

SMALL-GROUP PITCHING WITH NABC

NABC: a structure for pitching

The most important element of a pitch is the presentation of the offer in a way that stimulates the interest of the target audience. A simple, but powerful, tool to make sure the important parts are present within a pitch is the NABC structure. NABC was developed by the Stanford Research Institute (SRI) and is one of the cornerstones of their innovation process.

The pitch should address the following questions:

- What is the market's/ target audience's important **Need** that you will address?
- What is your **Approach** to addressing this need?
- What are the **Benefits** of this approach for the market/ target audience?
- Are there **Competitors** also addressing this need? If so, how is your approach better or complimentary?

When using the NABC for a pitch, you should start with an opening **Hook** - often a counterintuitive or surprising fact related to your topic - to catch people's attention, and end with an **Offer**, which is a succinct summary of the value of your proposed activity.

The body of the pitch is the **Need** you meet; the **Benefit** your **Approach** gives the recipient and an indication of what **Competition** is present. It is not necessary, or recommended, to spend equal time on each element of NABC in your pitch; all should be covered, but you must emphasise what is most relevant in your case.

You should practice your pitch to give you the confidence to adapt it to different settings (place, time, audience). If you get less time to pitch than the standard **four minutes** of NABC, then the main focus should be to get the audience's attention and make them sufficiently interested to ask for more information later. If you get more time to pitch, start with getting the audience's attention and use the time to go more in-depth. Always use all the time you get.

Repeated practice is the key. Start with typing your pitch, then read it out loud and time it. Keep practising until you get a feel for how long the different parts of your pitch take to present.

