

# **Why this? Why now? What's next?**

**Pitching workshop**

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# Plan

- Introductions and icebreaker
- Know your story
- Why this? Why now? What's next?
- Debunking myths about pitching
- Neuroscience - critical thinking and analysis of ideas
- Why this? Hook and problem
- Why now? Solution, value and call to arms
- Crafting the pitch; loglines and synopsis
- Roadtesting the pitch
- Sharing real life examples
- NETWORKING SESSION

# Intros

- Name
- Occupation
- Current project

# Icebreaker

- With someone else, tell each other your favourite band/musical artist
- Imagine you've just discovered the band. 'Sell' them to use in three sentences.
- We have to guess who it is

# Know your story

- My story
- What's yours?
- Write a list of achievements. You'll be amazed at what you've forgotten.

# Why this? Why now? What's next?

- What do these questions mean?
- How are they relevant?

# Debunking pitching myths

- What do we think happens?
- What actually happens?
- What are our fears?
- Share experiences

# Neurological understanding

- Pitching is science and emotions - creativity most complex activity the brain can do
- Left/right brain working together
- ZPD
- Critical thinking/socratic questioning/keys to unlock ideas - improves how our brain works.
- Our idea/concept has to be crystal clear - it must be interrogated.



# Why this idea?

- Hook:
- Problem to be solved:
- What is the USP (unique selling point)?
- What does the data/metrics/environment answer about why the world needs your idea?
- Is it needed? If so, why?
- Task: Take your current idea/previous idea and answer the questions as best as you can.
- Find your HOOK and the PROBLEM TO BE SOLVED.

# Why now?

- YOUR SOLUTION:
- VALUE OF YOUR IDEA:
- CALL TO ARMS: (i.e. what do you need others to do?)
- What is your idea's relevance to the world today?
- Is there a gap in the market? How and why?
- How does it resonate with the current climate - political/environmental/cultural/economic?
- TASK: Again, answer the WHY NOW, finding the SOLUTION, VALUE, and CALL TO ARMS

# Writing the pitch

- Name, occupation and idea
- Why this? (Hook, problem)
- Why now? (Solution, Value, Call to arms)
- Know your story
- What's next? (What is a future idea you have, or one you could revisit?)
- Write it all up. Test it on someone else.
- Critical thinking tests - use the techniques to appraise the idea.

# Loglines

- Loglines tell a story in triplets.
- The story of A, who has to X, Y and Z in order to save himself, and the world.
- Convert your idea into a logline!

# Pitching scenarios

- What are they?  
When are they?
- What do they ACTUALLY entail?
- How do they work?
- Real life examples? What can we share?

# Sharpen your pitch ideas

- Help each other.
- Consider your goals for the networking session. What do you want to achieve?

# Networking session

# Reflections