

INNOVATION IN THE COMMUNITY

How to pitch your idea

WONDERFUL ON TAP



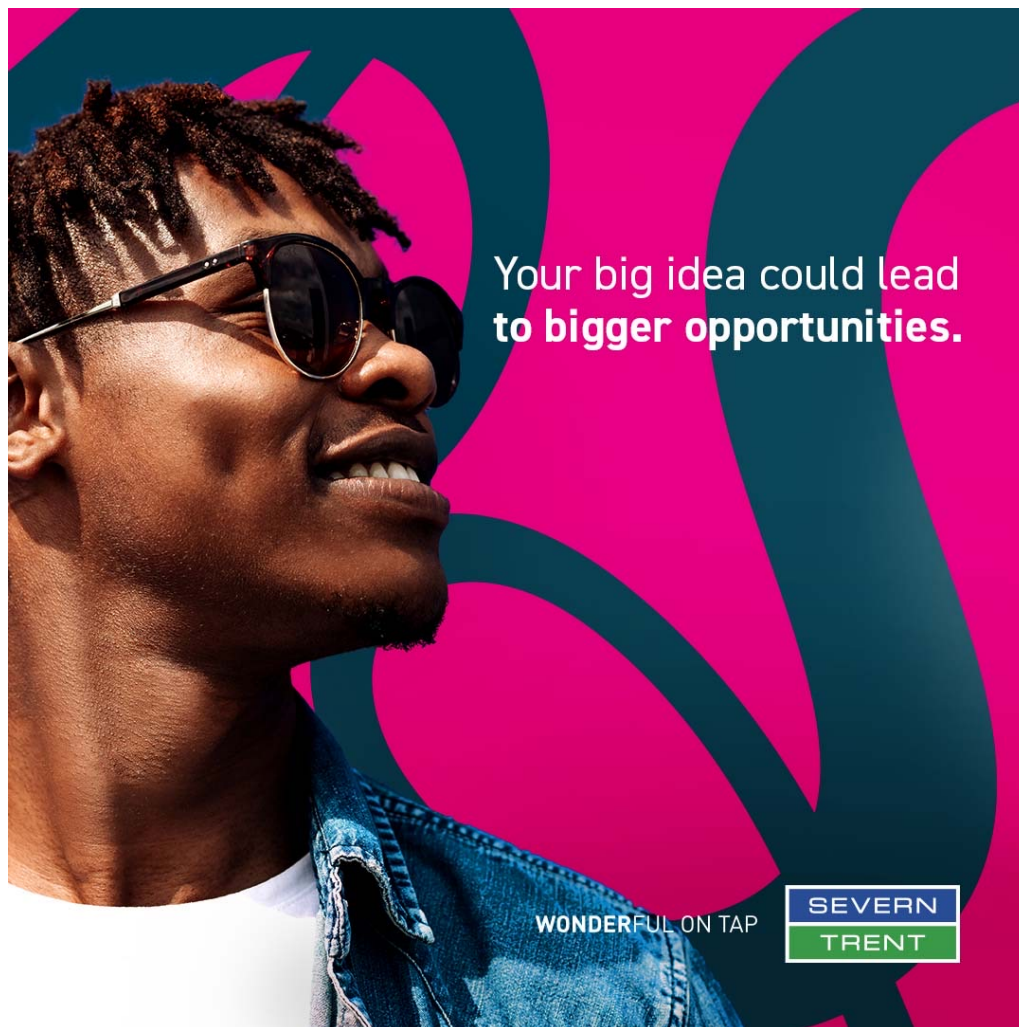
HOW TO PITCH YOUR IDEA

In order to apply for this programme, you will need to pitch your idea.

This means clearly talking about what your idea is, the benefits it will bring to our customers, communities and environment, and how you want to get there.

This may be the very first time you've had to do anything like this so here is some useful guidance to help.

There are many ways to present your idea. You might upload documents, videos, apps, audio, etc. Whatever works best for you and helps get your idea pitched in the best way.



HOW TO PITCH YOUR IDEA

What do I need to do?

Before we jump into how to pitch let's first make sure we're all clear about what we need.

