Pitching Info

Impact

How much impact (quality and quantity) can this project have?

Does it solve a big problem or a little problem?

Will it inspire or help many, or a few?

Creativity

How creative/innovative is the approach?

Is the project novel and something that hasn't been attempted before?

Or is it an incremental improvement on something that already exists?

Validity

Is the solution scientifically valid?

Will it do what it sets out to do?

Can it work in the real world?

Relevance

Is this project responsive to the challenge for which it was submitted?

Is it a complete solution or does it have a long way to go?

Is it technically feasible?

How usable or user friendly is the solution?

Presentation

How well did the team communicate their project?

Were they effective in telling the story of the project?

- *the challenge,*
- *the solution,*
- *and why it is important?*

Details, hints, advice for your Pitch

- Posture, body language
- Difficult words, keep language simple
- We, what, why and how
- Write a script, by hand
- Pick the audience up, then keep the connection
- Who says what
- Never apologise

240 SECONDS OF GLORY

A MODEL FOR THE PERFECT PITCH AT SPACE APPS*

*A GREAT PITCH CAN BE THE DIFFERENCE BETWEEN GREATNESS AND OBSCURITY. THIS ROUGH GUIDE IS DESIGNED TO ENSURE YOUR GOOD WORK GETS THE ATTENTION IT DESERVES.
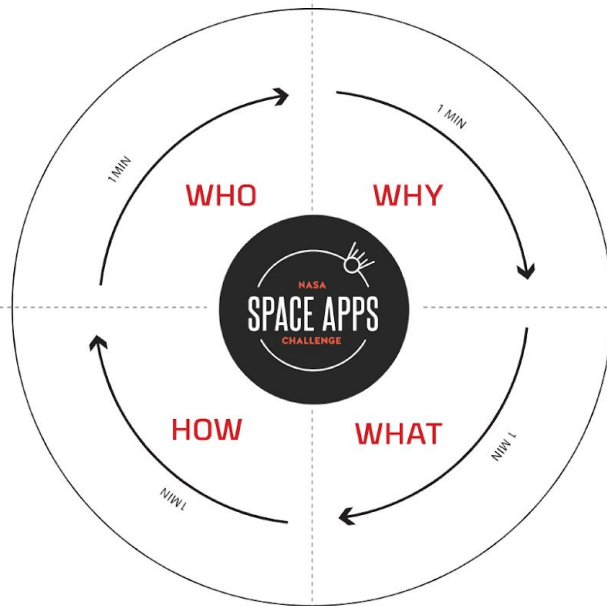
START HERE → **1**

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

WHO — WHY

1 MIN / 1 MIN

NASA
SPACE APPS
CHALLENGE

HOW — WHAT

1 MIN / 1 MIN

SHOW A DEMO OR PROTOTYPE

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!

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 INNOVATION TO THE NEXT STEP?)
+ TANTALIZE YOUR AUDIENCE WITH 'WHAT IT COULD BE ONE DAY'

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.

AWARDS AND ELIGIBILITY

Space Apps offers local and global awards.

Solutions with intriguing and innovative insights and compelling storytelling rise to the top in the judging process.

Eligible solutions may compete for two different levels of awards: local and global.

They must be projects developed in response to one of the official Space Apps Challenges

TO BE ELIGIBLE FOR AWARDS, YOU MUST

Include a link to code in a public repository on your project page. Keep any code developed during the event open-source.

We <3 open data! Also add created datasets or art under an open license to the repository.

Ensure that all your team members are registered and identified on the team's webpage

LOCAL: Submit your code/data to the repository latest at "Hands-down". Make sure your project website is up to date BEFORE the presentations.

GLOBAL: Submit your project by midnight, Sunday, October 21 in your local timezone

The Panel

Mait Lang

Senior researcher at University of Tartu, Tartu Observatory, Associate Professor at the University of Life Sciences: Research topics are related to remote sensing of forests

Sherif Sakr

Head of Data Systems Group at the Institute of Computer Science, University of Tartu: Data and information management in big data, analytics, data science, cloud computing

Tõnu Oja

Professor of Geoinformatics and Cartography at the Department of Geography, Tartu University, Geoinformatics Head of Chair

The Panel

Villem Alango

Held roles as Senior Expert with
the e-Governance Academy and
co-founder of Datel:
human aspects of e-society of
and communicating with
different audiences

Martin Jüssi

GIS and Earth observation account
manager of CGI Estonia:
A space enthusiast with a
background in interdisciplinary
space studies and geoinformatics

The Panel

Sven Lilla

Sven works every day with the
ESA Space Business Incubator
program at the Tartu Science
Park

Maria Angelica Medina Angarita

Maria works as an assistant for the
Human-Computer Interaction class
at Tartu University.
She has a master degree in HCI She
has a background in graphic design