Pitch & Presentation Toolkit

Congratulations! You've reached the last stage of the Food Systems Game Changers Lab Solutions Accelerator and it is time to prepare for meetings with Scaling Partners. During the Engagement & Pitch phase, the FSGCL Solutions Accelerator supported you in further developing your Action Agendas. Now, it is time to develop a pitch and presentation to spark the interest of Scaling Partners and provoke critical thinking about new possibilities for food systems globally. In collaboration with your Cohort, you will develop a pitch and presentation leveraging all the resources you've built throughout the Accelerator.

This document will help you



Identify key elements from your Action Agenda that showcase compelling, informative, and co-created sets of solutions that highlight opportunities and community insights generated by your Cohort.



Adopt strategies for co-creation as you present collective solution sets and invite Scaling Partners into this journey of food systems transformation.



Create a polished presentation that describes your Action Agenda solution sets and strategies for advancement that can be adapted for different audiences and contexts.

Ahead of the UN Food Systems Summit, You'll Have Built

1 Cohort Action Agenda + Cover Page

A 3-5 page document/deck developed by each Cohort reflecting your collective solution sets. Developing the Action Agendas will foster an awareness and engagement with systems-level challenges and solutions, and provide opportunities for your Cohort to align, set goals, and strengthen your individual solutions by placing them in a larger systems context.

The **Cover Page** is a visual summary of your Action Agenda, developed and finalized during Weeks 8 & 9.

2 Action Agenda Bridge Questions

3 Pitch Presentation Deck

A 6-10 minute pitch deck that can be used to share your Action Agenda solution sets, explore opportunities for partnerships, and galvanize support from Scaling Partners. This will be developed during Weeks 9-12 and be ready by the week of the Summit. You will be equipped to customize a compelling presentation and create a pitch tailored to your audience.

SecondMuse will assist your Cohort's representative team in developing and refining your pitch – Your Cohort will receive a PowerPoint Google Slides template to leverage as a visual tool, a feedback session to practice pitching ahead of the Summit, and guiding documents like this Pitch & Presentation Toolkit. Ahead of the Summit, you will also receive a Facilitation Toolkit with actionable tips on how to get the most out of the Matchmaking process and begin to foster long-term relationships.

Crafting Your Pitch

Creating your pitch and presentation is like preparing a well-balanced meal that is both a culinary adventure and a festival for the senses. Developed with intention and meticulous attention, the result is a beautiful dish that brings in all the ingredients you've planted, grown and now harvested within the Accelerator. For example, in Week 7 you engaged in a Sensemaking & Narrative Weaving activity to shape a cohesive story that connects the current state to a future vision. This activity guided your Cohort through a process to articulate the transformative purpose of your collective solution. Below you will see exercises that leverage your Accelerator work to create an engaging pitch and accompanying presentation deck that educates, inspires and invites your target audience into the journey.

For some of you, this will not be your first time in creating a pitch and/or presentation deck, and for others it may be. Not to worry. All voices, contributions, and ideas are valuable to the process and the end product (although, it's worth noting there is no end– it evolves with more inputs and for different audiences). Given the unique attributes of your Cohort, and your objectives to connect with Scaling Partners around your Collective Action, this Toolkit is customized for you. Within the following steps, you may recognize elements of an innovator or entrepreneur pitch, elements that reflect a vision narrative presentation, and a blend of tips, tricks, and tools that lend to building relationships, convincing and motivating your audience, and establishing your position as leaders in the food system transformation space. Engage with curiosity and a beginner's mindset while bringing in your experience, wisdom, and collective vision as you co-create your Collective Action Pitch and Presentation.



Crafting Your Pitch (continued)

1 Know your audience.

Before you develop your Pitch, it's critical to know who you are designing for and what success looks like for your Cohort. What are your target audience's needs, contexts, and history? Who are their competitors, who do they influence, who has influence over them? After **Step 2**, come back to this question: What is the relationship between your **audience** and your **Protagonist**?

Ask questions specific to your audience to reveal information you want to be sure they understand. Focus on what their key message is and how you can get this across in the best way.

Related past work: Week 6 - Stakeholder map
Resources:

- TED's secret to great public speaking
- Communicating Respect: Know Your Audience
- The Rise of Food Systems Experts

💡 **Tip:** In addition to a digital search, don't be shy in asking questions within your networks to better understand your audience. The more you know, the better you can position your pitch AND the easier it is to relate human to human. Develop **relational currency**.

