LEAD PARTNERS

MUFG

CORTEVA™ agriscience

SUPPORTING PARTNERS

FERRERO

Enterprise Singapore

WITH CONTRIBUTION FROM

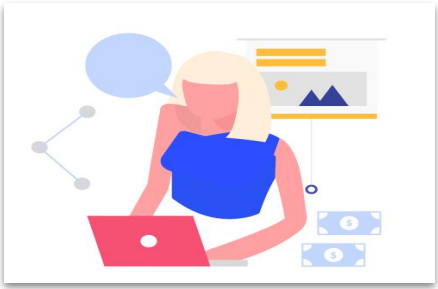
Danamon

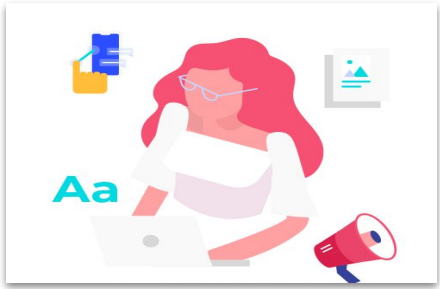
PISAgro

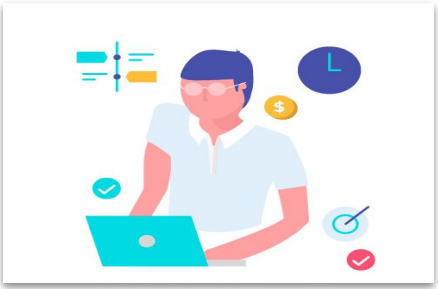
NOTES

- The pitch format is **4min pitch** followed by **2min Q&A**.
- This is just a guide. You don’t have to follow this slide-by-slide.
- More importantly, plan your presentation. And then decide how the slides can help you tell the story.
- Allocate enough time to go through all the points being evaluated.
- Not everything needs to be on a slide for you to say it, particularly if it is not an important point.

Hello, we are Team XYZ







INTRODUCTION

- What is the problem or challenge?
- Why is this a problem?
- Who are your intended users / stakeholders?

Tips:

Do not spend more than 30 seconds on this.

Remember, the audience is already aware of the major problems and opportunities. So unless you are addressing a specific niche problem or opportunity, you don't have to dwell on this.

Try to share insights that are not obvious.

SOLUTION IN A NUTSHELL

- What is your solution and how does it solve the problem or address the challenge?
- What's in it for your users / stakeholders?
- What's the technology used in your solution?

Tips:

Try not to describe the features of your solution. Use your prototype demo to present its features, so you don't end up repeating yourself and use up time.

Do not spend more than 45 seconds on this.

COMPETITIVE ADVANTAGE

- How is this solution better than existing alternatives?
- Are there any competitors, if so what is your advantage?

Tips:

Even if there is a strong direct competitor, you can use them to showcase validation but do point out how are you different.

Do not spend more than 30 seconds on this.

BUSINESS MODEL

- How do you plan to make money?
- What key partners do you require?
- Is your solution scalable?

Tips:

The less it takes for stakeholders to come onboard, the more attractive the solution.

Do not spend more than 1 minute on this.

PROTOTYPE DEMO
< 1 min 15 s

CLOSING

- What is the one thing you want us to remember your idea / solution / presentation?

Tip:
We do not recommend switching back to the slide deck for your closing if you are showing your prototype in another format. Teams often lose time doing so. Instead, think of an appropriate screen on your prototype to hold and say your closing remark.

FINAL NOTES

And finally, **4 minutes** is not a lot of time, but should be sufficient for you to tell your story.

You have **2 minutes for Q&A**, you may prepare back-up slides for it.

Feel free to grab us to do a test run on Saturday night.

Finally, **practise, practise, practise.**