

Pitching Bootcamp Lesson Plan

Bootcamp Session

A 1-2 day session following from the Ideation Workshop

Once teams have explored their business ideas during the ideation workshop, they will be invited to attend a pitching bootcamp to refine their business idea and develop their 60 second pitch. Depending on the size of the room available, it is recommended that no more than 35 ideas attend the pitching bootcamp.

Bootcamp Example Plan

1. Introduction

Begin the session with an introduction of facilitators, an overview of the process of the pitching bootcamp, the Creative Spark programme, as well as an overview of the Creative Spark Big Idea Challenge video pitch competition.

2. Icebreaker

Spend ten minutes doing an ice breaker activity with the participants; this will allow them to start interacting with each other and create a more relaxed atmosphere.

3. Ideas

Participants should take it in turns to introduce themselves, what they are studying, what their idea is and why it matters: 30 seconds on each participant.

4. Pitch Builder

Introduce the pitch builder structure and explain each of the 6 sections with examples.

- a. **Problem:** also referred to as the *pain point*, it is the most important factor defining the success of an idea. Successful ideas are the ones that solve real problems.
- b. **Solution:** this section describes how you will solve the problem that was identified just before. Ideally, it is an innovative way to solve the problem, which has clear advantages over the ways that problem is currently solved.
- c. **Customers:** describes the group of people that are affected by the problem. This will be a very specific section of the population and should be described in as much detail as possible. It is also useful to find out (or

estimate), many people are affected by the problem, to guess the potential size of the target market.

- d. **Money:** what business model will the solution be based on? Guide the participants through the different options available and ensure they understand the best model for their ideas.
- e. **Competition:** participants should think not only of ideas that are very similar to theirs, but also of different products/services that solve the same problem. These count as competition as well and should therefore be considered in the competition. Finally, identify the flaws and disadvantages of the competitors and highlight how the participants' idea is different and better.
- f. **Conclusion:** a strong closing is extremely important. Coming up with a catchy slogan is highly recommended!

5. Pitch Crafting

Guide the students through crafting their 60 second pitch using the format below, using examples from London Met University video pitches and any of your own examples.

- a. **Problem:** think about how you can showcase the problem to your audience. You can use a personal story to describe the problem or base it on statistical data to describe how big the problem is.
- b. **Solution:** explain how your idea addresses the problem identified before in a clear and interesting way. If you have any competition, you could explain how your idea is different from what they are offering.
- c. **Customers:** try to describe who will use your product or service and how big the opportunity is.
- d. **Money:** describe how your business will make money; even if your idea is a social or creative project, you should think about how you will generate some revenue.
- e. **Competition:** does your solution have any competitors? Who are they? How are you going to be different from them and better?
- f. **Conclusion:** wrap up your pitch, maybe with a great slogan to impress your audience.

6. Pitch Preparation

Teams should be given a few hours to work on their pitches and start practicing them with the facilitators and other teams. They should start using a stopwatch to monitor how long they speak and make the necessary adjustments to stay within 60 seconds. Facilitators and other teams should give constructive feedback on the

pitch, whether all the elements were mentioned and clearly explained, and if any other element should be included.

7. Pitch Round

Each group stand in front of the audience (other groups and facilitators) and present their pitch. There should be an official timekeeper to monitor the length and the group should take questions from the audience after their pitch. The feedback from the audience will help the groups to identify weaknesses in their presentation and further improve their pitch.

8. Video Recording (Optional)

Institution can choose to record all pitches as a final activity of a bootcamp. Refer to the *User guide for Pitch Videos* for more details.

Pitching Pro Tips

Encourage participants to get into the mindset that the audience is on their side and they must capture their attention in the first 6 seconds of the video pitch. Their body language, smile and eyes will impact on how their pitch comes across so make sure they work on their non-verbal communication as much as their written content, promoting lots of enthusiasm and energy is a must. Participants should present without notes and should be encouraged to express themselves conversationally and story-like, so it comes across as organic and natural as possible.

Overall Observations

At the beginning of the bootcamp, it is important to highlight the importance of sharing ideas and alleviate any concerns that ideas may be stolen. Participants should be made aware of the fact that ideas can only be successful when tested on as many people as possible and that the main success factor in start-ups is the team and their execution skills and not the idea itself.