Crafting Your Pitch (continued)

2 Paint a picture of your Protagonist's life.

Since humankind's earliest days, stories have been used to communicate knowledge, prescribe behavior, form our understanding of the world, and imagine our futures. Each member of your Cohort contributes a unique story that builds a broader **narrative arc** around the Collective Solution set.

Instead of the usual death by Powerpoint or making sure you represent all the data, tell a story about your **Protagonist**– who is affected by the problem? Introducing the Protagonist not only makes the presentation more accessible and interesting to the listener, but the Protagonist is an opportunity for your cohort to focus on your shared vision for your hero and/or heroine.

What does a day in their life look like as it is today? Humanize your Protagonist. What is her/his/their name? Describe a day in their life, their surroundings, their experiences? As an outsider looking into their food system, help the audience understand the challenges and deficiencies, and shed light on how your Collective Solution will emerge into the system and into the life of the Protagonist. Describe how their experiences, life, and future will be different when your realized Collective Solution becomes a reality? Be specific, add texture, and bring in sensory elements.

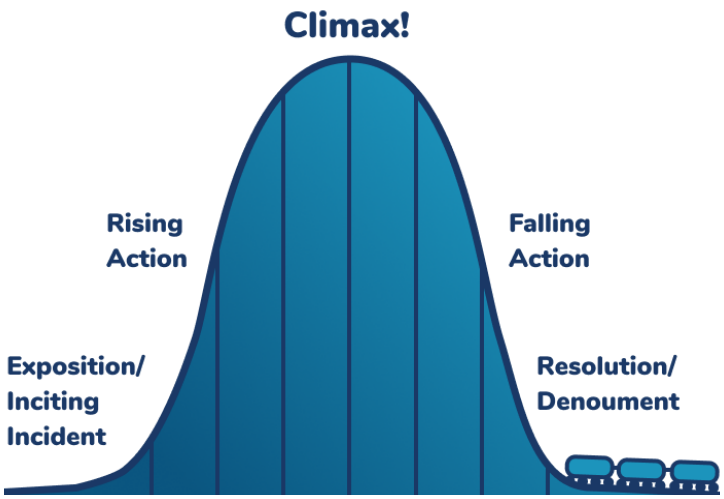
Related past work: Week 1 - The Iceberg Model
Resources: A Day in the Life of a Farmer, The Future of Agriculture

> 💡 **Tip:** Make sure you create a Protagonist that is **believable** and **relatable**. There is a difference between fiction and fantasy.

Crafting Your Pitch (continued)

3 What is the anatomy of a Narrative?

Now your goal is to drive your audience to action by weaving the story of your **Protagonist** together into a **narrative arc** that evokes emotion AND also illustrates your leadership, knowledge and the promise of your Collective Solution.



Related past work: Week 7 - Narrative Weaving

Resources: What is a narrative arc?

Exposition - Introduce your Protagonist and supporting characters. Who is being affected by the problem your Collective Solution is looking to solve?

Rising Action - Create tension and urgency around the problem. How is the Protagonist affected by this problem? Why is the current state of this food system unacceptable? Here, you'll make the case about your problem– include supporting evidence and data.

Climax - Paint a picture of your future vision. How is the journey of your Protagonist transformed through your collective vision for the future? What is the main event in your narrative that unlocks and sparks food systems transformation? What event(s) resulted in significant food systems transformation thanks to your Collective Solution?

Falling Action - Build a bridge between your Protagonist's Climax and Resolution. How will your Collective Solution sets be implemented to bring the Protagonist into your future vision?

Resolution/Denouement - What does success look like for your future vision– revenues; profits; a regenerative, equitable and nutritious food system? Who needs to be involved to make this a reality? Why are your Collective Solution and Cohort members best equipped to build this future?

Write the sequel - This is your **ask**– what do you want from your Scaling Partner? Money, support, endorsement, contracts? Don't leave the story incomplete.

Crafting Your Pitch (continued)

4 The storyteller is the focus of the pitch– not the supporting materials. Keep it simple!

Think about the visual experience as you create your pitch. Slides and other supporting materials can be an incredible visual tool to strengthen your message. Make sure what is on your slides really matters– less is more. If the audience is busy reading words or interpreting graphs, they are not listening to you! The rule of thumb is to only use a slide if it:

- Supports what you are saying
- Clarifies complex information or
- Highlights the key details

> 💡 **Tip:** While the first step in creating a compelling pitch is getting clarity on your narrative, don't stifle the creative process. Key words, images, visuals, graphs, or infographics may come up– keep note of these inspirations so when you get to creating the presentation you can plant the seeds that lead to a beautiful garden!

