

# PITCHING IDEAS (TO INDUSTRY)

## FEATURES

- Ongoing pitch development, preparation & refinement
- Multiple approaches and tools for various levels of confidence and experience

## ENABLERS

- Providing more than one model for pitch development
- Peer engagement and assessment
- Refinements to build confidence in professional and productive environment

## CHALLENGES

- Levels of student confidence
- Team dynamics – failure to understand that industry presentations require professionalism and not all team members need to speak or present
- Presentations to Industry/Clients are different to those delivered in the classroom



## DESCRIPTION

Pitching ideas to industry partners occurs throughout interdisciplinary projects and students are assessed as much on their pitch development as they are on a final client presentation. Prior to delivery to industry, peer-assessed pitch presentations benefit learning outcomes, especially in relation to the development of persuasion and influencing skills, and the high levels of professionalism required in real-world engagement enables students to become more persuasive and better communicators. The unit's focus on the value proposition, and human-centred approach, also enables students to develop creative and relevant narratives, and engage in compelling storytelling

### Methods:

- Provision of real-world scenarios that enable students to collaborate and develop a pitch
- Students and/or groups articulate to their peers where feedback is provided
- Students get to reflect on how they respond to feedback
- Communication strategies provide continuous opportunities to give, receive and respond to feedback in a professional & academic environment

## VALUE/IMPACT

**For students:** Pitching to client enables students to demonstrate their capacity to develop multifaceted networks potential employers

**For industry:** Student projects respond to real client briefs and therefore provide a tangible and valuable community impact.

**For universities:** Working on client-based projects demonstrates the impact research and can have when applied through project based learning professional development and network-building with industry and the wider community with limited risk.

## EXAMPLE IN PRACTICE

**UniSA Match Tournament 2018** final pitch session at the *Adelaide Festival of Ideas*: A fast-paced session full of ideas about how local governments and communities can think differently about aging. Interdisciplinary teams pitched the ideas they had developed during a 12-week Match Studio elective course at UniSA in the hope of winning a trip to Copenhagen, Denmark.

<https://adelaidefestivalofideas.com.au/sessions/match-tournament/>

<https://www.youtube.com/watch?v=fesGBhwo4nU>

## RESOURCES

1. Movie Pitch: [Human Kind project pitch](#) by People Powered Planning
2. Match Tournament 2018 – [Humanising Data for an Age Friendly World](#)
3. Frederick, O'Connor & Kuratko (2019). *Entrepreneurship: Theory/Process/Practice*. Cengage:5<sup>th</sup> ed
4. Kawasaki, G. (2005). [The 10/20/30 Rule of PowerPoint](#).
5. Faherty, A. (2014). Developing enterprise skills through peer-assessed pitch presentations.