HOW TO MASTER YOUR PITCH

The following tips and guidelines help you to develop the best pitch presentation for your product/service. For each main idea you may have more than one slide, but remember that you must be under 6 minutes, so maximum 11 slides. Keep words on your slides to a minimum and use graphics to your full advantage. The order of the slides is up to you.

by the Innovation Challenge Staff

1. THE PROBLEM
Start by getting buy-in to your idea by describing the problem that you are trying to solve? What do consumers or businesses want to do that they can’t do now or can’t do well now.

2. YOUR SOLUTION
Give a detailed explanation of your product/service. Make sure that the product/solution match is clear to the audience. Here is where you must show a prototype or mock-up of what your product will look like.

3. BUSINESS MODEL
How do you plan on making money? Who do you sell to, for how much? What are the costs of running your business? Even if you plan to operate as a non-profit you will need to cover costs.

4. MARKET
Who will use your product and why? Show how large the market for your product is. You will need to rely not just market research and direct conversation with customers. Prove that people want your product/service... real people.

5. COMPETITION
Who, what, where, is your competition? Are you competing against other companies or other industries Do you have a market niche that will help you to compete? What advantages do you have over your competitors?

6. GO TO MARKET STRATEGY
Describe the product or service value chain (distribution system). How will you deliver your benefit to your customer? What marketing tactics will you use to get their attention?

HINTS

A. CUSTOMER VALIDATION
To win you must show that your idea has some traction, meaning that there are people out there who are willing to buy/use your product or service. You can prove this by talking to prospective customers, getting them to give you quotes about why they would use it, or better yet getting them to sign up for your product/service or pay for it. Show the judges someone wants what you are selling.

B. PRESENTATION SKILLS
Presentation skills matter. As brilliant as your idea is, you must be able to pitch it. Practice. Practice. Practice. Do not read from your slides and deliver your pitch with passion. Do not write everything you are going to say on your slides. Use graphics to your advantage.