Building Your Pitch Presentation Deck

Throughout the last 10 Weeks of the Solutions Accelerator, you have collaborated on Cohort Workbooks, collaborative Miro boards, and Action Agendas– these **Accelerator Ingredients** are mapped to each slide in the rubric below so you can leverage existing content in your Pitch Presentation.

1 Make a Copy

Start by making a copy of the Presentation Cohort Pitch for your Cohort– make a copy for your Drive or view the master template here.

2 Craft each slide

Summarize the content in the "Sourced from" section in a visually engaging way. Keep in mind that your pitch presentation should be 6-10 minutes long, so you will spend about 1-2 minutes on each slide.

3 Develop custom slides

Utilize different slides based on audience and context. Consider which slides you will use during the Action Agenda Assembly (general audience of many Scaling Partners) versus the Matchmaking meetings (specific audience of one Scaling Partner).

Pitch Presentation Deck Structure

Intro - 1 minute

Start your pitch by telling a compelling story through the lens of your **Protagonist**.

Add these Accelerator Ingredients:	**Sourced from:**
Who is your Protagonist? What is their current reality?	• Protagonist Persona Activity Week 10 - Narrative Building Workshop 1 - August 30, 2021

Consider the following prompts to guide your narrative arc:

- What has your Cohort focused on?
- Who represents your Cohort?
- Why should we trust you?
- What subject matter expertise, backgrounds, and collective experience is represented in your Cohort?

Pitch Presentation Deck Structure (continued)

Barriers - 1 minute

Place your **Protagonist** in conversation with the problem you are solving. What barriers does your Protagonist face as a result of the current reality?

Add these Accelerator Ingredients:	**Sourced from:**
What are the main barriers standing in your way to achieving the impacts you noted (related to health, environment, livelihoods)?	• Cover Page - Barriers • Action Agenda Slide 9
Who might be opposed to your solution? Why?	• Action Agenda Slide 13

Consider the following prompts to guide your narrative arc:

- What value are we losing in the current reality? What are these failing systems perpetuating?
- What are the failing aspects of current food systems that you plan to address?
- What narratives/actions are maintaining the status quo?
- Who is included? Who needs to be included?
- What is not included?

Pitch Presentation Deck Structure (continued)

Shared Vision & Collective Solution Sets - 1 minute

In this section, illustrate your Cohort's shared vision for the future. Describe the Collective Solution Set and share examples of how it benefits people and the planet.

Add these Accelerator Ingredients:	Sourced from:
Describe the Solution that is being proposed by the Cohort.	• Cover Page - Pathways to Vision & Vision • Action Agenda Slide 3
In 2030 if a newspaper headline and summary were printed about this Collective Solution's impact across global food systems, what would it read?	• Action Agenda Slide 5
Where has this solution already had an impact? Describe a place-based example.	• Action Agenda Slide 8

Consider the following prompts to guide your narrative arc:

- What inciting event or inflection point sparked food systems transformation?
- What is an artifact from the envisioned future that would signal positive change?
- Who are the characters that need your envisioned future?
- What visual images might you share to evoke the future?
- Share a story that tells the human experience of your solution– why should people care about it?

Pitch Presentation Deck Structure (continued)

Value Proposition - 1 minute

Describe the unique Value Proposition your Cohort contributes to the Shared Vision.

Add these Accelerator Ingredients:	Sourced from:
Describe your Collective Solution set's impacts on the environment, livelihoods and human health.	• Action Agenda Slide 6
Think about your Collective Solution and articulate any of the other ways it could possibly deliver impact.	• Action Agenda Slide 7
What is the purpose of your Collective Solution - how is it massively transformative?	• Action Agenda Slide 15

Consider the following prompts to guide your narrative arc:

- What value will this set of solutions create for food systems across the world?
- What is at risk if we fail to achieve this vision?

