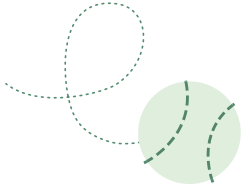

Create a Pitch



Now that your idea is pretty well set, you'll want to communicate it to funders, partners, consumers, everyone!

A pitch is a great way to communicate your idea, how it works, why it counts, and who it benefits. And in the process of making it, you'll clarify the key elements of your idea and refine how you talk about them. A pitch is one of the primary ways that you'll present your idea, and you'll be using it to convince different types of people—from banks to potential customers—to rally to your cause.

STEPS

TIME

90-120 minutes

DIFFICULTY

Moderate

WHAT YOU'LL NEED

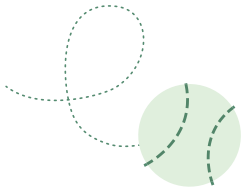
Pens, Post-its, Create a Pitch worksheet p. 185

PARTICIPANTS

Design team

- 01** | The first thing you'll want to articulate is the essence of your product, service, or experience. Offer context, the main thrust of your idea, why it's different, and any call to action you're making. Try to succinctly explain it in less than a minute.
- 02** | You'll want your pitch to be clear and unambiguous, so don't get bogged down in the details. Sell your idea by sharing how and why it counts.
- 03** | Next you'll want to get that story into some kind of format. It could be a pamphlet, a website, a book, or a presentation. You may need more than one. You may need a graphic designer, videographer, or writer to help.
- 04** | You'll likely communicate differently with different audiences. Make sure that as you Create a Pitch you think about telling stories of varying lengths and in varying degrees of detail. What are the short, medium, and long versions of your pitch?

METHOD IN ACTION



Create a Pitch

The IDEO.org team that worked with the American Refugee Committee (ARC) to create the social business Asili knew that part of bringing the clinic, water point, and agricultural center to life was raising more money. Because our team designed not just the experience, but the service and business model too, they understood how much money ARC needed to raise. And they designed a solution to help get them there.

The pitch that the team created for ARC was two-fold: a video and an operation manual.

“We designed the pitch so that the ARC leadership could go into meetings and show the short video and then walk through a deck that got into more detail,” says business designer Shalu Umaphy. “The video served to share the vision, and then the manual was a more granular look at the components of the business and how they work.”

One of the trickiest parts of Creating a Pitch is that sometimes the thing your pitching doesn’t exist yet. In the case of Asili, the team had to give ARC the tools it needed to sell the service without actually showing it in action.

“It took a ton of planning to do this video,” says Umaphy. “Presenting a forward-looking vision of the service was really hard when we couldn’t show every part of it. So we figured out how to

make it look like Asili was in place, find props, and community members who would act things out for us while still staying true to the offering. In the end, it worked and the video has been a really useful tool as the ARC leadership team has raised funds for Asili.”

When you Create a Pitch, think hard about what you’ll need and how to modulate your pitch to different constituencies. And remember that making your pitch catchy, exciting, or urgent can further make the case for your project. Your pitch may even need a couple components, like Asili’s video (the vision) and presentation (the details).

Create a Pitch

Succinctly, what is your project?

Asili is a sustainable social business designed to reduce under-five mortality in the Democratic Republic of the Congo. It offers clean water, a health clinic, and agricultural services.

Who do you need to pitch?

Funders

What format(s) will your pitch take?

A video to convey the vision

A presentation that we can make to possible funders

What's your short pitch? As you write it, think about how you'll expand it into a longer one.

In the Democratic Republic of the Congo, 20% of children don't live to see their fifth birthdays. Asili, a new sustainable social enterprise from the American Refugee Committee and IDEO.org, is changing all that. By designing a holistic new approach to health care, food, clean water, and agriculture with the people of the DRC themselves, Asili is ensuring that more kids than ever get the right start.