

Pitch Guide

What are the requirements?

- Interdisciplinary team
- 1 to 5 page business plan
 - See business plan roadmap
- 5 to 7 slide PowerPoint presentation

What is the scenario?

- 5 minute pitch time limit with 5 to 7 slide PowerPoint
- 5 minute Q&A
- Panel of 4 judges

What do I need to do?

- Pitch it!
- Be ready to field questions after your pitch (try to anticipate what they are going to be)
- Have your part of the pitch memorized

What is in my pitch?

- Introduce your company and the names of your products/services
- Tell us your **PROBLEM** and prove it
 - Use quotes from potential customers and research to prove there is a problem/need.
- Give your **SOLUTION**
 - Why is it innovative and different?
- **MARKET IMPACT**
 - What is different now that your product/service is available?
 - What makes your product different from what is already out there?
 - What is your market segment (describe it and quantify it)?
 - How big is that market segment?
- **BUSINESS MODEL + FUNDING**
 - What is your business model, how do you plan to make money?
- **TEAM CONSTELLATION**
 - Who is your team and why are you the best for the job (brag it is ok, we need to hear it)?
 - Are you still missing anyone?
- **THE BIG NUMBER**
 - Amount you are asking for
 - What you are going to do with it (outcome)
 - Describe your prototype (The one you will be creating with the funding)
 - How will it impact your overall business and goals