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# Pitch a Product Vision

## REVIEW

## HISTORY

### Meets Specifications

Great effort Vincent, and congratulation you have passed your first project in this nanodegree 🏆


You did very well ~~100~~ with clear and visually informative pitch.

Three special callouts at my end:

📖 What an amazing pitch journey for me (and I am sure for your stakeholders as well) - you're a great storyteller.

📖 Your sentence structure are clear and concise, making it easier for your stakeholders to get the central messaging right away. Well done.

📖 You're able to capture the commercial side of building a product.

Wishing you a great 2022, and Congratulations again Vincent 🎁 from 

### Business Case

Have you outlined a problem worth solving? This isn't just a fun product to build, it should be a product that solves someone's pain.

Have you clearly articulated what that pain is? For example, in our sample project, we articulate the pain of "we are wasting 33 million a year in health care costs on diabetes care that could be saved". That's pain, and it's pain that someone might be interested in solving.

- Included specific metrics to back up your claim
- Included potential cause(s)
- Included a call to action that would resonate with stakeholders

## Brilliant!

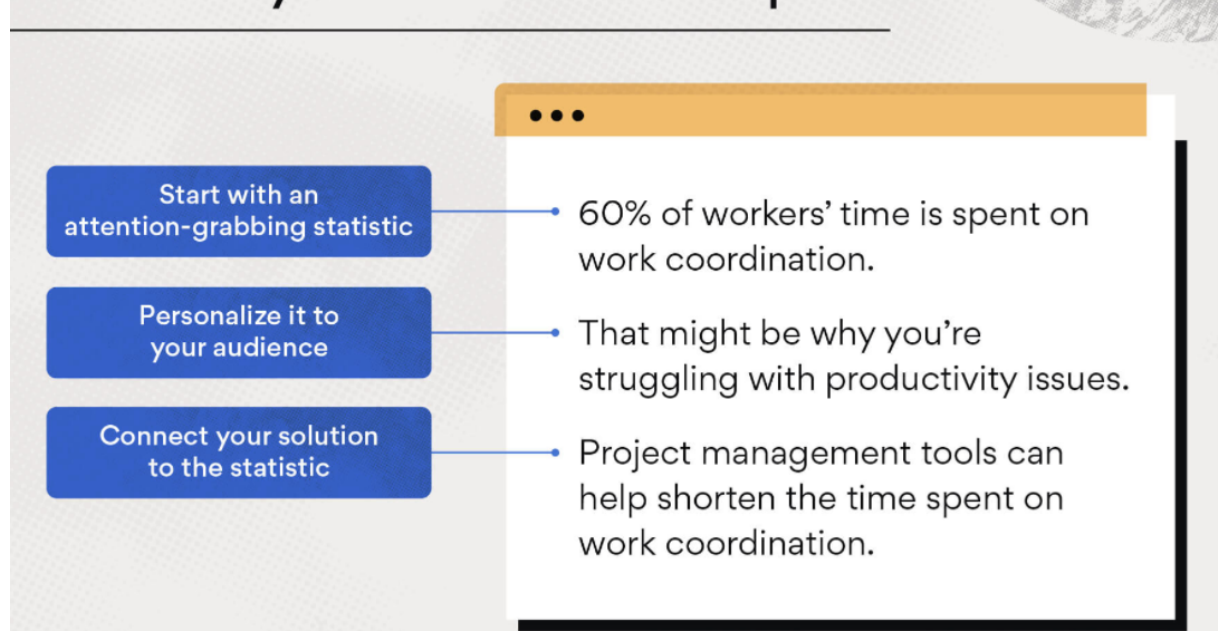
📖 That's the awesome call to action, it pushes your stakeholders forward and get them interested. Just loved specific problem statements, and call-to-action, definitely help to increase your pitch credibility - well done.

### REFERENCE MATERIAL

Pitching is hard, here's a select few articles for you:

- 📖 [On a good few reminders of how to pitch well #1](#)
- 📖 [On a good few reminders of how to pitch well #2](#)
- 📖 [On a good few reminders of how to pitch well #3](#)

## The savvy with stats elevator pitch



Have you quantified the size of the opportunity? It can't be something as all-encompassing as "the market for diabetes treatment is \$300B".

What piece of this market are you approaching? How big is it? Why only this piece? TAM (Total Addressable Market) should usually be counted in billions. Anything with a B in front of it is probably a good TAM. That said, your focus area will have a return significantly lower than the total TAM.

Use links and sources where possible. This doesn't need to be comprehensively footnoted, but quotes and numbers are always more believable when the source is mentioned

## This is awesome TAM work!

📖 That's good storytelling in getting to your potential opportunity.

