240 SECONDS OF GLORY

A MODEL FOR THE PERFECT PITCH AT SPACE APPS*

START HERE

1

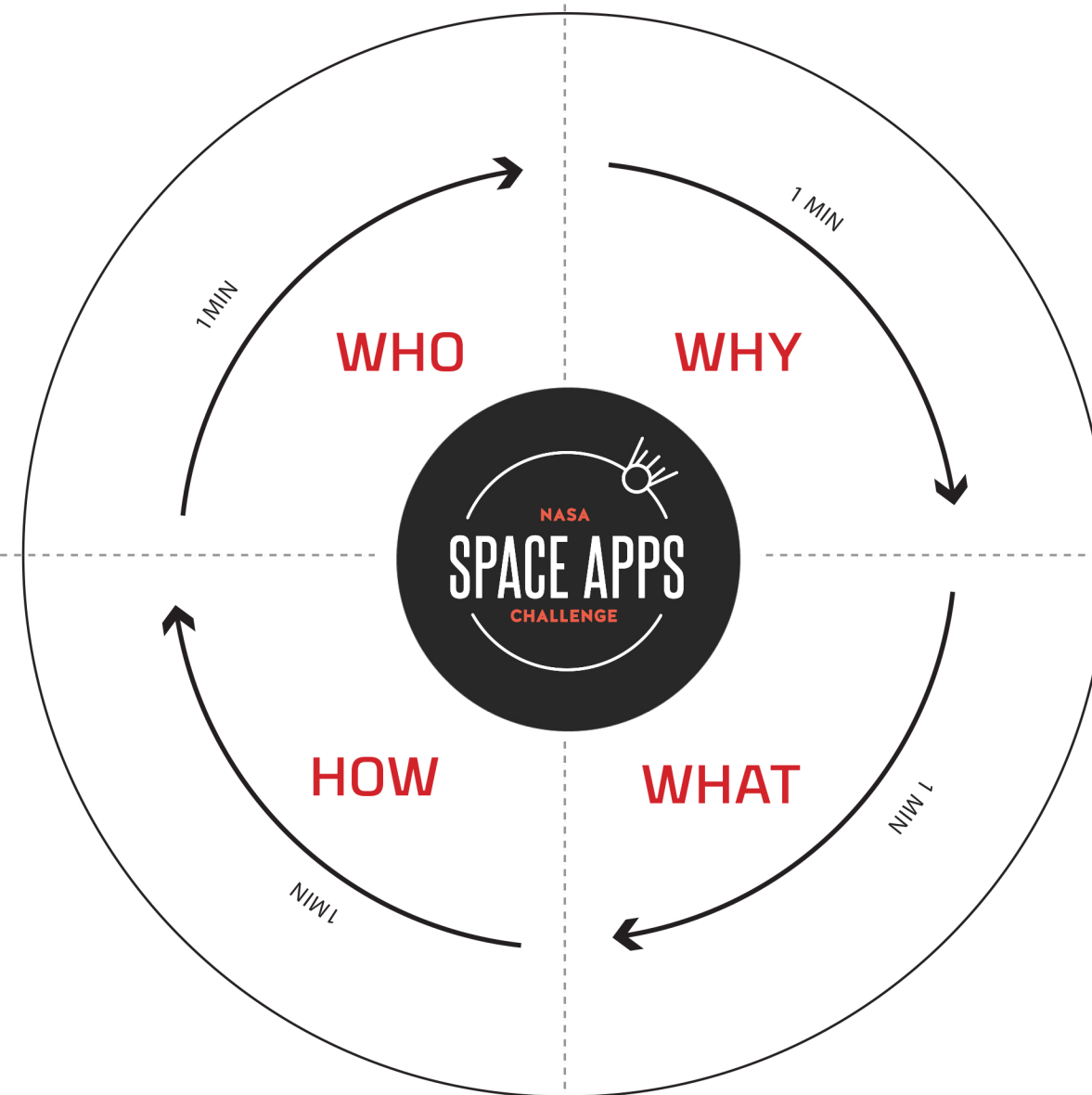## ATTENTION & AUTHENTICITY

SPEND THE FIRST 45 SECONDS GRABBING THE ATTENTION OF YOUR AUDIENCE.

+ WHO ARE YOU?
+ WHAT MAKES YOUR TEAM SPECIAL?

+ WIN THEM OVER WITH A STORY
+ SHOW THEM YOUR PASSION

+ THE FIRST 15 SECONDS ARE CRUCIAL TO GET THEM LEANING FORWARD

DESCRIBE THE OPPORTUNITY OR THE PROBLEM YOU ARE SOLVING

2

CREATE EMPATHY FOR THE PROBLEM...

HELP YOUR AUDIENCE UNDERSTAND THE PROBLEM YOU ARE SOLVING.

+ WHY IS IT IMPORTANT?
+ HUMANIZE IT... WHO DOES IT AFFECT?
+ WHY IS IT AN OPPORTUNITY?
  (AGAIN, TRY AND FIND A SHORT STORY OR KILLER DATA POINT.)
+ IF YOU CAN'T DO THIS IN 60 SECONDS YOU'RE TAKING TOO LONG!

1 MIN

1 MIN

WHO   WHY

NASA SPACE APPS CHALLENGE

HOW   WHAT

1 MIN

1 MIN

4

IMPACT & YOUR NEEDS

LOOK TOWARDS THE FUTURE

+ WHAT WILL THIS IDEA CHANGE?
+ WHAT IS YOUR 'BURNING PLATFORM'
  (WHAT DO YOU NEED TO TAKE YOUR INNIOVATION TO THE NEXT STEP?)
+ TANTALIZE YOUR AUDIENCE WITH 'WHAT IT COULD BE ONE DAY'

SHOW A DEMO OR PROTOTYPE

3

YOUR BIG IDEA: EXPLAIN YOUR INNOVATION

DETAIL YOUR CORE CONCEPT

+ HOW DOES IT WORK?
+ PROVIDE EVIDENCE AND IMAGES
+ DISCUSS APPLICATIONS
+ REVEAL A PROTOTYPE, DEMO OR SHORT VIDEO TO BRING IT TO LIFE.