



## Guidelines for pitching

**Elevator Pitch:** *Very concise presentation of an idea covering all of its critical aspects, and delivered within the approximate duration of an elevator ride (<http://www.businessdictionary.com>)*

Each ARF consortium will be asked to give a 2-minute pitch on their research project during the kick-off meeting, presented by one team member. The purpose of the pitch is to deliver a clearly crafted message that informs the audience of the current status of the project. Please keep in mind who your target audience is and adapt your pitch accordingly.

The target group exists of your peer research consortia as well as the representatives of NWO-WOTRO and the F&BKP. Tune your pitch to them. This is an opportunity to present your project and for you and your peers to identify opportunities for collaboration. Additionally, in the future the pitch may help you in informing policy makers and other stakeholders about the relevance of your project in a brief, convincing manner.

Please note that a total of 16 pitches will be given. Timing will be very strict: the bell will ring after two minutes - it is thus important to stick to the two minute timeframe and deliver a sharp and clear pitch. Power Points (or other types of presentations) are not allowed.

The World Agroforestry Centre and CGIAR gives pitch workshops. The main message being: *"Pitching is not easy. It is an art as such to briefly and clearly transmit your core message. Serious preparation is a must to put down a good result."*

While preparing your pitch, the following main principles of pitching can help you:

- Wonder why your audience should care -> personalise your pitch;
- Determine your main message and, if applicable, your question/request (for instance a request to collaborate with others in the future);
- Be concrete;
- Structure your pitch around three parts: Intro, Core, Close;
- Tell a story: easy to follow, to understand and to remember;
- Clarify your message/question by providing context/evidence;
- Do not explain everything, but choose to focus and avoid rambling;
- Do not use jargon, be sure to simplify your language;
- Present numbers, but not too many;
- Your attitude/non-verbal communication is very important;
- Show confidence and practice your pitch before you present it. Try to use audio or video recording in your preparation

*Good luck, we look forward to your pitch!*