

# Team Formation and Team Idea Pitch

- Who are you and what is your background?  
(5-10 Seconds)
- What is the problem that you product is solving? Or, begin with a story (10-20 Seconds)
- Explain the product and how it solves the problem (10-20 seconds)
- Who do you need on your team (a developer, marketing, designer?) (5-10 seconds)

## Your Team

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1. In your newly formed groups, come up with a company name that reflects who you are.
2. Finally, make up a name for your team.
3. Creation of Slack-Team

## **How to make a pitch?**

**Here are the main pointers:**

**— keep it short (2 min max.)**

- include your name and skills, if you like
- make a clear problem statement – what are you trying to make/solve?
- describe the proposed solution
- describe the skills/help needed
- be ENTHUSIASTIC!

## After idea pitches comes forming of teams. Important things to remember:

- no one expects you to know how everything works – that's why we build teams in the first place! state clearly what kind of help you need the most, and don't be shy
- explain to others why your idea is awesome, and why they should join \*your\* team
- try to have a diverse team, with diverse skills sets, e.g. programming, design, communication etc. (that will depend on your project idea)
- keep your team small and efficient – you will have to work fast & communicate efficiently in the next two days!