

A woman with long brown hair, wearing a grey blazer, is smiling and looking to the right. She is holding a laptop that displays a business dashboard with a pie chart, a bar chart, and a table. The background is a bright, indoor setting with a green plant.

# KICK START: 3-MINUTE PITCHING COMPETITION

Pitching Guide  
The Do's and Don'ts



# Pitching Guide

## The Do's ✓ (What to include in your Pitch)

### Spoken Part

- Your Name (If you are entering as a team, please introduce all team members)
- Business Name
- Business Overview
- Product/Service (What you are selling?)
- What are the benefits of your product/service?
- Target Audience (Who is your product for?)
- Pitches should be 3-minutes maximum (any presentations over this time may be stopped)
- Pitches should be spoken word (e.g. no poems, raps or songs).

### Presentation Slide

- One static powerpoint slide which outlines how your idea is potentially viable, feasible and desirable.
- Your slide has to be presented from the beginning of your pitch.
- Presentations will commence either live on stage or online (dependant on the event details)
- You will be required to send over your finished slide to our team before the event ([kickstart@uws.ac.uk](mailto:kickstart@uws.ac.uk))

# Pitching Guide

## The Dont's (What not to include in your Pitch)

### Spoken Part

- Do not start unless you are asked to by a member of our team. Presentations are considered to have commenced when a presenter starts their presentation through either movement or speech.
- Do not turn your back on the audience.
- No additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted.
- No poems, raps or songs.
- No other conversations should take place during your pitch (i.e team members having a discussion).
- Do not go over 3-minutes.

### Presentation Slide

- No slide transitions, animations or 'movement' of any description are allowed.
- No additional electronic media (e.g. sound and video files) are permitted.
- Do not add any additional slides, only one single, static slide is allowed.



# Top Tips for Your Pitch!

## Suggestions

**Less is more:** text and complicated graphics can distract your audience – you don't want them to read your slide instead of listening to your 3-minute pitch.

**Personal touches:** personal touches can allow your audience to understand your business idea more.

**Creativity drives interest:** do not rely on your slide to convey your message – it should simply compliment your pitch.

**Practice, practice, practice:** Feeling nervous before you present is natural, and a little nervousness can even be beneficial to your overall speech. Nonetheless, it is important to practice so you can present with confidence and clarity. Practicing will also help you gauge the timing of your 3-minute pitch, so that you keep within the time limit.

**Vocal range:** Speak clearly and use variety in your voice (fast/slow, loud/ soft) and do not rush – find your rhythm.

**Body language:** Stand straight and confidently, and make sure to hold your head up and make eye contact. It is important that you never turn your back to the audience.

**Record yourself:** Record and listen to your presentation to hear where you pause, speak too quickly or get it just right. Then work on your weaknesses and exploit your strengths.





# Drafting Your Pitch

## How to prepare your pitch.

### **Write for your audience:**

- Avoid jargon and academic language.
- Imagine that you are explaining your business idea to a close friend or fellow student who knows nothing about your business.
- Convey your excitement and enthusiasm for your business idea.

### **Tell a story:**

- You may like to present your 3-minute pitch as a narrative, with a beginning, middle and end.
- You may find it easier to breaking your pitch down into smaller sections.
- Try writing an opener to catch the attention of the audience.

### **Have a clear outcome in mind:**

- Know what you want your audience to take away from your presentation.
- Try to leave the audience with an understanding of what your business idea is, what you are selling, and why your business is important.

### **Revise:**

- Proof your 3-minute presentation by reading it aloud, to yourself and to an audience of friends and family.
- Ask for feedback, to help improve your pitch.



## Judging Criteria

Each competitor will be assessed on the judging criteria listed below.

- Presentation provided clear background information on their business idea
- Presentation clearly described the purpose of their business
- Presentation clearly described the need for this business and target audience
- The presentation was delivered clearly, and the language used was appropriate
- The PowerPoint slide was well-defined and enhanced the presentation
- The presenter conveyed enthusiasm for their business idea and captured and maintained the audience's attention





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