

AFCC 2015
Mock Pitch Session by Marco Sparmberg
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What to include in your pitch:

Know who you're pitching to (commissioners, funders/investors)

Know what you want from the pitch

Demonstrate your knowledge/research/proof of concept:

- audience demographics
- audience behavior patterns (devices used, peak times for consumption)
- platforms and devices
- interaction & levels of immersion
- understanding of local governmental regulations and cultural identity (acceptance/rejection of topic/theme)
- awareness of latest trends (consumer behavior and technology)
- importance of family appeal & educational perspective (+PSB values if applicable)
- revenue model (how to make the project financially viable and sustainable)

Be tangible. Don't pitch ideas, pitch an executable/finalized package: Be ready to start production "tomorrow".

Lead with story, keep it short!

Be authentic to your audience

Be relevant in topic & message

Have a sticky idea (USP)