Focusing only on the US Market:

- 51% of US College Graduates use LinkedIn<sup>4</sup>
- 4 million or 18% of all college students graduate each year.<sup>5</sup>

Number of potential users in the market = 51% \* 4m = ~2m users

Premium membership 1 year = 29.99 USD \* 12 = ~360 USD/year

TAM = 360 USD \* 2m = 720m USD

<sup>4</sup><https://www.ompicoreagency.com/linkedin-statistics/>  
<sup>5</sup><https://educationdata.org/number-of-college-graduates>

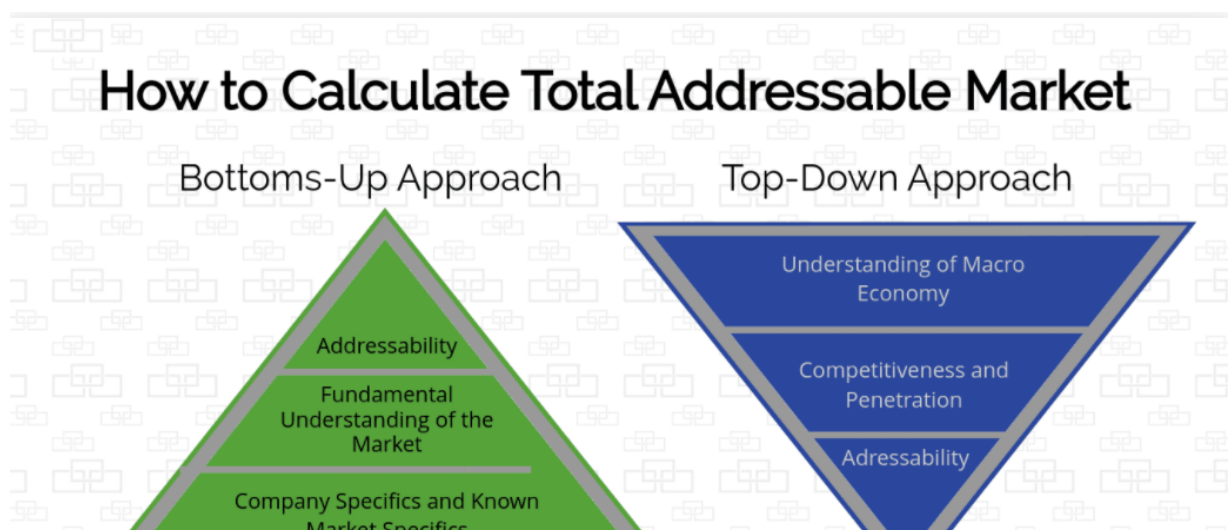
💡 A bit more write-up around calculating TAM (📖 <https://www.productplan.com/glossary/total-addressable-market/>)

- A top-down approach to calculating TAM starts with the total number of people (or businesses, schools, etc.) in the world and then narrows that down based on factors like geography and demographics until reaching the target market. This inverted pyramid-style method requires making a lot of assumptions and heavy reliance on data from third parties who may or may not define things the same way. It also doesn't account for truly disruptive products that actually change or create markets due to their popularity.
- The bottom-up approach, conversely, starts with an ideal target market on a small scale and then blows it out to a total. This could be based on looking at a small sample size of theoretical customers and then extrapolating it, however, it is far more useful when it is based on an initial set of customers (say, from a limited pilot test) and then projecting that out over an entire industry, country, or market. Because the data is generated in house and based on real-world experience vs. educated guesses, it is generally given more credence than top-down estimates.
- The value-theory approach is the wild card of Total Addressable Market calculation and is best applied when a truly novel product is creating a new category, and there is, therefore, no real market data to base things on. It begins by asking what a typical buyer would be willing to pay for a product or service based on the additional value it brings. This is then multiplied by the total number of people that would also perceive that value and adopt it in place of existing alternatives.

#### REFERENCE MATERIAL

Sizing the market is a good skill to have, here's a few good articles for you to read through:

📖 [On a good reference on top-down and bottom-up TAM calculation](#)





- [On a good reference on top-down and bottom-up TAM calculation](#)
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State what you want to build. Give brief details at a high level of functionality, just enough for readers to understand the proposal

Have you outlined a clear solution to that problem? Will a reader or viewer understand what you're proposing to build? It can't be something vague like "I will build a marketplace!" It has to be specific. What kind of marketplace? What does it do? How is it special? What audience does it address?

## Great articulation!

Loved it, clear and concise understanding of what to be developed. And you have provided convincing benefits rationale as well.

