

# 240 SECONDS OF GLORY

A MODEL FOR THE PERFECT PITCH AT SPACE APPS\*

\*A GREAT PITCH CAN BE THE DIFFERENCE BETWEEN GREATNESS AND OBSCURITY. THIS ROUGH GUIDE IS DESIGNED TO ENSURE YOUR GOOD WORK GETS THE ATTENTION IT DESERVES.



START  
HERE

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## ATTENTION & AUTHENTICITY

**SPEND THE FIRST 45 SECONDS GRABBING THE ATTENTION OF YOUR AUDIENCE.**

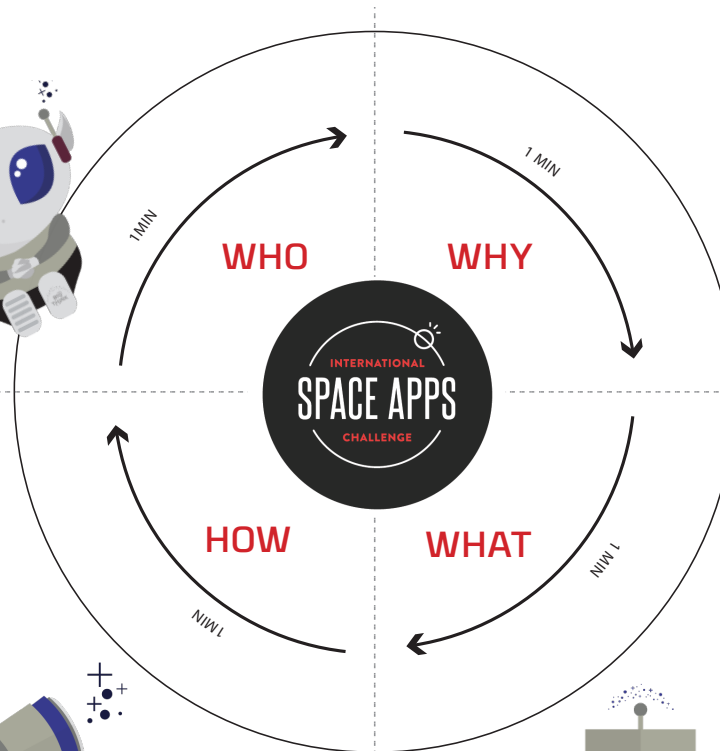
- + WHO ARE YOU?
- + WHAT MAKES YOUR TEAM SPECIAL?

- + WIN THEM OVER WITH A STORY
- + SHOW THEM YOUR PASSION

- + THE FIRST 15 SECONDS ARE CRUCIAL TO GET THEM LEANING FORWARD



## DESCRIBE THE OPPORTUNITY OR THE PROBLEM YOU ARE SOLVING



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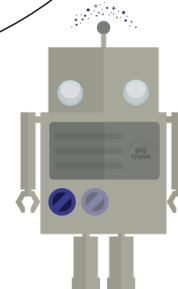
## IMPACT & YOUR NEEDS

**LOOK TOWARDS THE FUTURE**

- + WHAT WILL THIS IDEA CHANGE?
- + WHAT IS YOUR 'BURNING PLATFORM' (WHAT DO YOU NEED TO TAKE YOUR INNOVATION TO THE NEXT STEP?)
- + TANTALIZE YOUR AUDIENCE WITH 'WHAT IT COULD BE ONE DAY'



## SHOW A DEMO OR PROTOTYPE



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## CREATE EMPATHY FOR THE PROBLEM...

**HELP YOUR AUDIENCE UNDERSTAND THE PROBLEM YOU ARE SOLVING.**

- + WHY IS IT IMPORTANT?
- + HUMANIZE IT.. WHO DOES IT AFFECT?
- + WHY IS IT AN OPPORTUNITY? (AGAIN, TRY AND FIND A SHORT STORY OR KILLER DATA POINT)
- + IF YOU CAN'T DO THIS IN 60 SECONDS YOU'RE TAKING TOO LONG!



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## YOUR BIG IDEA: EXPLAIN YOUR INNOVATION

**DETAIL YOUR CORE CONCEPT**

- + HOW DOES IT WORK?
- + PROVIDE EVIDENCE AND IMAGES
- + DISCUSS APPLICATIONS
- + REVEAL A PROTOTYPE, DEMO OR SHORT VIDEO TO BRING IT TO LIFE.

