



## Lightbulb Pitch Using Structure - Example

WELCOME AND WHO:	I would like to welcome you all here today. My name is Andrea Hammer, and I have 15 years experience as an electrical engineer and I work with Thomas Edison in his research laboratory.			
WHAT:	I would like to talk to you today about a very exciting, revolutionary invention, the first commercially viable electric light bulb.			
WHY:	Why should you be interested in this invention? Because it can change the way we work, live, and play forever, and because it is finally commercially viable, getting in on the ground floor provides you with a huge financial opportunity.			
HOW (AGENDA):	Our current situation and the problem this creates for our society	The impact of solving this problem and why we have not yet solved it	Our solution to this problem	Why we are the perfect partners for you
HOW (AGENDA):	<p>The light created by candles and gas lanterns is dim and reduces activity at night</p> <p>Travel at night is difficult and dangerous</p> <p>Fires and death</p> <p>While we can get away with this lighting at home, work and large business establishments cannot operate at night. Work days are short because we have to finish before the sun goes down – reduced production and productivity</p> <p>Lack of social order at night due to lack of light</p> <p>This significantly reduces our potential and lifestyle as a society</p>	<p>A commercially viable incandescent light</p> <ul style="list-style-type: none"><li>Homes will have more light and be safer</li><li>Work longer, more productivity potential to earn more money</li><li>Safer night travel – new evening entertainment business opportunity</li><li>Reduce crime at night</li><li>Buildings no longer need window in every room</li></ul> <p>Demand for the light bulb = \$</p> <p>Real money in need for electricity companies - you can get in on the ground floor</p> <p>What is stopping us from already having achieved this?</p> <p>Current globes too expensive and don't last very long –commercially unviable</p>	<p>Carbonised bamboo filament – cheaper to produce – last 1200 hours – first commercially viable option.</p> <p>The thin filament with high electrical resistance requires only a little current to make it glow.</p> <p>Efficient incandescent material, with higher vacuum than others and higher resistance will make power distribution from a centralised source economically viable</p> <p>Creates an even greater profit potential moving into the future</p>	<p><b>Benefit</b></p> <ul style="list-style-type: none"><li>A track record of bringing viable new product to the market</li><li>An ability to understand the potential of solving current problems</li></ul> <p><b>Evidence</b></p> <ul style="list-style-type: none"><li>Invented a way to turn telegraph into multiple transmitter simultaneously sending multiple message at one time – changed the way telegraphs were used</li><li>Invented the phonograph which recorded and played back the first reproduced sound recording – changed the way we were able to access music and conversation</li></ul>
SUMMARY:	Society has significant challenges that we need to resolve	Increase the quality of life, productivity, and create a new industry which will be desirable in all industries in all countries.	We have the solution which is commercially viable	We have the track record to bring this vision into fruition
CONCLUSION:	I look forward to speaking to you after this presentation about how you can become one of our investors and become a part of this exciting transformation of society developers of a thriving new industry			