



PITCH PERFECT

*A guide to pitching the perfect pitch
at a pitch for the pot event*

Now say that 5 times!

01

Basics

You have **four** minutes – be clear, be concise and be friendly! Believe in your idea - if you're confident that your idea rocks, the audience will be too!

It's Pretty Low-fi – Flashing lights and gimmicks won't work here! Keep it simple! A flip chart, a couple of props or some hand-outs can help express your idea but don't get carried away, if people are distracted they may miss out on what's really important, you and your idea!

Be Prepared – Know the ins and outs of your project and make sure you give the audience plenty of info. Practice your pitch and be prepared to answer questions.

Obligations – remember that if you win, you must spend the pot on the idea you pitched and you must attend a future soup to **share your progress**.

Guarantees – there are none. **You may win, you may not**. There may be an audience, there may not. You may have a pot to win and you may not! But it's one heck of an experience either way and the **Soup is delicious**.

02

Think Pitch

You need to make sure your pitch provides the audience with all the information they need to make an informed decision.

Think about these questions when planning the perfect pitch:

- What is the problem or niche your idea looks to address?
- What is your idea?
- How will it work/help?
- What are the benefits for the community?
- What will the 'pot' be used for specifically if you win?
- What other support do you need?
- What does success look like?

03

Game Plan

On the night, there could be up to six pitchers; four planned and a max of two wildcards (i.e. people that stand up to pitch on the night, spur of the moment).

You must be there for the start of the event at 6pm. After some short introductions and an update from the previous winner, pitching will start.

You have four minutes for your pitch followed by a maximum of five minutes for questions.

Once all the pitchers have been heard, dinner will be served.

People will be asked to vote throughout dinner and reminded several times.

After dinner, the votes will be counted by two staff from Gap Filler.

The pitcher with the most votes wins and is presented with the pot.