

RNFOO Nurse Innovator Award

How to Pitch Your Idea

When applying for the Nurse Innovator Award you will need to pitch your idea in your letter of intent and if invited, your video.

Here are some suggestions on where to get some advice on how to pitch an idea:

1. Is there someone you know you can reach out to who has made a pitch and got their idea/innovation accepted?
2. Is there someone you know who has great marketing skills, who can help you with your pitch?
3. Does your organization have an innovation/intrapreneurship office?
4. Does your local university/community college have an innovation/entrepreneurship office?
5. Check out organizations whose sole purpose is to support innovators/entrepreneurs.
6. Google the topic. There is a myriad of resources.