

One of the quickest and easiest ways to get feedback from your intended audience about an idea is to develop a simple pitch deck as if you are 'selling' the idea to your audience. Teams can create paper-based pitch decks using simple drawings and explanations of product and service features without spending too much time or money developing a more complicated prototype.

OBJECTIVE

A simple idea pitch is a fast, easy way to present and test your idea with your intended audience.

WASH-HCD CONNECTION

A pitch deck can help WASH professionals quickly test ideas with their intended audience to get early feedback.

TIMING

90 - 120 minutes

MATERIALS

- PAPER OR POWERPOINT
- PENS OR PENCILS
- PRINTER



STEPS

- 1. Outline your pitch.** Use the Pitch Deck Template to fill in the important details of your idea, whether it is a product, service or experience.
 - What is your idea?
 - Why did you design it?
 - Who does it benefit?
 - What distinguishes it from others in the market?
 - What call to action are you asking from your audience?
- 2. Draft key talking points.** Write a clear and simple script so that the audience can easily follow along when you are presenting. Focus on sharing the high level points of your idea like the why and how, rather than the details. Make your pitch catchy, exciting, or urgent to gain more attention and make a lasting impact with the audience.
- 3. Produce visual components.** Draw quick sketches of each of your talking points, or find good photos that explain your talking points well.
- 4. Practice giving your idea pitch before you present to your audience.** The goal is for you to confidently present your idea as if you are selling it, so make sure you practice!
- 5. Deliver your pitch.** Schedule time with individuals from your audience of focus to deliver your idea pitch. This can often happen in combination with other activities you have planned to test your ideas and prototypes



Slide #1: The Problem

[State the problem from the perspective of your intended audience that your proposed solution or idea is trying to solve]

[Include an optional illustration, graphic, or photo]



Slide #2: Your Solution

[State your solution or idea for addressing the problem in one sentence]

[Include an optional illustration, graphic, or photo]

Slide #3: Features/how it works

[Explain feature 1]

[Include an optional
illustration, graphic, or photo]

[Explain feature 2]

[Include an optional
illustration, graphic, or photo]

[Explain feature 3]

[Include an optional
illustration, graphic, or photo]

[Explain feature 4]

[Include an optional
illustration, graphic, or photo]



PITCH DECK - TEMPLATE

Slide #4: Benefits

[Benefit #1 to your intended audience]

[Include an optional illustration, graphic, or photo]

[Benefit #2 to your intended audience]

[Include an optional illustration, graphic, or photo]

[Benefit #3 to your intended audience]

[Include an optional illustration, graphic, or photo]