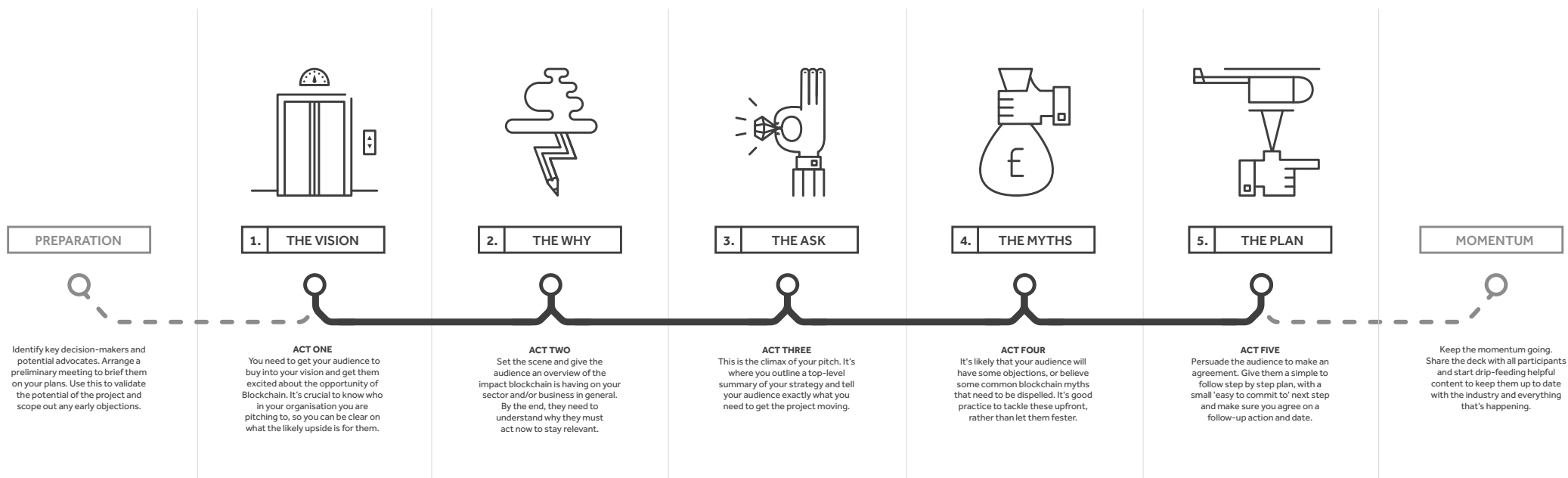


# THE FIVE ACTS OF THE PERFECT PITCH



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 Web3 Labs



## What are the five acts?

Much like writing a film script or a play, you can consider your pitch as a series of 'acts'. Originally used by the ancient Greeks, a five-act structure guides an audience through a story by creating tension and drama. Shakespeare was also a big fan, and it's a structure still used for many films and plays.

Now, talking about creating tension and drama may sound a little over the top for a pitch, but when you apply these same principles of storytelling to your pitch, you deliver a powerful story that can win over even the most staunchest of cynics. The five acts of a blockchain pitch are; the vision, the why, the ask, the myths and the plan.

## Why do five acts work?

We've been telling stories using a five-act structure for centuries, which means we're really used to being delivered content in this rhythm. Because of this, it psychologically makes the audience feel more comfortable with the content being shared and means you're more likely to hold their attention.

A five acts structure also allows you to appeal to an audience's emotional and logical mindset. Their head and their heart. Act one and two speak to their heart, getting them to emotionally lean into the concept of the project, while acts three, four and five, deliver the logical content they need to make a decision.

## How to use this download

On the following page is a worksheet that will allow you to consider the type of content you want to share within each 'act' of your pitch.

There is also space for you to jot down your notes and ideas around they key content you'll share one each slide.

If you would like further support on writing and designing a killer pitch, check out [www.robotmascot.com](http://www.robotmascot.com)

	Preparation	1. The Vision	2. The Why	3. The Ask	4. The Myths	5. The Plan	Momentum
Description	Identify key decision-makers and potential advocates. Arrange a preliminary meeting to brief them on your plans. Use this to validate the potential of the project and scope out any early objections.	You need to get your audience to buy into your vision and get them excited about the opportunity of Blockchain. It's crucial to know who in your organisation you are pitching to, so you can be clear on what the likely upside is for them.	Set the scene and give the audience an overview of the impact blockchain is having on your sector and/or business in general. By the end, they need to understand why they must act now to stay relevant.	This is the climax of your pitch. It's where you outline a top-level summary of your strategy and tell your audience exactly what you need to get the project moving.	It's likely that your audience will have some objections, or believe some common blockchain myths that need to be dispelled. It's good practice to tackle these upfront, rather than let them fester.	Persuade the audience to make an agreement. Give them a simple to follow step by step plan, with a small 'easy to commit to' next step and make sure you agree on a follow-up action and date.	Keep the momentum going. Share the deck with all participants and start drip-feeding helpful content to keep them up to date with the industry and everything that's happening.
Content Options		Problems Opportunities Solution	Sector Impact Blockchain Evidence Project justification	Cost Timings ROI	Case Studies Myths Risk Analysis	Resources Step-by-step plan Small next step	
Content Ideas							
Notes							