

Telefónica

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Station 05: The Pitch



think
big

is a Telefónica Foundation Programm

Station 05:

The Pitch

Goal: Short and compelling presentation of your app and your team in front of a jury

Approach:

Step 01 [ca. 20 min.] – Brainstorming

- ☐ Brainstorm at least 5 minutes for every question.
- ☐ Use a stop-watch.
- ☐ One thought per post-it.
- ☐ Every idea counts.
- ☐ Produce as many ideas as you can.
- ☐ Don't judge your ideas.

Step 02 [ca. 20 min.] – Panning for gold

- ☐ Which of the ideas collected stand out and belong in the pitch?
- ☐ Thought out weak ideas.
- ☐ Structure the order of your arguments.
- ☐ Who is in charge of presenting what?

Step 03 [ca. 20 min.] – Dress rehearsal

- ☐ Hold your speech in front of a fictional jury.
- ☐ Get feedback.
- ☐ Measure the time.

Central Questions:

- What world is your app trying to improve?
- What is your target audience?
- Which customer needs does your app meet?
- What motivated you to create this app?
- What's the name of your app?
- What are the main advantages of your app?
- What does your competition look like?
- What makes your app different from the competition?
- What makes your team special?
- How will you use the app to make it successful?

Hints:

- **Creativeconfidence** – Let your brain ask the questions and react to your gut feeling.
- **Creativeconstraint** – Reduce your presentation to the max.
- **Show & tell** – Visualise the key messages.
- **Passion** – Show the jury that you are passionate about your app.
- **Findyourway** – Use the principles presented to you and apply them according to your needs.
- **Failforward** – Don't aim for THE perfect app. You will fail.
- **Jump** – yes, pitching in front of a jury is a challenge and yes, you will make it.

