

MT2.4_7 Pitching for Green: Crafting Concept Notes

Goal: Immerse participants in realistic scenarios as they pitch their sustainable ventures to different funding entities, hone their storytelling abilities, and refine their financing strategies.

Materials:

- Scenario Cards (5 different scenarios with pre-defined venture profiles, target funding entities, and specific challenges)
- Pitching Deck Templates (flexible templates adaptable to any scenario)
- Markers, pens, and props (optional for creative visuals)
- Timer (optional to set pitch time limits)

Instructions:

1. **Setting the Stage:** Briefly introduce the concept of pitching for funding and the importance of tailoring pitches to specific audiences.
2. **Scenario Shuffle:** Distribute the Scenario Cards among participants or groups. Allow time for participants to familiarize themselves with their assigned scenario, venture profile, and target funding entity.
3. **Charting the Course:** Guide participants through the Pitching Deck Template sections, helping them brainstorm ideas for crafting a compelling narrative for their assigned scenario.
4. **Crafting the Story:** Encourage participants to utilize data, visuals, and storytelling techniques to showcase the impact goals, financial needs, and unique value proposition of their assigned venture.
5. **Polishing the Pitch:** Facilitate practice sessions within groups or individually, allowing participants to rehearse their pitches and receive feedback from peers.
6. **Funding Frenzy:** Organize one-on-one or group pitching sessions where participants present their finalized pitches to volunteers posing as representatives of their target funding entities. The representatives can provide feedback based on the specific criteria of their "role" (e.g., grant committee member, venture capitalist, crowdfunding platform manager).
7. **Reflection and Debrief:** Conclude by facilitating a group discussion on the pitching experience, highlighting takeaways about tailoring pitches, addressing common challenges, and refining financing strategies.

Attachment to MT2.4.7
Task 2.2



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Scenario 1:

- Venture: A food truck offering gourmet street food made with fresh, locally sourced ingredients.
- Target Funding Entity: Angel investor seeking high-growth businesses with unique value propositions.
- Challenge: Convincing the investor of the food truck's scalability and potential for profitability in a competitive market.

Analysis: Focus on the unique flavors and quality ingredients, present a market analysis demonstrating demand for gourmet street food, and detail a clear expansion plan for multiple trucks or a brick-and-mortar location. Emphasize the passion and experience of the team behind the venture.

Scenario 2:

- Venture: An online platform connecting local artisans with customers seeking handcrafted goods.
- Target Funding Entity: Crowdfunding platform focused on creative and community-driven projects.
- Challenge: Capturing the attention of potential contributors and demonstrating the platform's value proposition for both artisans and customers.

Analysis: Create a vibrant and user-friendly platform design, showcase stories of the featured artisans and the quality of their work, offer unique rewards for early contributors, and emphasize the platform's role in supporting local communities and reviving traditional crafts.

Scenario 3:

- Venture: A technology startup developing an application that gamifies fitness and healthy living habits.
- Target Funding Entity: Venture capitalist firm specializing in innovative technology with potential for mass adoption.
- Challenge: Convincing the VC of the app's user engagement potential, monetization strategy, and ability to stand out in a crowded fitness app market.

Analysis: Highlight the fun and competitive elements of the gamified approach, present data on user testing and early beta versions, demonstrate a clear revenue model through subscription or in-app purchases, and showcase the app's unique features and user interface.

Scenario 4:

- Venture: A co-working space designed specifically for freelancers and remote workers, offering innovative amenities and fostering a collaborative community.
- Target Funding Entity: Small business loan from a local bank.
- Challenge: Obtaining financing without a proven track record and convincing the bank of the co-working space's viability and market demand.

Analysis: Present a detailed business plan with market research and competitor analysis, highlight the unique amenities and community aspects of the space, emphasize the growing demand for flexible workspaces, and offer personal guarantees or collateral if needed.

Scenario 5:

- Venture: A mobile app providing on-demand pet care services, connecting pet owners with sitters and walkers for personalized pet care solutions.
- Target Funding Entity: Seed accelerator program for businesses with potential for social impact and disruption.
- Challenge: Convincing the accelerator of the app's scalability, unique value proposition, and potential to benefit not only pet owners but also animal shelters and pet care professionals.

Analysis: Emphasize the convenience and security of the app for pet owners, highlight partnerships with local shelters for volunteer opportunities and rescue pet support, and showcase the platform's ability to create jobs and improve animal welfare.

Remember, these are just examples, and you can further adapt them to suit your specific context and audience. Encourage participants to get creative, tailor their pitches to the different funding entities, and confidently present their business ideas in a compelling and persuasive manner.



Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

Concept Note Template

Name of Implementing Organization:

Contact Person for this Application (POC):

Email Address and Telephone Number for POC:

Project Description

What is the problem that this proposed project seeks to address?

What are the goals of the project, and the activities that will be implemented toward those goals?

What is the “Theory of Change” behind your project design? (How does your project design link to the goals that you have identified?)

What is the expected impact of the project?

Attachment to MT2.4.7
Task 2.2



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

How will this project be monitored and evaluated?

What is the relation between your work and USIP's mandate for conflict resolution and/or peacebuilding?

Project Staff

Please outline the qualifications and experience of your organization and the project team as they are related to your project plan and goals.

Budget and Timeline

What is the estimated cost of the project? (Including a full budget is not necessary at this time.)

Over what period of time will this project be implemented?

Attachment to MT2.4.7
Task 2.2



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.