I have to create two pitches:

**Elevation pitch**

2-3 minute pitch about why our product is the best out of the college

**Structure of the elevation pitch**

* Introduction
* Unique selling point
* Demonstration
* How our product is the best and will make a impact

**Full pitch - Only needed if we are one of the finalist**

The pitch will last for 5 minutes

We can add our trailer in the beginning of our presentation (hopefully we have control of the lights to increase effect)

But this may affect our talking, depending on how long the trailer is we cannot develop more than this.

Layout of the pitch

30 sec - 1 min

**Script**

For the 3 minutes pitch - we may not need a precise (word for word) however I will create a reference page for each member of the team, if they don;t know what to talk about they can refer to it and I may put some started sentences or example of what they could say to buy them time on what they can say.

The script will be based on the slides we have. For the 5 minute pitch, I will divide the number of slides we need with the amount of time we have however we still have to decide how much time they want to spend on each slide.

For example:

1 minute slide = 5 slides

30 sec = 10 slides

15 sec = 20 slides

More slides, more topics we can mention however I doubt they will give us full attention for every slide if we have so many different topics.

I recommend 1 minute slide or 30 sec slide to show diverse of topics and reason why our product is the best!

**What is going to be in the slide**

Slide 1 : Introduction - Our company name and our product

Slide 2: Our product

Slide 3: Our inspiration

Slide 4: Why should they care

Slide 5: What makes this product unique

Slide 6: Making our product

Slide 7: What we need from you

Slide 8: What you would get from this

What do we want at the end of this

Why should they care (slide 3)

Intro

Prob

Solution

Ask

What they would get from this