Pitch Presentation Deck Structure (continued)

Principles & Plan for Thrivability - 1-2 minutes

Add these Accelerator Ingredients:	Sourced from:
Share critical positive impact	• Cover Page - Impact
Define key step(s) that can be taken to overcome defined Obstacles	• Action Agenda Slide 10
For each key step(s), indicate resources needed to successfully take the first step	• Action Agenda Slide 11
Who might be opposed to your solution? Why?	• Action Agenda Slide 13
Is there something that you might alter about your solution to reduce a trade-off? To increase a synergy?	• Action Agenda Slide 17
What are the unintended consequences that your solution could trigger? How could those risks be lessened?	• Action Agenda Slide 18

Consider the following prompts to guide your narrative arc:

- Which principles did your Cohort use in building your Action Agenda? Which proved to be most successful for your Cohort?
- What actions do you think will help us shift from the current reality to the envisioned reality?
- What are your key activities?
- What is your timeline?
- How are you tracking impact?

Pitch Presentation Deck Structure (continued)

Next Steps & Call to Action - 1-2 minutes

Add these Accelerator Ingredients:	**Sourced from:**
Who might support this solution? Why?	• Cover Page - Stakeholders • Action Agenda Slide 12
Who or what are the key characters in your Pitch? What does it take to go from the current state to the desired future state?	• Call to Action Exercise Week 10 - Engagement & Pitch
What is your Call to Action for those with whom you want to engage - and what impact will support from partners ideally unlock?	• Action Agenda Slide 4

Consider the following prompts to guide your narrative arc:

- Who is leading/collaborating to achieve this vision?
- Who are the Stakeholders that are to be engaged to activate your set of solutions?
- Why this collaboration? Why these people?
- What questions will you aim to answer during the next phase of your plan to advance these Collective Solution sets? Your Cohort might consider: refining effective actions for behavior change, refining partner roles, surfacing false assumptions and recalibrating, refining resource needs.
- What are you asking the audience to do? -To partner? Amplify? Invest? Take a specific action or make a personal behavior change?

Pitch Presentation Deck Structure - Overview

	Add these Accelerator Ingredients:	Sourced from:
Intro	Who is your Protagonist? What is their current reality?	Protagonist Persona Activity Week 11 - Narrative Building Workshop 1
Barriers	What are the main barriers standing in your way to achieving the impacts you noted (related to health, environment, livelihoods)?	Cover Page - Barriers & Action Agenda Slide 9
	Who might be opposed to your solution? Why?	Action Agenda Slide 13
Shared Vision & Collective Solution Sets	Describe the Solution that is being proposed by the Cohort.	Cover Page - Pathways to Vision & Action Agenda Slide 3, Bridge Question 1
	In 2030 if a newspaper headline and summary were printed about this Collective Solution's impact across global food systems, what would it read?	Action Agenda Slide 5
	Where has this solution already had an impact? Describe a place-based example.	Action Agenda Slide 8
Value Proposition	Describe your Collective Solution set's impacts on the environment, livelihoods and human health.	Action Agenda Slide 6
	Think about your Collective Solution and articulate any of the other ways it could possibly deliver impact.	Action Agenda Slide 7
	What is the purpose of your Collective Solution - how is it massively transformative?	Action Agenda Slide 15 & Bridge Question 2
Principles & Plan for Thrivability	Share critical positive impact	Cover Page - Impact
	Define key step(s) that can be taken to overcome defined Obstacles.	Action Agenda Slide 10
	For each key step(s), indicate resources needed to successfully take the first step.	Action Agenda Slide 11
	Who might be opposed to your solution? Why?	Action Agenda Slide 13
	Is there something that you might alter about your solution to reduce a trade-off? To increase a synergy?	Action Agenda Slide 17
	What are the unintended consequences that your solution could trigger? How could those risks be lessened?	Action Agenda Slide 18
Next Steps & Call to Action	Who might support this solution? Why?	Cover Page - Stakeholders & Action Agenda Slide 12 & Bridge Question 3
	Who or what are the key characters in your Pitch? What does it take to go from the current state to the desired future state?	Call to Action Exercise - Week 10 - Engagement & Pitch
	What is your Call to Action for those with whom you want to engage - and what impact will support from partners ideally unlock?	Action Agenda Slide 4

Review

Presentation Checklist

As you develop your Pitch Presentations on behalf of the Cohort, use this checklist as a resource to support you in developing an impactful presentation:

- ☐ Simple, but not simplistic
- ☐ Emotionally resonant
- ☐ Authentic
- ☐ Dynamic in delivery (rhythm)
- ☐ Strong opening & closing
- ☐ Leaves room for the audience to meet the presenter half way (asked a question, provoked their imagination, took a beat of silence)
- ☐ Visually engaging material
- ☐ Logical arc of ideas