- Why you and why now?

KEY POINTS FOR YOUR PITCH:

2. Problem

There are many social, economic and environmental problems around us. Ensure you explain clearly the problem you are focused on, how big it is, and why it's important to take action right now. Show empathy and communicate the issues involved in specific rather than general terms; ideally from the point of view of someone directly affected by the problem.

QUESTIONS TO CONSIDER:

- How big is the problem?
- What issues are involved?
- Who is affected and in what ways?
- What solutions exist today?
- Why aren't they enough?

KEY POINTS FOR YOUR PITCH:



3. Solution

Now it's time for the big reveal. Explain your big idea. Describe clearly how it will solve the problem, cause delight, and improve quality of life. Bring your solution to life where possible through a physical prototype, interactive demonstration, images or illustrations.

QUESTIONS TO CONSIDER:

- What is the concept?
- How will it help those in need?
- What does it do differently?
- How will it make life better?
- Why will it be desirable?

KEY POINTS FOR YOUR PITCH:

4. Market Opportunity

If you want to make a social impact in a financially sustainable way, then you'll need to show that they're a market for your product or service. Communicate how big the market is and how big the opportunity can be. Give an overview of the market conditions and trends that will propel your growth.

QUESTIONS TO CONSIDER:

- What is the total market size?
- What segment are you targeting?
- What trends will you ride?
- How big can your venture get?
- How can you rise to the opportunity?

KEY POINTS FOR YOUR PITCH:

5. Go-to-market Strategy

You can only make a difference by successfully taking your product or service to market. Show how well you know your customers - where they are located, what channels you will use to reach them, and why you are convinced they will pay. Remember that your customers (the people that pay) might be quite different from the people, families or communities that you will make a difference for.

QUESTIONS TO CONSIDER:

- Who is your customer(s)?
- How will you reach them?
- How will you price things?
- Are customers willing to pay?

KEY POINTS FOR YOUR PITCH:



6. Competition

Every venture has some kind of competition. Take time to show you know who or what will steal your customers. Consider the alternative ways your customers solve the problem and others that compete in the market. Show how your product or service is different from the competition and what advantages you have.

QUESTIONS TO CONSIDER:

- Who are your current competitors?
- What might be future alternatives?
- How will you gain market share?
- What are your unique advantages?
- What protects you from competition?

KEY POINTS FOR YOUR PITCH:

7. Business Model

Now it's the crucial part. You will need to show how you will make money and stay in business while continuing to make a social impact. Since the pitch is designed to introduce your idea, you normally won't need detailed financial projections at this stage - usually just some headline numbers and credible assumptions to underpin them.

QUESTIONS TO CONSIDER:

- What cost to acquire customers?
- How much will you make from each?
- What are your long term projections?
- What assumptions are you making?
- What risks have you considered?

KEY POINTS FOR YOUR PITCH:

8. Team

You have now presented a great solution and plausible business model, but how are you going to pull this off? You will want to give the background for each of the key team members, including their current roles, prior experience, significant accomplishments, and education. Your goals are to build rapport, be known, and build confidence that the team can accomplish its important mission.

QUESTIONS TO CONSIDER:

- Who are your founding team?
- Why are you the right people?
- How will you develop team skills?
- What advisors can you draw on?
- Who else will you need to involve?

KEY POINTS FOR YOUR PITCH:



9. Growth Potential

What evidence do you have that this will get traction and be successful? Your goal is to demonstrate that each of your assumptions about the venture is likely to prove true. This might be through your market research, trial trading, or a credible plan for growth.

QUESTIONS TO CONSIDER:

- What evidence of potential is there?
- What is your plan for growth?
- How will you scale social impact?
- What milestones can you hit?
- How will you measure success?

KEY POINTS FOR YOUR PITCH:

10. Funding

Finally, you have the chance to show you're ready to take on some funding. Explain how much money you will need to get to scale, become financially sustainable, and ensure a continuing social impact. Outline how you will make use of funding, and how this will help you deliver a financial as well as social return for those that support your work.

QUESTIONS TO CONSIDER:

- How much do you need to raise?
- How will you use any prize money?
- What will it help you achieve?
- How will you become sustainable?
- How will investors get a return?

KEY POINTS FOR YOUR PITCH:



TIPS FOR PITCHING

MAKE IT A TEAM EFFORT

Think about how everyone can contribute. Build team rapport and ensure you display the talents of every team member. To be convincing you must develop trust in the team.

BE UNIQUE

Think about ways you can make your pitch stand out from the others. Always be passionate and follow a style that works for you. Use the power of good storytelling.

LEARN FROM OTHERS

Come prepared. There's lots of content online you can check out to see how others have presented their ideas in pitch competitions, TV shows, and elsewhere.

LISTEN TO ADVISORS

Ensure you take full advantage of the expertise of any advisors or mentors available to you. Gratefully receive every minute and insight you get from them.

KEEP IT SIMPLE

Don't try anything too complicated in the pitch in case it goes wrong or takes too much time. Sell your vision, get to the point fast, and cut out slides that don't add to your case.

AVOID GIMMICKS

Keep your slides or video tasteful and in a supporting role. Don't play for laughs. Avoid attention-grabbing stunts that will cheapen your pitch and make you seem less credible.

FOLLOW THE RULES

Cover the things that are being asked of you. Read carefully and follow any brief, objectives, guidelines or judging criteria you have been given.

PRACTICE, PRACTICE, PRACTICE

Make time to memorise your script and try out your pitch on anyone that will listen - friends, family, mentors. Make sure the presentation is running smoothly and to time.



KNOW YOUR AUDIENCE

Learn as much as you can about your audience. Tailor your pitch carefully to the backgrounds, interests, and expectations of decision-makers in the audience.

STAY CALM

Take a second before the pitch to relax and 'get in the moment'. Speak deliberately, slowly and in a way that will make you feel comfortable. And try to enjoy it!

ANTICIPATE QUESTIONS

Go in with an open mind and welcome feedback. Prepare for every possible question you can think of - you might get a lot of them! Always answer specifically and succinctly.



FURTHER INFORMATION

Thanks for taking the time to check out this guide.

Motivated to learn more? The Social Enterprise Institute has put together a wide range of practical courses and resources to help you plan, start and grow your venture.

Visit socialshifTERS.co to discover more.

TOOLS FOR SOCIAL CHANGE

The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.



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