Best3Minutes guide to your Hackathon Pitch

How long is the pitch?

You have 5 minutes pitch, 3minutes Q&A

5 minutes is around 45 sentences! Get the story roughly straight, then do a test against the clock. There is a hard cutoff: if you take too long, they won't let you finish!

If you fail to finish within the time available while practicing, cut out some content and try again.

How do I create my story?

Brainstorm with Post-its, not PowerPoint, to create the storyline.

Leave the software alone until you've had time to think. Get the ideas out of your head using Post-Its.

Only make slides once you have the storyline clear. This will save you a lot of time, and you'll get a better overview of the flow of the story.

What do they want to hear?

Check the Judging Criteria.

Use the Judging Criteria as your guiding light for the pitch!

If you can match the criteria with the content of your pitch, you have a chance of winning: if you don't, there's no chance of success.

How to open the pitch?

Open Powerfully: make the first word count!

Don't waste time on 'I'm happy to have the chance to share.' etc. Get into the pitch! What are you solving? What have you done? Are YOU excited about your idea?

Practice this out loud. The first seconds are the moments of biggest stress, make sure you're ready to go!

Don't over explain details!

Use The Power of Three; stick to the headlines

The time disappears before you know it! Don't get lost in the details.

Got 7 things you want to tell them about? Break it down to the most important 3 points. Easier to understand, and to remember!

Finish like a professional.

Don't finish with a shrug of the shoulders... Finish with a bang!

The last 15 seconds are the first thing they will remember about you, your idea and your team.

Make a plan for those last 15 seconds - remind what they've seen, and why they should choose YOUR idea. Be professional to the last full stop.

Oh... One More Thing!

Why do YOU believe in this idea? Your enthusiasm counts!

Pitching is a great opportunity to share your passion for what you do. Why do you think what you and the team created matters? What's the coolest thing about what you've created?

Enjoy the moment!

Get the tools to make your winning pitch at best3minutes.com/toyohack25

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