

GREEN SKILLS 4 CITIES

by Laura Hohoff// WU



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Università
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HOW TO PITCH

Introduction+ practical exercise for the DESIGN GAME



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Know your audience

Who you are pitching to is key!

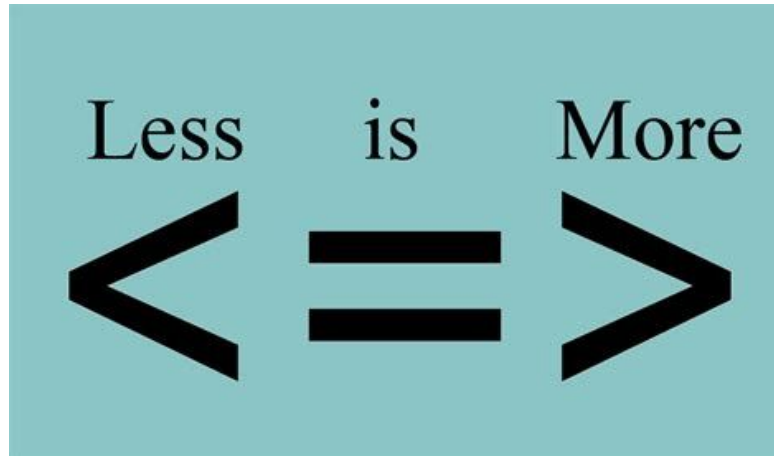
In our case it could be:

- private investor
- audience without knowledge on NBS
- city representative
- expert on NBS

....and how you speak to them!



Keep it short and simple!

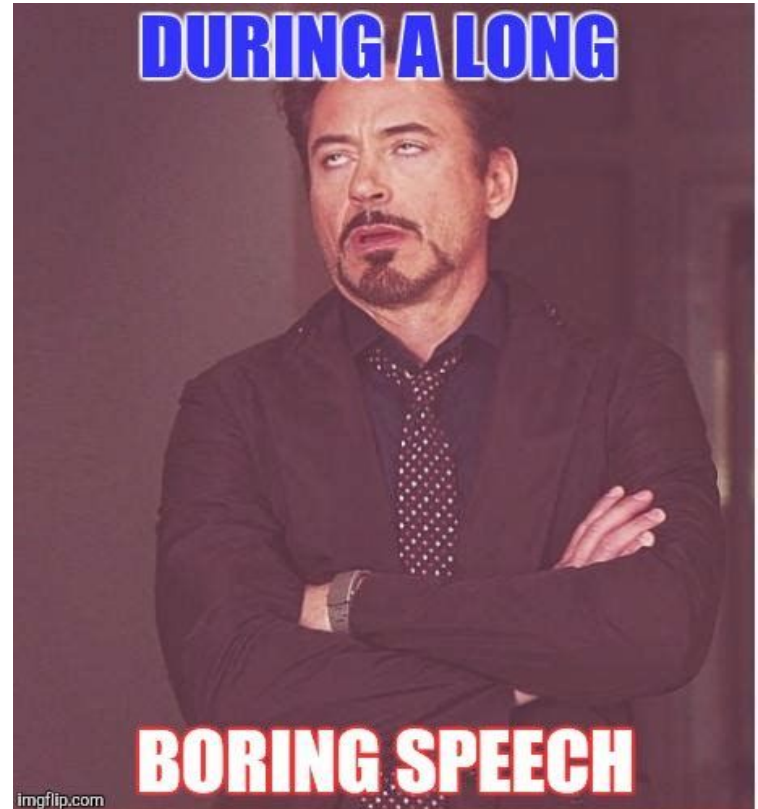


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No text overload
No boring blahblah
No boring voice



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Use Storytelling (story arch, climax, rhetoric pause, drama, red thread, ...)

Story Arch

"I experienced the problem"

"There are many like me."

"So we build a solution."

"Here's how the product works."

"Pain and Response: The Gain"



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How to 'sell' an idea?

Make it understandable.

Make it personal.

Make it catchy.

Make it unique.



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Elevator Pitch- 30 Seconds

It's all about **practice, practice, practice**

EXERCISE (10 min)

Draw two random words, put them together
and pitch the 'product' (no matter how absurd)
in 1 min.



Example of structure for your pitch

1. Start with a catchy line- what you want to do?
2. What is the problem?
3. What is your solution?
4. Who is the solution for and why now?
5. How will you finance it?
6. What are the benefits?
7. Who are you (team)?
8. Call to action (based on what you want from your audience)

3 min. Pitch time!



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Start with What do You Want to Do!

Example of a simple 'one liner':

For [TARGET CUSTOMER/AUDIENCE] who want to [NEED / DESIRE], [PROJECT IDEA] is a [MARKET CATEGORY] that [BENEFIT].



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Judging Criteria (1-10 score)

1. The Problem: Is the problem real and a long term trend? What is the real problem from ecological and social perspective?

2. The Solution: Is the solution better and really effective? Does it have a unique selling point?

3. Understanding the target group: Who is it for? Does the solution fit the target group?

4. Financing: How will this idea be financed? Have different aspects of planning and maintenance costs been thought through?

5. Quality of Pitch: On time, easy understandable, mentions all relative aspects

Time to pitch...

Your judges are city administrator with basic NBS understanding



Further Material:

<https://www.youtube.com/watch?v=r-iETptU7JY> - **The Perfect Elevator Pitch - Best Examples and Templates, Patrick Dang**

<https://www.youtube.com/watch?v=Wb8KpHqU5tg> **Start with Why- Simon Sinek**



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