



Key Advice

Instructions for creating a pitch

1. Begin by outlining the core message or goal of your pitch. Clearly state what your project aims to achieve or solve.
2. Identify the main features, benefits or unique selling points of your project. Highlight what sets it apart from existing solutions or approaches.
3. Structure your pitch in a logical and engaging manner. Consider including an attention-grabbing introduction, a concise explanation of the problem or need, a description of your solution or idea and a compelling conclusion.
4. Ensure that your pitch is concise, coherent and easy to understand. Avoid jargon or technical terms that may confuse your audience.
5. Once you have finalised the written pitch, take it a step further by visualising the key elements of your idea using illustrations, diagrams or sketches. This will help communicate your concept more effectively.
6. Review and refine your written pitch, ensuring they align with the overall message and goals of your project. Seek feedback from your peers or teacher and make necessary adjustments to enhance clarity and impact.