Q1:

It`s essential to understand your audience because different interests and concerns;

* Relevance this is because different audience have different priorities and areas of interests.
* Engagement a tailored pitch is likely engage the audience and hold their attention
* Persuasion knowing what matters to your audience allows you to highlight the aspects of your user benefits.
* You have to understand your target audience and understand what to present to them, different presentation for investors, technical team and customers

Q2:

* Foundation of the pitch defines the purpose and necessity of your software, making the starting point clear for every party.
* Audience engagement resonates with the audience especially when they relate with the problem
* Focus and clarity- clearly stating the problem helps maintaining throughout the pitch prevents you from diverging into unnecessary details and ensures that the audience understands the core issue you are addressing
* Value proposition this statement directly ties into the value proposition of your software.

Q3:

* Key features and benefits
* Technology and innovation
* User experience
* Scalability and flexibility
* Proof of concept
* Overview of the solution
* Unique selling proposition

Q4:

Market analysis

* Reduces risk by showing that you are aware of market challenges and ready to face them
* Validates demand of your product
* Identifies opportunities that your software or product can exploit
* Demonstrates understanding of market or clientele needs and preferences

Q5:

USP-it’s a distinct feature that sets your product apart from its competitors and making it unique.

You employ this technique during pitching as a strategy to woo potential investors for your product.

After analyzing your competitors, you find most tools offer basic task management features but none provide prioritization based on context and team workload.

Q6:

Technical feasibility involves demonstrating that your software project can be realistically developed and implemented within the constraints of time, budget and technical capabilities.

We include;

Overview of the architecture

Technological stack

Scalability and performance

Scalability and performance

Development and prototyping

Experience and expertise

Q7:

A well-defined business model is crucial in software project pitch as it outlines create, deliver the potential profitability of the project.

* Value proposition
* Customer segments
* Customer relations
* Revenue streams
* Key resources
* Key activities
* Key partnerships

Benefits include;

* Clarity and confidence
* Attracts investment
* Guides strategic decisions
* Risk management
* Customer focus

Q8:

Implementation plan should include:

* Project timeline
* Resource allocation
* Task breakdown
* Roles and responsibilities
* Risk management plan
* Budget and financial plan
* Monitoring and financial plan
* Monitoring and evaluation

Q9:

* Understand your business model
* Gather historical data
* Develop assumptions
* Create financial statements
* Financial models and tools
* Business projections

Q10:

Call to action refers to a clear and compelling statement that encourages your audience to take specific step or engage in a particular activity after listening to your presentation. it`s important to move stakeholders from passive listeners to active participants in your project. Examples include;

Follow up meetings

Publicity

Investment commitment

Partnerships and collaboration

Customer engagement

***References:***

*Chatgpt*

*Plp classnotes*