

Pitch...

In 3 minutes | In 30 seconds

1. What is your/company name & what is it about
2. Customer Segment/target
3. Pain you try to solve
4. Unique Selling Point
5. Your Business Model
6. Call to action

PS:

- Don't describe what you want to do. But what you are and are doing.
- Do not present a story, you will be speaking face to face to your target.
- Is your idea idiot proof and can't be misunderstood ?
- Do you speak about Who, What, Why of your idea ?
- A pitch is a filter that allows your auditor and you to check your compatibility on the concept.

In four words || 140 character maximum

... | ... | ... | ...

In one sentence

"My startup <name> is working on <offering> to help, <target customer> to solve their <pain-point> by your <secret sauce>"

Presentation - Check up

- Pain / Problem you are addressing ?
- Why it is a problem ?
- How your team solve it ?
- The benefits of your solution ?
- Why you (team, your company) ?
 - How are you innovative
 - Why you and not a cheapest or better company ?
- How you turn it into business ?
 1. Go to market / marketing
 2. Do you have clear view of how money is made
- Evidence (of what's already done) ?
 1. It works <-because- the market wants this <-because- it makes money
 2. What is your plan for the year coming (timeline, "no fake one")
- Call to action / What do you want from the audience ?

“No Pain, No Gain”

“People just need someone to fix their problems, they do not care of the rest”

- The people that pay is the one who need your product.
They are in great pain and you are solving it with your solution.
- You do not need funding, you need customer.
- 90% startup fail because they are not fitting a need.

Most important parts

- Customers
- Product
- Team
- Business model
- Funding

Stupids questions you need to ask yourself

Are your product...

1. Based on fact and measure ?
2. What was your assumption ?
3. Did you validate them ?
4. Are you solving the pain ?
5. Ok then good continuation ;) else restart step "1."

Do you know your customer ?

1. Who are they ?
2. Are they all the same ?
3. Can you identify the group between them ?

Do you know who is going to pay for your product ?

1. Are they flexible enough for an experimentation project ?
2. Do they want to be part of the adventure with you and help you ?
3. Do they need a minimum viable product or a finish product ?
4. Can they accept small bugs and strategical pivots ?
5. Do you think you are big enough to deliver your customer the final product ?

Do you know that you are a start-up ?

1. Do you realize that you are experimenting a business and not selling it ?
2. Do you realize that you do not know where you are going ?
3. Do your auditors are aware of that ?
4. Do you realize that at some point you need to deliver and exit the project ?
5. Do you know what is your war treasure ?

Do you know that the best funding is no funding ?

1. Do you have customers ready to pay the price of your solution ?
2. Do you know that funder can be partner without cash contract ?
3. Will you spend money you don't have on your project ?
4. Can you reach money that your team don't need to give back at the end ?

Do you have time for a beer ?

"Scale a shitty idea... Is just generating a bigger shitty idea ;)"

1. Can you evaluate quickly your main cost ?
2. Can you evaluate quickly your main gain ?
3. Can you evaluate the work to execute and generate to your team the best margin ?
4. Does it seem reasonably doable ?
5. Can you find a way to make it doable ?
6. Yes ? Then it is a go ;)

Source: Eloi Strée / MIC Boostcamp (BXL)

The following document is providing by Eloi Strée / Jams.Center to help participants of hackathons to have better chance of success in applying their applications on the market by teaching them the minimum to know on market fit.

The document is a resume of what Eloi learned of the MIC Boostcamp at Brussels:

<http://www.mic-brussels.be/en/for-startups/boostcamp-program/>

All credits to [Ben Piquard](#) & [Roald Sieberath](#)

This is a V1 (23 Nov 2017) that is going to evolved a lot in the future.

Feel free to comment and help us on the document at this link:

https://docs.google.com/document/d/10xk_kAYaAWpAKv89NOMqkw_6iy01OTS6CFEKBfbyCM/c/edit?usp=sharing

Feel free to support my initiative to provide tools to improve hackathon participants projects by supporting me on <https://ko-fi.com/eloistree>