



# Creating the pitch deck

## What is this?

In most organisations, the group will need to sell the innovation to key stakeholders within the organisation to secure the budget, people, equipment, space or departmental backing to activate the innovation and maintain it over time. This is often done through a 'pitch' presentation.

# How it works

## Step 1

Using 10 pieces of paper or 10 slides on a presentation software tool, ask the group to note down the following. (Some of these answers will be on the Canvas that you can pick up in the consolidation stage):

1. **What I'm going to pitch you is...** An executive summary
2. **What is my motivation?** Tell a compelling and personal story? About why the innovation matters to the presenter
3. **Elevator pitch** A brief 30 second description of the innovation and a key point or two
4. **The problem, the solution** Top three problems that the idea will solve, and the top three features of the innovation
5. **The WOW** The one thing that people remember the innovation for
6. **The costs** What adoption and on-going costs will be involved?
7. **The revenue** you could create
8. **Features and benefits** What are the innovation's key features, and what time and budget benefits will it create?
9. **The target audience** Which departments and teams will benefit from it?
10. **What are you asking for?** Finish with a strong ask – for money, time or resources

## Step 2

Next the group must take each piece of paper or slide one at a time and interrogate it. Is it making the most important point to the stakeholders? Is it succinct? Is it emotive and compelling?

### Step 3

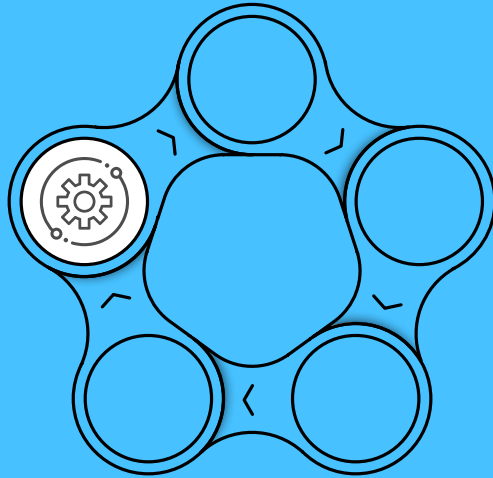
Nominate one or two people from the group to present the pitch. Remember: Investors invest in the person not just in the plan. So dedicate time to preparing this person/people for the presentation. They need to be able to:

- Capture the stakeholders' attention by being persuasive and compelling
- Use an inspirational tone of voice
- Control their body language to portray themselves as being confident and trustworthy
- Practice, practice, practice!

## Why it works

It's not just about what the presenter says that wins the pitch, it's how they say it. To capture stakeholders' attention, the rule is **7:38:55**:

- **7% of our influence comes from what we say**
- **38% comes from the tone of our voice while we say it**
- **55% comes from what our body is doing at the same time**



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