Idea development and pitching

ICER - Pro

Co-funded by the European Union

ENCARE - Enhancing Capacities of UAS staff for more successful EU funded Research
Project Number: 2023-1-DE01-KA220-HED-000153936

Content

1) Introduction to the challenge based approach 15 min
2) Defining the outline of a project idea 15 min
3) Writing and giving a pitch 30 min

Workshop is +/- 60 min

Learning outcomes:

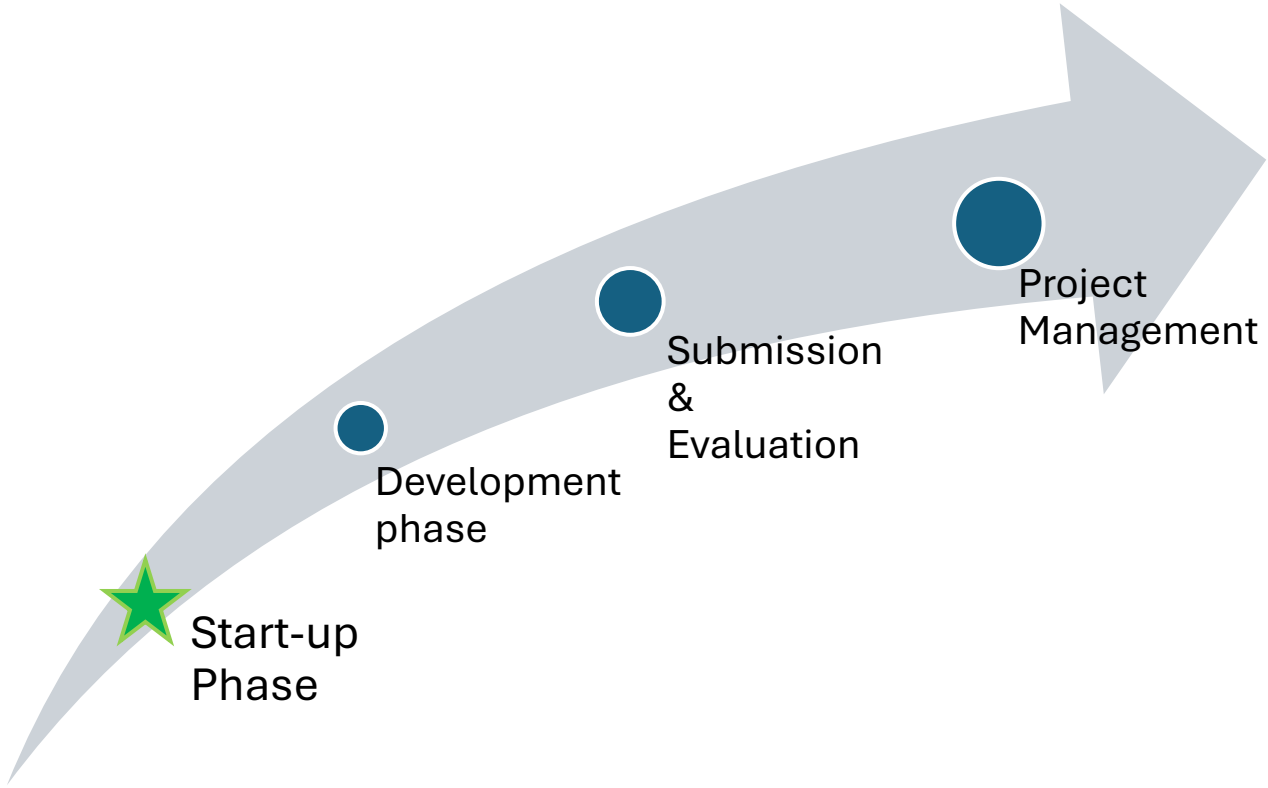
- *you will be able to draft a 1-2 pager with the outline of your subsidy project;*
- *you will be able to come up with the outline of a short pitch to present your project idea and boost interest;*

Some definitions

Project idea:
a written outline that presents the core components of your idea for a subsidy project.

Challenge-based approach:

Bottom-up method to define the outline of a a subsidy project



Challenge based approach

WHO HAS A PROBLEM?

Example: 6 out of 10 terraforming positions in the solar system do not find suitable candidates despite 50% of the surviving population of Tellus being NEETS (Not in Education, Employment, or Training).