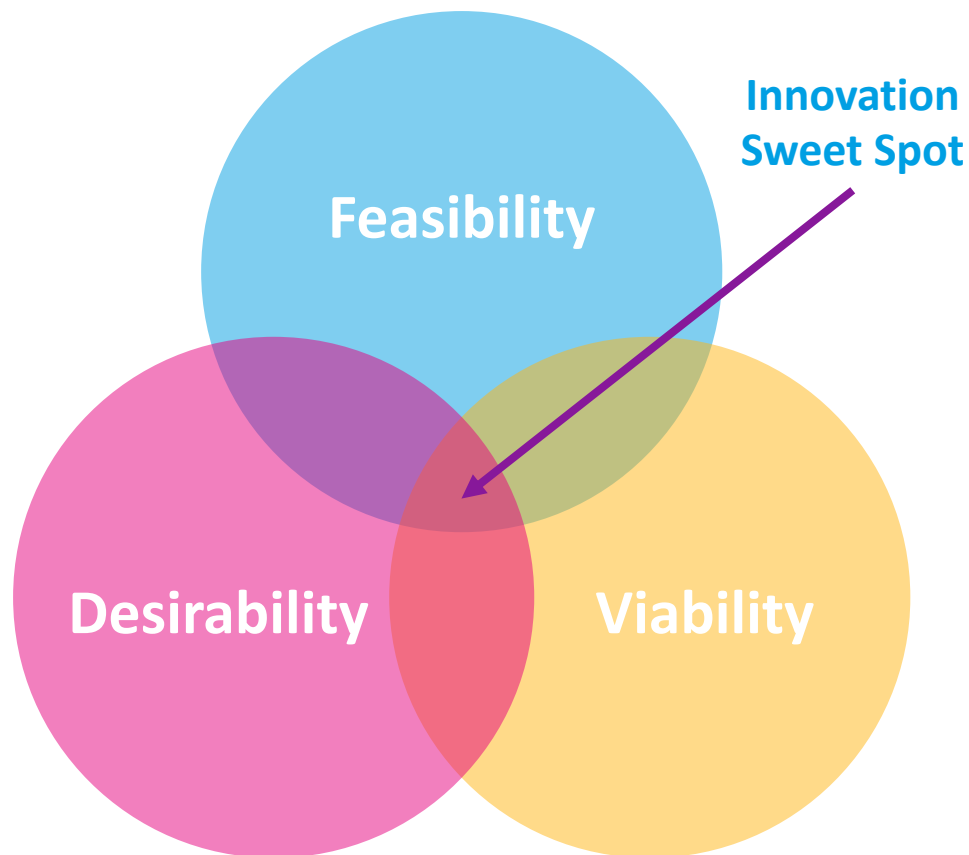
Pitching your idea should explain the **value** or **benefits** the company will gain if you make a significant business investment or initiative.

Investors will be looking for the **feasibility**, **viability** and **desirability** of the case.

Feasibility – how possible is it?

Viability – how likely is it to succeed?

Desirability – how attractive is it as a business idea?

