

How to Nail Your Gaddie Pitch

*A practical guide for
Bridge the Gap 2026 participants*

Bridge the Gap:

Pacific Digital Inclusion & Safety Challenge 2026

In this guide:

What is a Gaddie Pitch?

The three-part structure

Worked example: VillageHealth Connect

Tips for a compelling pitch

Practice & delivery

A pitch is a clear, concise and persuasive way of communicating your idea.



Tell a story

People remember stories, not slides. Your pitch should take the audience on a journey — from the problem, through your insight, to the impact.



Show & tell

Your goal is to get judges, mentors, and partners to buy into your idea. Show them the problem is real. Tell them your solution works.



Be desirable, feasible & viable

The best pitches hit all three: people want it, it can be built, and it makes sense. Your lean canvas is your map.

For this challenge, you will deliver a 3-minute pitch to the judging panel. The Gaddie structure gives you the clearest, most compelling way to do it.

Three sentences. Three moves. One unforgettable pitch.

1

You know HOW...

The problem & the person

Open with something your audience already knows to be true — a frustration, a gap, a pain point experienced by the people you are designing for. This builds immediate empathy and relevance.

💡 Name your target community specifically. 'Rural Pacific women' is stronger than 'people in remote areas'.

2

What we do is...

Your solution & the benefit

Describe your big idea and — crucially — how it benefits the people experiencing the problem. Focus on the feeling and outcome, not the features.

💡 Lead with the transformation, not the technology. What changes for someone after they use your solution?

3

In fact, this is WHY...

The proof & the impact

Bring evidence. A number, a story, a result — something that makes your claim credible and memorable. This is your pre-mortem: the reason you know this will work.

💡 A specific number beats a vague claim every time. 'Women in 12 villages' beats 'rural communities'.

Copy this structure. Adapt it to your idea. Practice it until it feels natural.

SENTENCE 1 — You know HOW...

"You know how [describe the everyday problem or frustration experienced by your target community]..."

 Make it something your audience already recognises as true. Ground it in a real, specific person or situation.

SENTENCE 2 — What we do is...

"Our big idea is to [describe your solution and what it does for people] so that [state the key benefit or transformation]..."

 Keep it jargon-free. A 12-year-old should understand what you do and why it matters.

SENTENCE 3 — In fact, this is WHY...

"In fact, this is why [give your proof: a number, a pilot result, a community insight, or a compelling fact]..."

 This is your credibility moment. Make it specific, memorable, and real.

VillageHealth Connect

A digital health companion for outer-island Pacific women

1

You know HOW...

"You know how women in remote Pacific island communities often face serious health emergencies — difficult pregnancies, mental health crises, disability care needs — with no clinic nearby, no internet connection, and no safe, private space to ask for help or information?"

2

What we do is..

"Our big idea is to connect these women with trusted health information and their nearest community health worker through VillageHealth Connect — an offline-capable, voice-navigated app available in Tok Pisin, Bislama and English, so that every woman has access to a safe digital health companion, wherever she is."

3

In fact, this is WHY...

"In fact, this is why we co-designed the solution with women's groups in outer-island Vanuatu and the Solomon Islands — and why we know that 78% of the women we consulted said they had experienced a health emergency in the past year with no way to seek guidance."

5 Golden Rules

01 Tell a story that is relevant to your audience

Judges want to understand who the problem affects and why it matters. Name the community. Make it real.

02 Give the highlights — not the full story

You have 3 minutes. Every word must earn its place. Cut anything that doesn't add to your case.

03 Think about how you want them to feel

The best pitches make an emotional connection. Do you want them to feel urgency? Hope? Outrage? Design for it.

04 Don't make the audience do the homework

Spell out the implications. Don't assume judges will connect the dots — connect them yourself, clearly and explicitly.

05 Numbers need context to land

"78% of women" means nothing alone. '78% of the women in our focus group had experienced a health emergency with no way to get help' is unforgettable.

Every great pitch has three layers — and you need all three.



