



# Upshot Day 2

**CONGRATULATIONS, YOU'VE SUCCESSFULLY BUILT YOUR PROJECT.**

**WHAT NEXT?**

INNOVANCE 2K22

# Upshot Day 2

BUSINESS PITCHING  
FOR  
SOFTWARE DEVELOPERS



Pitching presentation

INNOVANCE 2K22



# Why do we build Software?

In the end, the main motive behind building software is to monetize it, make a business out of it.

---



UNDERSTANDING THE BASICS

# What is Pitching?

01

Presentation of a product or an idea to investors or businesspersons to convince them to invest in or buy it.

02

Bring out the best of features your product comprises and convince your potential customer to purchase it.

IMPORTANT KEY-POINTS

# Things to keep in mind while Pitching

01

**Convince your potential buyer that he/she is in need of your product.**

02

**Know the art of how to sell your product for the price you desire.**

03

**Mention the benefits they'll get after purchasing.**

WHAT DID I MISS?

**SCARE THEM!**

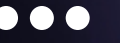
# TIME FOR AN ACTIVITY



# THE PROBLEM STATEMENT

- JUDGES : UPPER MIDDLE CLASS FAMILY
- HYPOTHETICAL HOUSE : A POSH AREA IN BANGALORE
- FEATURES OF THE HOUSE
- 5 MINUTES FOR PREPARATION
- 3 MINUTES FOR PITCHING

INNOVANCE 2K22



**PITCH TIME!**