



MAKE  
SCHOOL

# APPS BRAINSTORMING DAY 3

# TODAY

How to market & pitch your idea

Design your pitch

The PitchAway!

# WHAT IS A PITCH?

A presentation that describes critical elements of your idea and most importantly shows the customer value of your product

# WHAT TO INCLUDE

The opportunity

The market

The business model

# PITCH POINTERS

Less is always more

Come up with a hook

Show the value of your product

Demonstrate confidence

Speak slowly but with energy

# BRAINSTORM YOUR PITCH

Create two pitches for multiple ideas:

**1 tweet** - 15 sec max: simplest way to describe your idea

**3 tweet** - 1 min max: description, customer value,  
functionality

Focus on opportunity, market, value & functionality

# PRACTICE PITCH

Partner up

Practice your 3 tweet pitch (1 min/person)

Provide feedback



# TWEAK YOUR PITCH

Tweak your pitches for your different ideas  
before The PitchAway!

# THE PITCHAWAY

#MakeSchoolPitchAway #PitchAway #Pitch4Life

# HW FOR WEEKEND

Flesh out your Design Document of your final idea!