

Building Your Pitch

Before you start, think about the story you want to tell about your product. How would you convince someone that you have a good idea that can also be the foundation of a viable business?

It's important to consider your Key Business Proposition as you are planning your pitch. Be flexible as you start thinking about how to pitch your product, you may want to make edits to your Key Business Proposition. And, as you make changes to your Key Business Proposition, you may also want to make changes to your pitch.

The Problem

What problem are you solving, and why does it matter?

Start by giving investors some background on the problem you wanted to solve. Explain why it matters to you and your customers, and why it should matter to investors. Your goal is to make investors feel the importance of finding a solution for this problem.

Tip: The less writing, the better. If you need help remembering what to say, you can write it out in the speaker notes section in your presentation.

The Competition

Convince investors that current solutions are not good enough. What other products have been designed for your customers?

Describe competitors' solutions and make it clear to investors what these solutions are missing, from the customers' perspectives. This should connect to the likes and dislikes you described in the Key Business Proposition.

Tip: Make sure that anything you describe as missing from competitors' solutions is addressed by your solution. For example, if you say "Most competitors' products do not result in world peace," then it should be clear how your solution will achieve world peace.

Your Product

Describe your product and how it enhances customers' likes and fixes customers' dislikes.

These should be brief statements of the ways in which your product enhances the customers' likes and/or fixes the customers' dislikes.

Tip: Use pictures to illustrate your product. It's important to consider your product's design (including prototype) models, diagrams, image, data/graphs and budget as you are planning your pitch. As you start thinking about how to pitch your design, you may want to make edits to your Key Business Proposition and Technical Brief to ensure they align. Your Pitch should only include some of the key information from these documents.

How Your Product Works

Explain how each part of your product works. This should line up with what you described in the section above (Your Product).

Tip: You don't have to include everything in every bullet point. Use bullet points to summarize your main points and explain them in greater detail during your pitch.

Thank You!

Always thank investors for their time and give them information for how to contact you.