

# MOBILE COMMERCE

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Pitch

NM-AIST

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## Who are you?

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“Hi! My name is [your name], [insert name of company], is developing [a defined offering] to help [a defined audience] address [solve a problem] with [secret sauce]”.





# What is a pitch? (1/2)

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Pitch:

- Make a bid to obtain a contract or other business.
- Try to persuade someone to buy or accept something.





## What is a pitch? (2/2)

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A business model describes the rationale of how an organization creates, delivers, and captures value - A. Osterwalder et al





## The rules

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7 Minutes



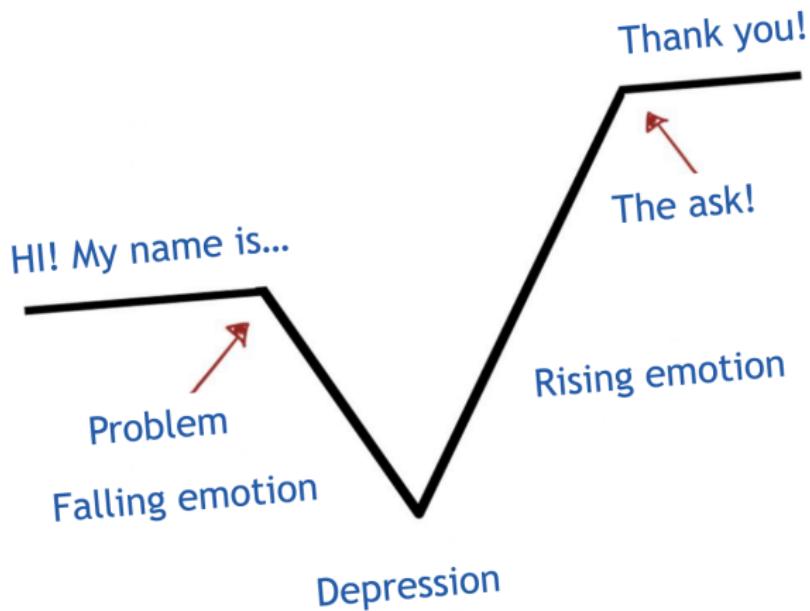
Powerpoint



Q&A



## Basic Outline

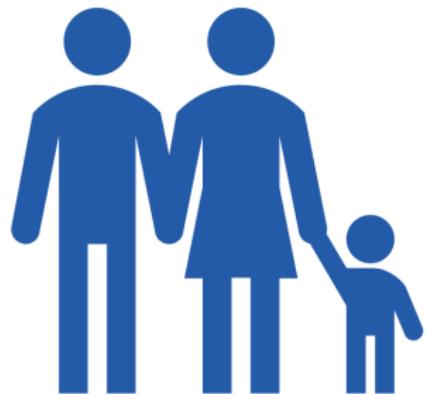


# 3 Act Pitch



## User Personas

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Who are  
your users?



The right tech!

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# Appropriate technology?





# Structure

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- 1) The Problem
- 2) The Solution
  - Technology
- 3) The Competitors
- 4) The Money
- 5) The Team
- 6) The Ask



# Problem

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**What customer pains are you trying to solve?**

**What specific customer segments are affected by the problem ?**

**Is the problem big enough to present a viable business case?**



# Solution

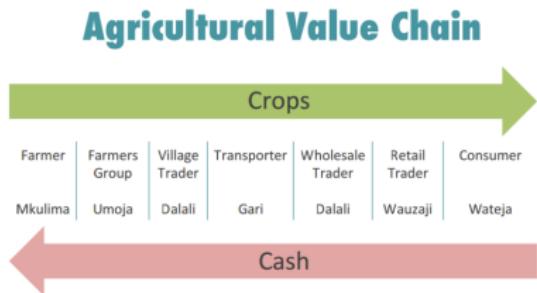
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How are you solving the customer's problem?  
What are the top features of the solution that specifically address the customer's pain?  
How can you confirm that your solution resonates with the customer's problem?



