

## NHS Clinical Entrepreneur Programme - CEP Prep Learning.

### Session 4: How to pitch your idea

#### Learning Outcomes:

You will gain the skills, knowledge, and experience to pitch and articulate ideas quickly and concisely to a range of audiences.

#### Key Points:

- Purpose of pitching: to convey an idea, to persuade the person you are pitching to that it is a great idea and that you are the person to deliver it, to gain funding.
- Key elements of the pitch: passion, drive, commitment to your idea, sense of purpose, beneficial impact, data and evidence, revenue model, clear and interesting, tailor to investor.
- Kick off with a fact/rhetorical question - Did you know 50% of people.../ How many...
- Have a story in the pitch – stories are data with a soul – makes the pitch more memorable.
- Explain your motivation for what you are doing .
- Be comfortable with silence/ pauses.
- Start off with a pitch that is 5 minutes long, then try to present pitch without notes; just start talking, record it and keep practicing.
- Use Microsoft Word dictate function and look at the transcript to see what you have said.
- For a 60 second pitch, have 3-5 key words/prompts in your head to talk about.
- Run through your pitch with a timer and use this to inform the writing process.
- To end: Sum up, call to action, thank you.

- Make eye contact, smile, have your head straight and shoulders back, put phone away.
- Do some research into your audience – find out who they are, their interests and backgrounds.

**Resources and further reading:**

[Creative Consultants - The Pixar Pitch](#)

[How to Pitch a Brilliant Idea - Harvard Business Review](#)

[Pitching your Business Idea - British Business Bank](#)

[The Secret to Successfully Pitching an Idea - The Way We Work, a TED series](#)

NHS CEP – Applications Guidance slides, including pitching tips