### REFERENCE MATERIAL

Here's a few specific guidelines on how to pitch your product features:

- [On product pitching as a PM #1](#)
- [On product pitching as a PM #2](#)
- [On product pitching as a PM #3](#)

What do you think this will cost? What do you think this will produce in terms of revenue or cost savings? What is the return on investment?

You don't need to provide an extremely detailed business case here, that's usually provided as supporting material. Detailed spreadsheets are often too brittle because they rely on numerous assumptions, any one of which being wrong will throw the entire ROI calculation off. Think simple calculations instead. X months of development \* 10k each / some simple measure of return.

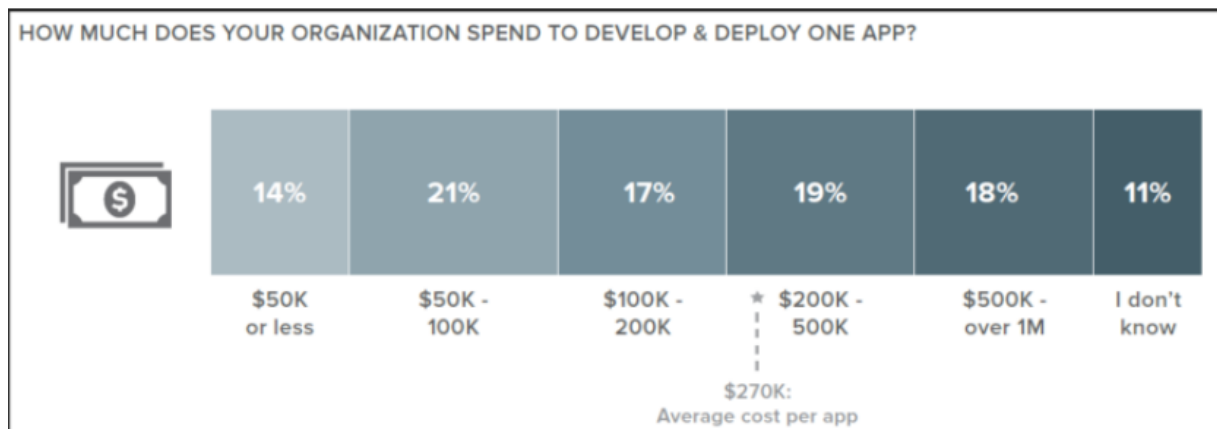
## A logical ROI calculation, well done!

This looks good. Well done.

### REFERENCE MATERIAL

You will be running quite a few ROI as product managers (for me that's on a weekly basis), here's a few good articles for you:

- [On a good source for cost of development](#)



- [On calculating return on investment \(ROI\)](#)
- [On an easy way to calculate ROI](#)
- [On feature ROI calculator](#)

How will you measure the success of your idea? What is the goal for the first year?

**Excellent!**

- ☒ Logical and balanced metrics. Loved the specific, tangible call out *100*

#### REFERENCE MATERIALS

Hitting targets, and knowing what targets to hit is crucial for product managers, here's a few triggers articles for you:

- [On The 5 Key Measurements of Product Success](#)
- [On How to Measure the Success of a New Product](#)
- [On 5 Product Metrics You Need to Measure, to Ensure Business Success](#)
- [On Defining Product Success](#)

## Competitors

Outline at least two competitors. Remember that these don't need to be exact competitors but might be companies in the same general field. For example, YouTube competitors might be Amazon Video but they may also be traditional TV networks. You may want to highlight a category of competitors instead of a specific one (e.g. Traditional TV networks as opposed to NBC)

For each competitor give a brief overview of at least 4 features. Provide enough so that the audience can understand their offering.

Comprehensive analysis - great work!

📖 This looks great - very comprehensive, this helps to build your credibility.

REFERENCE MATERIAL

By understanding your competitors, you will understand your relative strengths and weakness. This is a crucial skill to master. Here's a select few for you:

📖 [On a good competitive analysis framework](#)

Competitive Analysis Framework					Competitor 1	Competitor 2	Competitor 3
Company Specific	# of employees						
	Founded						
	Funding						
	Investors						
	Acquisitions						
	# of customers						
	Strengths / Weaknesses						
Target Customer / Message	Product						
	Primary Buyer / decision-maker						
	Secondary Buyer						
	Target Customer						
	Messaging						
Product Specific	Product Features						
	Pricing						
	Free Tier (?)						
	Customers						
	Product Strength						
	Product Weakness						
	Customer Reviews						
Positioning	How to Win						
	Why Customer should chose us						

Created by Myk Pono / @myxys

- 📖 [On Competitive Analysis Template](#)
- 📖 [On How should product managers research competitors?](#)
- 📖 [On Conduct an Effective Competitive Analysis Every time](#)
- 📖 [On A Product Designer's Guide to Competitive Analysis](#)
- 📖 [On How to use a competitive market analysis to prioritize product features](#)

Then follow this up with a slide outlining why your product is better. This slide should answer the question of “why us?” Why should a buyer choose your product as opposed to one of the competitors?