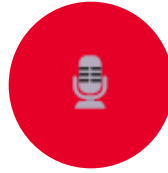
CONTENT

Clear purpose: what do you want judges to do?

Know your audience — how technical are they?

Avoid jargon, ambiguity, and preamble

Stick to what is essential — cut the rest



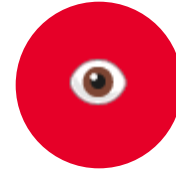
AUDIO

Vary your speed — slow down for key points

Articulate clearly and carefully

Use tone to signal emotion and urgency

Vary volume to draw the audience in



VISUAL

Make eye contact with the whole panel

Hands — use them naturally, not nervously

Smile — it builds trust instantly

Posture — stand tall, open, confident

Your lean canvas has everything you need — here's how it maps to your pitch.

LEAN CANVAS**Problem****GADDIE PITCH****Sentence 1: HOW**

The problem your community faces becomes your opening hook.

LEAN CANVAS**Customer Segments
+ Unique Value Proposition****GADDIE PITCH****Sentence 2: WHAT**

Who you serve + what changes for them = your solution sentence.

LEAN CANVAS**Key Metrics
+ Unfair Advantage****GADDIE PITCH****Sentence 3: WHY**

Your numbers and community insight become your proof and credibility.

VillageHealth Connect example on next slide →

Use this checklist to test and refine your pitch before the day.

STRUCTURE

- ☐ My pitch follows the three Gaddie sentences: HOW, WHAT, WHY
- ☐ I can deliver the full pitch in under 90 seconds
- ☐ Each sentence has a clear job and does it in one or two lines

CONTENT

- ☐ I have named my specific target community — not just 'rural people'
- ☐ My solution is described in plain language without jargon
- ☐ I have at least one specific number, statistic, or community insight

DELIVERY

- ☐ I have practised out loud — not just in my head — at least five times
- ☐ I have timed myself and I am within 3 minutes for the full pitch
- ☐ I have practised with at least one person who is not on my team

INCLUSION

- ☐ My pitch clearly explains who is most marginalised by this problem
- ☐ I have described how my solution benefits women, disabled persons, or remote communities
- ☐ My proof point includes evidence from community engagement — not assumption

Go deeper — resources to sharpen your pitch.

READ

[The Gaddie Pitch — Official Website](#)

The source. Antony Gaddie's own site with the full system, examples, and a free cheat sheet.

 gad.diepitch.com

[5 Steps to Craft the Perfect Gaddie Pitch](#)

A clear step-by-step walkthrough from Training.com.au — good for first-time pitchers.

 training.com.au

[The Gaddie Pitch — Founder Series](#)

Pitch VC's Medium article breaking down all three parts for startup founders.

 medium.com/@Pitch_VC

WATCH

[How to Write a Gaddie Pitch](#)

Short video from FutureLearn — the Gaddie structure explained in under 5 minutes.

 futurelearn.com

[Introduce Yourself Better with Antony Gaddie](#)

Antony Gaddie on the Course Creators HQ podcast — hear the pitch in action.

 youtube.com/watch?v=fjyCPs9h4AY

PRACTISE

[Gaddie Pitch Cheat Sheet \(PDF\)](#)

One-page fillable template by Antony Gaddie and James Tuckerman — print and complete.

 ftp.libre-soc.org/Gaddie-Pitch-Cheat-Sheet

[How to Craft a Business Pitch — Step by Step](#)

Detailed guide with worksheets to map your target customer, problem, and proof point.

 systemhub.com

 Tip: After reading, write your three Gaddie sentences by hand. Then say them aloud three times. Repetition is how great pitches become natural.

You've got this.

The best solutions to Pacific problems will come from Pacific people — especially those who have lived the gaps they are trying to close.

Three things to remember:

Know HOW

Open with a truth your audience already feels.

Show WHAT

Make the benefit the hero — not the technology.

Prove WHY

One specific, human number beats ten vague claims.

Good luck — the judges can't wait to hear your idea.