# Impact

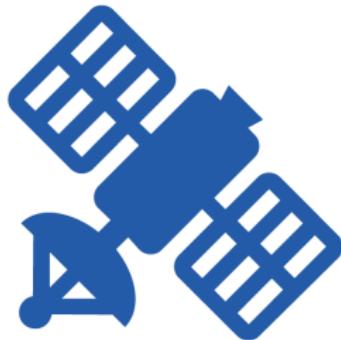


What is the potential impact of your product?



# Technology

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**Why is the technological solution and revenue model expected to work?  
What unique technological approaches or platforms have you opted for that make it workable and scalable?**



# Competitors

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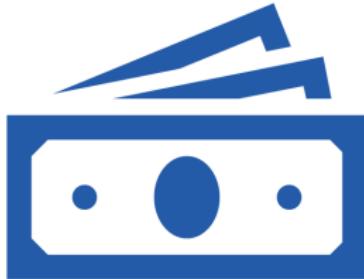


What are the existing alternatives to your solution?  
Show thorough knowledge of competitors / collaborators.  
What differentiates you from the alternatives?



# Revenue

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**How will you make money?  
Have you conducted  
experiments to test any of the  
potential revenue streams?**



# The team

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What skills & experience does the team have?  
What skills & experience do you need?  
Commitment of team working together?



## The ask!

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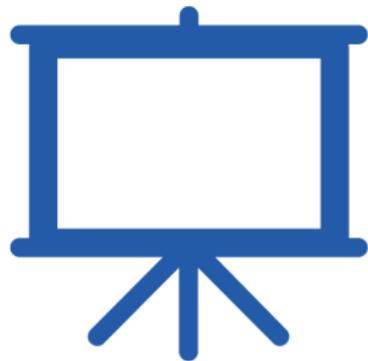


Aside from the prize money  
what other support do you  
need?



# Powerpoint

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First Slide: Intro

Last Slide: Contact

- 10-12 Slides
- One idea per slide
- Remember you are telling a story
- Limit text- People can read faster than you can speak



# Classroom Discussion

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## Tips! (1/6)

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*Trust  
me!*



## Tips! (2/6)

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*Engage  
don't  
mystify*



Tips! (3/6)

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Confidence,  
Passion, and Posture.



## Tips! (4/6)

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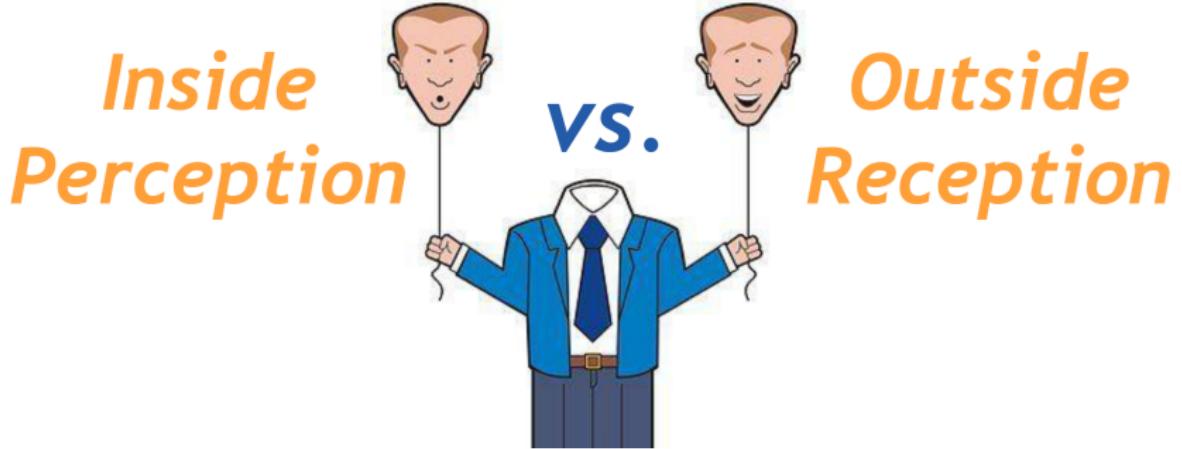


*We will  
sell  
this!*



## Tips! (5/6)

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## Tips! (6/6)

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**Smile!**



## Acknowledgment

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Johnpaul Barretto (JP), Data Lab

**MAY THE  
FORCE  
BE WITH  
YOU**