Causes / Components of the challenge	Connected Stakeholders /target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Employers cannot find staff			
Population does not have required skills/knowledge			
Terraforming projects cannot go forward			

Target Groups

Who do you do it for ?

- NEETS
- SMEs
- Large industries
- The survival of the human race

Components of the challenge	Connected Stakeholders / Target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Companies are looking for staff	TG: SME's / Large Industries		
Lacking skills/knowledge	TG: NEETS		
Terraforming projects cannot go forward	TG:		

Stakeholders

Who do you involve?

- Facilitators -> VET Schools, University of Applied Sciences
- Multipliers -> community center, employment center, local authorities
- Change agents -> SME’s, Industry

Components of the challenge	Connected Stakeholders /target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Companies are looking for staff	TG: SME's / Large Industries Stakeholders: community center, employment center, local authorities		
Lacking skills/knowledge	TG: NEETS Stakeholders:VET Schools, University of Applied Sciences		
Terraforming projects cannot go forward	TG:		

Vision/objective

How would things be if they were perfect, regarding the chosen challenge?

- Number of NEETS and unemployed would be limited
- Employers would have enough staff
- Terraforming projects would go forward
- The planet would be habitable thanks to better choices being made 200 years ago

Components of the challenge	Connected Stakeholders /target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Companies are looking for staff	TG: SME's / Large Industries Stakeholders: community center, employment center, local authorities	Employers have access to skilled staff	
Lacking skills/knowledge	TG: NEETS Stakeholders:VET Schools, University of Applied Sciences	Population have jobs	
Terraforming projects cannot go forward	TG:		

Activities

What needs to be done? Write what changes have to be made in order to make the vision come true.

- NEET population are being (re)trained
- VET organisation are developing good training material
- Companies are active in skills development and acquisition

Components of the challenge	Connected Stakeholders /target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Companies are looking for staff	TG: SME's / Large Industries Stakeholders: community center, employment center, local authorities	Employers have access to skilled staff	Companies are active in skills development and acquisition
Lacking skills/knowledge	TG: NEETS Stakeholders:VET Schools, University of Applied Sciences	Population have jobs	VET organisation are developing good training material
Terraforming projects cannot go forward	TG:		

Activities

Who needs to make changes? Who are the people, groups, organisations etc who need to make changes?

- VET organisations
- NEETS
- Employers

Components of the challenge	Connected Stakeholders /target groups	Components of the objectives / vision	What needs to be done? What changes have to be made and by whom?
Companies are looking for staff	TG: SME's / Large Industries Stakeholders: community center, employment center, local authorities	Employers have access to skilled staff	Companies start trainee employment to support skills development and acquisition while working
Lacking skills/knowledge	TG: NEETS Stakeholders:VET Schools, University of Applied Sciences	Population have jobs	VET organisation are developing good training material
Terraforming projects cannot go forward	TG:		

Exercice 1

Organise your ideas in the table to create the content a project idea matrix.

Use key words for a better overview.

10-15 min individually

How to Pitch: the content

1. Start with a Hook: Begin with a strong opening statement or question to grab attention. This could be a surprising fact, a bold statement, or a relevant question.

2. Clearly Define the Problem: Briefly explain the challenge your project addresses. Make sure it's relatable and easy to understand.

3. Present Your Rationale: Describe your project rationale and how it solves the problem. Highlight what makes your solution unique or innovative.

How to Pitch: the content

4. Highlight the Results and Impact: Focus on the results and impact your project brings. Explain how it will make a difference or improve the current situation.

5. End with a Call to Action: Conclude with a clear call to action, such as scheduling a meeting, providing contact information, or asking for feedback.

How to Pitch: the tips

1. Keep It Concise: Aim to keep your pitch around 120 seconds. Be clear and to the point, avoiding unnecessary details.

2. Use Simple Language: Avoid jargon and technical terms. Your pitch should be understandable to someone who isn't familiar with your field.

3. Practice: Rehearse your pitch multiple times to ensure it flows smoothly and you feel confident delivering it.

Pitch your idea!

Exercise 2: Formulate your project idea and your pitch

15 min of individual drafting (and training)

15 min of pitching and feedback

Thank You!

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