

Make your Pitch **CRACKLE**

A Pitch is a persuasive narrative. These are the critical ingredients

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| C | Challenge - What is the Challenge which you, or your idea will address? What is your goal? What is your opportunity? What is the problem you want to solve? |
| R | Reasons to Care - Why is your Challenge important to your potential sponsors? Why do they care - or why might they care? How would solving the problem you have identified help them? Why might your opportunity be of interest to them? |
| A | Actions What do you propose to do, to complete the Challenge? Actions are the guts of your idea. They are your implementation plans. They are what you intend to do to be successful in achieving your goal, meeting your opportunity or solving your problem. |
| C | Character - Why are you (or your team) best placed to deliver success? What do you bring to the Challenge, project which is unique? What qualities do you have which show that you are the best person for this job? |
| K | Key Benefits - What are they? How do they deliver value? How will your idea deliver benefit to the sponsor? Can you quantify the benefits? Can you show that overall benefits are of greater value than any losses which might be incurred? |
| L | Lure - to get attention. Do you have any surprising facts or figures? Is there a question you can ask to raise the interest of your sponsor? |
| E | Ending - A question which defines what you are asking of the sponsor. A powerful close which persuades the Audience to say YES! |

From *Crackle and Fizz: Essential Communication and Pitching skills for scientists* by Caroline van den Brul.