

One-Sentence Innovation Pitch

Student Name: Jake O'Connor

Business Name: Sad Pumpkin Games

Innovation Name: Pumpkin Seed Framework

A business model is a design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing. A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals.

Entrepreneurs have developed a strategy to explain their business model of their innovation and marketing plan into one concise sentence. We call this the "pitch". How can you pitch your innovation and marketing plan in one focused, fully-charged sentence? Start out by stating your company's name, what it is doing/developing, how it will help its target audience to solve a problem with a special unique quality or characteristic that it unique to your innovation. Let's begin by look at what others have done.

Example: "My company, Airtio, is developing a web-based social seating check-in platform to help air travelers see who is on board their flight and use Facebook and Linked in to assign all flight seats with one click."

Assignment Research:

Review the following articles:

- "Here Are The Winners Of The One-Sentence Pitch Competition" (Ha 2012) Available: <http://techcrunch.com/2012/04/24/one-sentence-pitch-winners/>
- "Startups: Give Us Your Best One-Sentence Pitch" (Wauters 2011) Available: <http://techcrunch.com/2011/12/30/startups-give-us-your-best-one-sentence-pitch/>
- "The One Sentence Business Plan" (Miller 2011) Available: <http://startupsofa.com/the-one-sentence-business-plan/>
- "What Not to Write In Your Business Plan" (Forbes 2012) Available: <http://www.forbes.com/sites/aileron/2012/07/25/what-not-to-write-in-your-business-plan/>
- "Pitch your business on a single page" (Palo Alto Software) Available: <http://www.liveplan.com/features/build-your-business-pitch>

Assignment Details: Formulate a one-sentence business model for your innovation below:

Sad Pumpkin Games is creating boutique indie games focused on unique experiences, player feedback, audience inclusion, and sustainable development.