TECHNOLOGY ENTREPRENEURSHIP
(ENT600)

Group Pitching (10%)

OVERVIEW

The New Product Development (NPD) pitching in business refers to presenting business ideas to another party. For example, you may pitch your NPD to potential investors or potential customers. A NPD pitch needs to give your audience a clear understanding of your problem and solution to a product/services development. To do this, you must gather and share relevant research or provide a compelling vision. When you pitch effectively, you can motivate and persuade your audience to follow your idea and make it a reality.

INSTRUCTIONS

1. This is a group project and the students are required to form groups comprising of **5 -6 MEMBERS ONLY.**

2. Each group needs to identify and develop product/service idea for a technology based solution using NPD process.

3. Used of PowerPoint presentation creatively.

4. Pitching is only limited to **5 MINUTES** per group.

NEW PRODUCT DEVELOPMENT PITCHING FORMAT GUIDELINES

GUIDELINES FOR CONTENTS

Following is a suggested guideline for preparing your NPD:

1. **INTRODUCTION**
   - Student Names, Student ID, Programme and Group
   - Name of the product

2. **PROBLEM STATEMENT**

   - Problem Statement/Issues

3. **IDENTIFT THE SOLUTION TO THE PROBLEM (PRODUCT/SERVICES)**
   3.1 Introduction (Introduction of product/service)
   3.2 Prototype/Model Showcase

4. **THE VALUE PROPOSITION OF THE PRODUCT/SERVICES (UNIQIENESS)**

Highlight the uniqueness of the product/services compare to the existing product/services in the market.

5. **TARGET CUSTOMER**

Who will be the potential user of the product/services when it is being commercialize.