



## PITCH FOR STORY-TELLING

### ACCELERATING INNOVATION FOR RESILIENCE (AI4RESILIENCE)

#### STEP 1: ARTICULATE THE PROBLEM

- Use a story. If possible, distill the problem to the point of one particular person who is impacted by the problem
- Alternative: Tell the story of a stakeholder who interfaces with this problem
- Alternative: Origin Story - What is the story of what inspired your team to tackle this problem?
- Now that you've simply explained the problem from the perspective of one person, illustrate the breadth/scope of the problem in Bangladesh. Demonstrate how it impacts communities, other stakeholders, systems, etc.
- Highlight the root causes or the systems that your solution will address

#### STEP 2: ILLUSTRATE WHAT SUCCESS LOOKS LIKE

- Continue your story. What would success look like if we solved this problem? How would it impact people currently experiencing this problem? What are the broader implications for solving the problem for the innovation ecosystem in Bangladesh?
- Keep it simple

#### STEP 3: ILLUSTRATE HOW YOUR SOLUTION SOLVES (OR CONTRIBUTES SOLVING) THE PROBLEM

- Build on the story you've started - Concretely explain how your innovation solves the problem of that person. Demonstrate how the solution will impact the broader system. Keep it simple. Draw the arc between problem and success.
- Use "anchoring", if necessary, to explain complex solutions.

#### STEP 4: DEMONSTRATE WHAT SUCCESS YOU'VE ALREADY ACHIEVED/ESTABLISHED YOUR CREDIBILITY

For example:

- What results have you achieved? What proof of impact do you have?
- What social proof do you have?
- What interest do you have from others as demand for innovation?
- What progress did you make testing your innovation?
- Why is your team uniquely suited to this?

#### STEP 5: ARTICULATE YOUR PRIORITIES FOR THE FUTURE

- Succinctly explain your top three priorities for the near future

#### STEP 6: MAKE YOUR ASK

- Describe your top three areas for support.
- Include at least one not financial ask (partnership, expertise, etc.).
- Quickly describe how you would use the prize money or how it would be catalytic to your team.