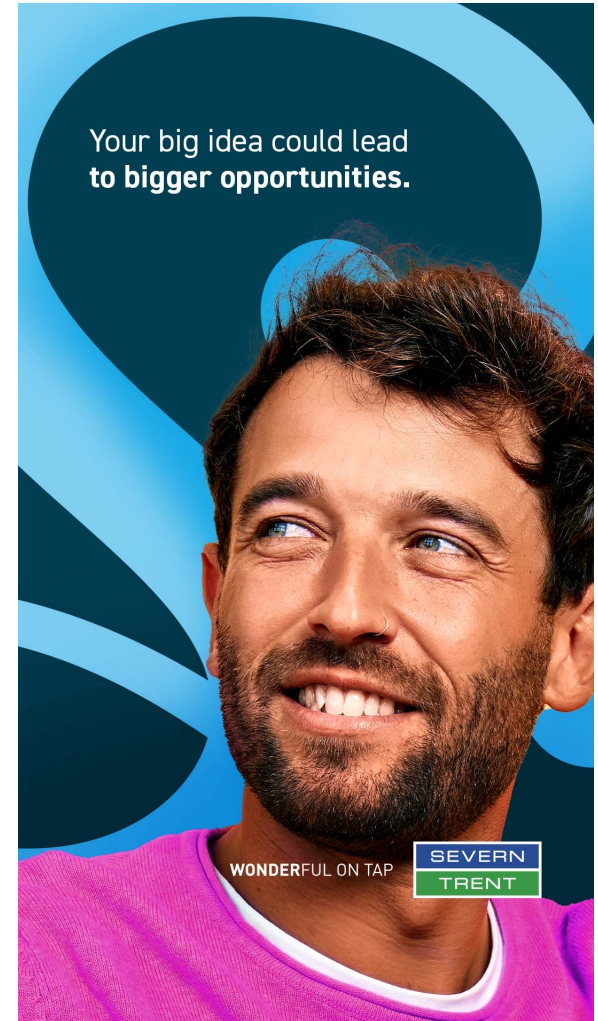


HOW TO PITCH YOUR IDEA

So where do you begin?

Before you even put pen to paper there are some things you need to consider:

1. What is this project's purpose?
2. Why are we working on this project?
3. How does this project connect to organisational goals and objectives and what benefits can it bring?
4. How will you measure the success of the project?
5. What resources will you need to make the project a success?
6. How long do you think the project may take to complete?



The background features a vibrant blue field with large, flowing, organic shapes in shades of pink and red. These shapes resemble stylized, interconnected loops or swirls, creating a dynamic and modern aesthetic.

NOW LET'S GET PITCHING

WHAT'S THE CHALLENGE?

1. Beginning your pitch

The first section of your pitch is your chance to make a compelling argument about your idea.

Make sure you draft an argument that appeals to the business goals and values. Despite being the first area your audience will see, this might be the last section you pull together.

Your opening statement should:

- Start with the problem or need the idea is solving - this is your chance to explain why your project is important and why Severn Trent should consider it.
- Outline your idea and the recommended solution.
- Explain your ideas value and the benefits it can bring to customers and the business.
- Wrap up your opening statement with how important this idea is.

Top Tip

- Keep it brief and high level
- Avoid jargon or technical terms
- Use active language throughout, support [here](#)
- Use engaging language to entice the reader/listener to go on, support [here](#)

WHAT'S THE CHALLENGE?

2. Dig deeper

In the next part of your pitch you can go into your idea in more detail.

What should be included:

- What is your idea?
- Who will this idea impact? e.g. Severn Trent, customers, environments, others.
- What benefits will the idea bring to those impacted?
- What does success look like for you against your idea?

Top Tip

- Shouldn't be any longer than one page (if uploading in doc format)
- Summary for decision makers
- Key messages and all the important stuff

WHAT'S THE CHALLENGE?

3. The detail

This is where you go further into the detail and show what thinking you have already done around your idea.

What to share:

- Is there anything similar on the market already? Where, what does it do, how is your idea different?
- Have you identified any risks to implementing your idea? What are they? What could potential solutions be?
- Can you identify any data sources which would help you? Have you had to make any assumptions within your thinking which the data will support or justify?
- What resources do you think you will need to implement your idea?

Top Tip

- At this point you may have to make lots of assumptions, and that's fine. We'll work with shortlisted candidates to pull this information out
- If you **know** you don't know something yet, you can refer to it as a 'Known unknown'

WHAT'S THE CHALLENGE?

4. Conclusions & recommendations

Here you should round up your pitch and end with the reasons why this idea should be considered.

Your conclusion should include:

- What the benefits your business idea will bring.
- Recommendations on what the first step would be in implementing your idea.
- Show your excitement and passion towards the project.
- Suggest why you think this idea is the best way forward to address the problem statement given to you.

Top Tip

- At this point you may have to make lots of assumptions, that's fine. We will work with the shortlisted candidates to pull this information out
- If you know you don't know something yet, you can refer to it as a 'Known unknown'

GOOD LUCK

Wavemakers

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SEVERN

TRENT