

# My Business pitch

Name of Innovation

Name of School



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# What is the problem ?

- Use pictures to depict problem you are solving
- Try to build a story around it
- Why is it a big problem in your community or India ?



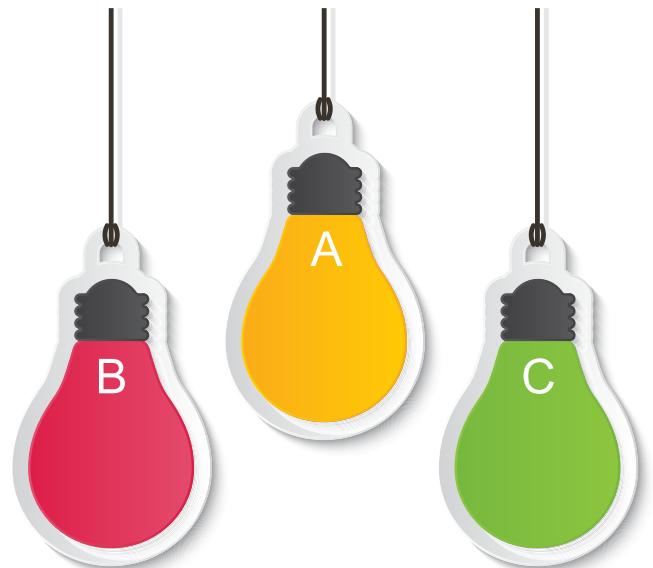
# What is the market potential?

- Quantify the problem you are trying to solve
- List no. of people affected locally, in India and globally
- Identify some data points, for eg- how many people die due to road accidents, or how much loss do farmers face due to crop loss, or how much of water is wasted due to poor irrigation systems etc.



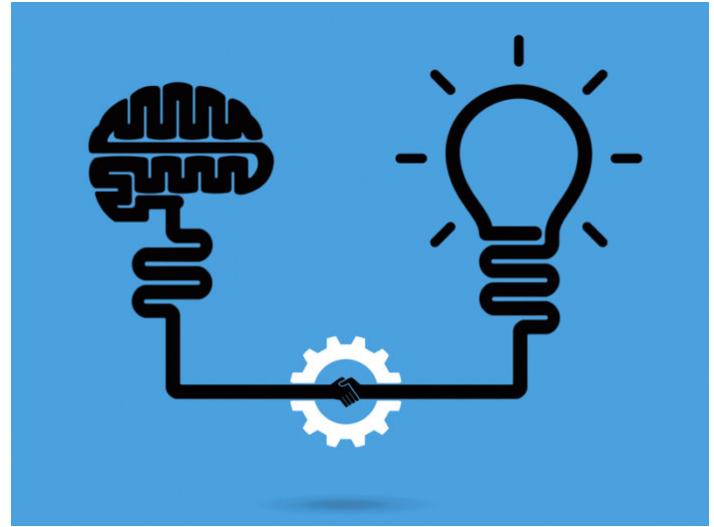
# What are the existing solutions available ?

- Use pictures of some existing solutions
- Need gap analysis
- Compare your innovation and existing solutions



# Our Innovation

- Describe your solution
- Use pictures of your prototypes
- Create a brand name for your innovation
- Think of a tag line for your innovation



# Why and how is our innovation novel?

- Identify unique features of your innovation?
- Describe what is worth patenting in your innovation?
- Showcase prototype performance results(if any)



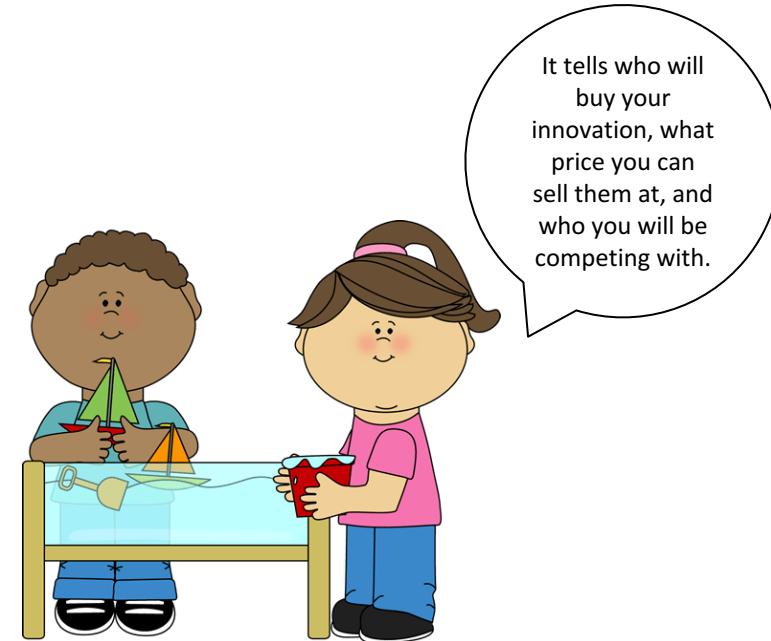
# What does our user say ?

- Use pictures of user testing of your prototype
- User verbatim of your user/ potential customer -  
What does the user think about your innovation ?



# What is my business model

- What is the target market ?
- What is the market size ?
- Identify Cost of innovation- fixed vs variable cost
- Identify Potential Selling Price
- Who is target customer
- Market segmentation – identify primary and secondary markets



# What is the way forward?

- Create a project plan- gantt chart
- Collect more user feedback
- Improve your prototype - use better raw material, prototyping tools
- Identify how much funding do you need?
- How will you raise funding?
- How will you test your product in community/market?
- What is your exit plan?



# Create your 30 second elevator pitch

- **What** does your company/ innovation do – highlight the unique selling proposition (USP) ?
- **Who** are your customers?
- **Why** is your innovation better than competitors?
- **How** will you deliver your innovation to your customer ?



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# Team

- List out all team members, mentors, partner institutions
- Use pictures



# Additional Tips

- Always be confident, concise and comfortable.
- Practice your pitch again and again. Practice in front of the mirror, friends, family, teachers etc. and always be open to feedback.
- Appearance is key. Remember, first impressions last, so always dress for the part.
- Fact not Fiction. Always stick to the facts, do your research and know your product.
- If you don't know everything then find someone who does. It's extremely important to have a good team.
- Lastly, smile and enjoy yourself. What's important is that you've come this far. If you succeed then nothing like it, but if you fail then that's even better. Learn from your failures and mistakes as you'll only get better with time.



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HAPPY TINKERING ☺



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