Remember that the best competitive advantages are ones that are hard for competitors to match. For example, network effects, unique business partnerships, and unique content are hard for competitors to match. Pricing is not.

## Great advantages pitch!

✅ This is well pitched, and this is the central messaging of your pitch deck. **There is a logical flow to your Our Advantage pitch.**

### REFERENCE MATERIALS

This is the pivotal point in your pitch, if you pitch well your advantages, your stakeholders will vouch for you. Here's some articles for you to get through this critical point:

-  [On The Pitch Deck: The Competitive Advantage Slide](#)
-  [On 6 Ways To Successfully Pitch An Idea To Your Boss](#)
-  [On How To Develop Your Competitive Advantage](#)
-  [On https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea](https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea)

## Roadmap and Vision

What is your vision?

Is there a strategy behind the roadmap or is it simply a list of follow up items? A strategy means a goal. Provide at least 2 themes corresponding to the future strategy of the product.

For example, your strategy might be “expand into other geographical markets by investing in UI translations and regional specific features”.

This is beautiful

📖 Just loved it.

	Q1	Q2	Q3	Q4
Core Functionality	Resume Builder (template structure)	Competency and Skills Finder Questionnaire	Interview Preparation Module	Personalized Job Recommendation Engine
	Catalog of graduate jobs	Upload Resume functionality	Saved Jobs functionality	SR scoring introduction
	Design first iteration of the UI/UX	App Development	Speak to Recruiter (messaging)	Find existing profiles in target company
Extras		Refining/Iterating on the UI/UX	Job Application Tracker	Learning module integration to the app

For each strategic theme, provide two or three features that you want to develop for this theme along with a brief explanation on each.

The list of features on the roadmap should flow from your vision and strategies.



Loved it

## Presentation & Delivery

Use the provided template and fill out the slides applicable to your product. Don't try to invent a new process where one already exists. Don't try to make what you're doing "special". Follow the process. In this case, we are providing you with a template. In real-life scenarios, you can find a template through other PM's at your company. Don't reinvent the wheel and don't bring an unfamiliar template to your stakeholders if they're used to information being presented a certain way. It's distracting and will detract from your message.

Additionally, pay attention to the way that you craft your presentation. Visually, this also means the manner in which your slides are created. General rules for slides:

- Each slide should have a key take away
- Content on each slide should be focused on supporting the key takeaway
  - A slide shouldn't have more than 5 top-level bullets
    - Each top-level bullet should not have more than 3 sub-bullets
    - Each bullet or sub-bullet should not have more than one complete sentence. Preferably, each bullet or sub-bullet is just a sentence fragment
- Formatting (font, sizes, etc) should be consistent. Be careful of text you copied and pasted into the presentation, it will frequently carry over its own formatting
- Use at least 3 visuals (like graphs and images) when appropriate to make it easier to understand your message

### Love the clear messaging!

✓ You did well with your deck messaging - clear and you're great with storytelling.

○ The small missed here is to included at least 3 visuals like graphs / images. You've included 1 i.e. the roadmap table.

Create a video recording of yourself giving your presentation. You'll want to make sure to do a screen capture of your slides, as well as the audio of you explaining each slide.

On a Mac, you can use QuickTime Player.

On a PC you can use the built-in Screen Recording Tool (Windows 10).

There are also many other free apps available for recording your screen and audio (including [Zoom](#))

Note: Make sure you are also capturing audio from your microphone

Remember, your presentation should be 10 minutes and no longer. Pitch presentations are usually short on time and you need to practice delivering your idea in a succinct manner.



Make sure that you have smooth transitions between all slides and topics.

Make sure you are able to speak to the idea instead of just reading off bullet points? You need to know your product. If it feels like you're reading bullet points, people will lose confidence. And watch out for pauses (unless for dramatic effect)

Do you sound positive and confident when talking about your product idea? You are the cheerleader for your product. You are always positive about it. You always believe in it. If you don't, no one will.

**Impressive pitch, brilliant.**

Use the three different types of persuasion when building and delivering your presentation:

- Credibility
  - Use and cite credible sources when appropriate (at least 2)
- Emotion
  - Include a message that makes your audience feel a specific way
- Logic
  - Present facts

**Loved the energy!**

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