COMMUNICATING YOUR IDEA

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HOW & WHY?

1. Tell a story
2. Spur action
TELL A STORY

• Start with the problem
  • What is the problem?
  • Why is this important?
  • How you will solve it?
  • What is your added value?

• Expand on this story in the other sections

• Keep it short!
SPUR ACTION

Make an emotional connection with your audience

Make it personal if possible
KEY POINTS TO REMEMBER

1. Tell a concise story
2. Make it personal
3. Show your passion
4. Be memorable
People forget facts, but they remember stories.

Joseph Campbell