PITCH PERFECT

Time Needed:
1-3 hours

Materials Needed:
Tool form
(Printed or Digital copy)

Difficulty Level:
Easy to moderate

Tool Creator:
Ivy Ong

Version:
1.0, 30 April 2017

TOOL PURPOSE:

This tool will help prepare you for a buy-in meeting with a government official. This will be your pre-work before crafting your key messages for your open data project pitch.

PREREQUISITES:

To successfully make use of this, you need to:
- Be knowledgeable about implementing open data projects,
- Have background on concepts in governance and transparency, and
- Be capable of some basic research skills.

Additionally, this tools works best when:
- You've already finished the conceptualisation and testing of your open data project and you're seeking a government unit to adopt/adapt it.
- You've conducted your stakeholder mapping[1] and power analysis of key players[2] and now you're validating the data to check key influencer.
- You have an existing relationship with a government official or a connection with someone who can get you a meeting with said official.
- Oh, it also helps a lot when the government official has political will!

WHO TO INVOLVE:

It's best to involve project implementers familiar with the project ecosystem and government official.

STEPS TO TAKE:

1. Download the form and answer the questions.
   A few notes in completing the form:
   - 'Environmental conditions' are the enabling/hindering factors within the official's immediate environment (e.g. public discourse surrounding the

issue, mandates of his/her office, or the regulatory environment that may influence his/her decision).

- 'About the government official' focuses on the incentives that can make him/her positively react to the proposed pitch. The last column on digital footprint requires looking into his personal pronouncements through social media (facebook, twitter) or via traditional media.
- Accomplish the form from the first to the last page. The pitch, contained in the last page, is based on a more thorough understanding of the variables studied in the first two pages.

2. Test the logic of the form within your team through a sounding board exercise. A sounding board is a method of getting direct comments from other people not involved in the development of a particular product (in this case, the form above).

Note: Consider also answering the Pitch Perfect Form as a collaborative exercise with the members of your team.

RESOURCES:

1. Check out ICT4D blog's archives to learn more about Stakeholder Analysis and Mapping, or view the direct link at https://ict4dblog.wordpress.com/2015/12/17/stakeholder-analysis-of-open-government-data-initiatives/.

2. Go to Powercube to find out more about the methods for Power Analysis of Key Players, or visit https://www.powercube.net/analyse-power/.

SOUTHEAST ASIA OPEN DATA INNOVATION WEEK

This tool was created by participants of the Southeast Asia Open Data Innovation Week event held last November 2016, as part of the Open Data Innovation Toolbox. There are more tools to check out and use on our website!

Visit http://labs.webfoundation.org/projects-2/open-data-innovation-week/ to read about the project and see the other tools. For more information on the event, you can also get in touch with us by email at info@labs.webfoundation.org.

PITCH PERFECT

Helping you prepare for a buy-in meeting.

1. Name of your project: _____

2. What is it for: _____

3. Name of government official you'll talk to: _____

ENVIRONMENTAL CONDITIONS

4. What are the current topics/issues being discussed in media or by citizens?

5. What policies, regulations, and processes exist which can help your project?

6. What policies, regulations, and processes exist which can hinder your project?

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ABOUT THE GOVERNMENT OFFICIAL

7. What are the incentives for the government official to adopt the project?

8. What are the incentives for the ministry/ department to adopt the project?

9. What can you learn about the official's interests from their digital footprint?

THE GOVERNMENT OFFICIAL AND THE ECOSYSTEM

10. What are the priorities of the official?

11. What key activities are related to your project?

12. What are the key resources available to your target than can help build the case for your project?

13. What are the key resources available to your target than can hinder in convincing them to adopt your project?

14. What other ministry/department does this project you're proposing? What is the value-add that your project brings?

15. Who is the best person to deliver the message?

SUGGESTED FLOW OF THE PITCH

16. Why is the project important for the official?

17. How will she/he personally benefit?

18. How will her/his ministry/organisation benefit?

19. What other parts of government are already doing this? How are they benefitting?

20. What does she/he need to do to realise the benefits?