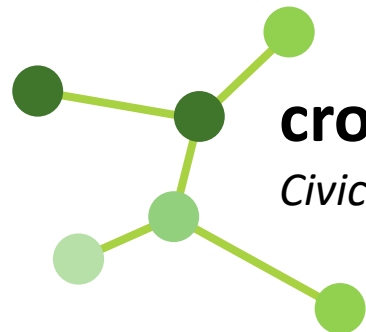


Idea, Call, Team



Notes for the perfect pitch.

Andrew Nash
andy@andynash.com



crowdsourced-transport.com

Civic Technology for Sustainable Transport

Idea, Call, Team

Notes for the perfect pitch

- **Idea** ... a new, creative approach,
- **Call** ... and one that really fits,
- **Team** ... you need more than yourself,
- **Plan** ... it's a long long way to run,
- **Write** ... be clear to keep the thread,
- **Check** ... take care you've got it all,
- **Submit** ... early if you can, and ...

Idea, a new, creative approach

- **Original**
- **Innovative**
- **But, grounded ...**
 - ... not too original and innovative.*
 - ... show clear relation current research.*
 - ... literature review is important.*

Call, and one that really fits

- **Make sure your idea fits the call.**

Sounds obvious, but you'd be surprised ...

- **Check the call specifics.**

How many projects to be funded?

How much funding per project?

- **Do your homework.**

Where did the call come from?

What is the competition?

Team, you need more than yourself

- **Always be looking for good people.**

For a team you organise.

For a team to join.

- **Find a great coordinator.**

Research is herding cats, and ...

... administration is the ninth ring of hell, ...

... so imagine a herd of cats in the ninth ring of hell.

- **Team strategically.**

Balance: geographic, gender, organisational

Plan, it's a long long way to run

- **Idea → Submission**

Your good idea

Talk about it

Build the core team → coordinator

Write, write, rewrite, write

Round out the team with great partners

More writing

Tons of editing

Stress

Submit

Write, be clear to keep the thread

- **A well-written proposal ...**
 - ... shows you understand the problem.*
 - ... shows you have a good solution.*
 - ... shows you can successfully complete the project.*
- **Use simple and clear language.**
 - Avoid Commission-speak.*
- **Be concise: less is more.**
- **Hire someone like me!**

Check, take care you've got it all

- **Good checklists are available ...**

- ... from submission site (requirements).*

- ... from proposal writing courses.*

- ... from your contact point!*

- **Use them ...**

- ... to plan proposal preparation.*

- ... to help as you write.*

- ... to control your submission.*

Submit, early if you can

- **Don't wait until the last minute.**
- **Upload early, replace later.**

- **But, prepare for last minute stress.**

Idea, Call, Team

Notes for the perfect pitch

- **Idea** ... a new, creative approach,
- **Call** ... and one that really fits,
- **Team** ... you need more than yourself,
- **Plan** ... it's a long long way to run,
- **Write** ... be clear to keep the thread,
- **Check** ... take care you've got it all,
- **Submit** ... early if you can, and ...



Andrew Nash develops engaging public participation applications and games designed to improve city liveability and transport.

- Crowdsourced-Transport.com
- Ringstrasse150.com
- AndyNash.com