ICER - Pro

Idea development and pitching

Participant Workbook

Your name: _____

Date: _____

Learning outcomes:

- Following the challenge-based approach at the end of this workshop you will be able to draft a 1-2 pager presenting the outline of your subsidy project to present to potential partners or communicate within your organization.
- At the end of this workshop, you will be able to come up with the outline of a short pitch to present your project idea and boost interest.

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Pre-Workshop: Think about your project

Think about your project idea at the hand of the following questions. If you do not have a sufficiently developed project idea at the time of the workshop you can always use one of the project examples presented in S5 – work plan

1. What is the problem? (*that your project idea will resolve)*

2. Who do you involve?

3. Who do you do it for?

4. How are things going to look like when the problem is solved?

5. What needs to be done?

6. Who needs to participate ?

Workshop activities

Exercise 1: Define the content of your project idea

Workshop minutes 15–25 | Individual work

Organise your ideas in the following table to create the content of a project idea matrix. Use key words for a better overview.

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?

Exercise 2: Formulate your project idea and you pitch

Workshop minutes 30 - 45 | Individual drafting 15-20 min , group presentation and feedback 15 – 25 min

Your project idea and your pitch will follow the same outline. The difference is that your project idea is meant to be read, a short document that sums up your idea and calls for interest. It is a drafting/writing exercise.
Your pitch is meant to be a short 2-3 min talk (elevator pitch) meant to have direct impact and call for interest of your interlocutor.
Use your table to build your pitch, maximum 180 sec.

1. **Introduction: Start with a hook:**

2. **Define the problem clearly (adapt to your audience)**

3. **Present your rationale and activities**

4. **Present the results and impact**

5. **Call to Action and timing**

6. **Contacts and funding details – only for a written project idea**

Your pitch:

Group feedback

In your small group present your pitch in maximum 180 seconds.

Feedback:

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