

Visual Pitch Planner – Lightbulb Example

About them / Market

CURRENT PROBLEM AND SOLUTION

- Light only created by candles and gas lanterns – light is dim and reduces the ability to do things at night.
- Currently, lighting is dangerous resulting in fires and deaths
- Business establishments cannot operate at night – workdays are short – reduced production and productivity
- Lack of social order at night
- Reduces our potential and lifestyle as a society



WHY IS THIS IMPORTANT TO THEM?

- A commercially viable incandescent light attractive to the end-user and create demand
 - Homes will have more light and be safer
 - Work longer, more productivity potential to earn more money
 - Safer night travel –new evening entertainment business opportunity
 - Reduce crime at night
 - Changes buildings no longer need a window in every room

WHAT'S STOPPING THEM?

- Current globes are too expensive and do not last very long –commercially unviable



BENEFITS

- A track record of bringing a viable new product to the market
- An ability to understand the potential of solving current problems

EVIDENCE

- Turned telegraph into multiple transmitters sending multiple messages at one time – changed the way telegraphs were used
- Phonograph first to record and plays back sound changed the access to music and conversation



WHY CHOOSE US?

WHAT'S THE SOLUTION?

- Carbonised bamboo filament – cheaper to produce – lasts 1200 hours – first commercially viable option
- The thin filament with high electrical resistance requires only a little current to make it glow
- Efficient incandescent material, with higher vacuum than others and higher resistance will make power distribution from a centralised source economically viable
- Creates an even greater profit potential moving into the future



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Visual Pitch Planner – Worksheet

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