

How to Pitch Your Product: Syllabus

January 16, 2020 / 10:00 PM - 10:30PM EST

Important Links

[Workshop Hackpack](#)

Pre-workshop checklist, and resources to explore during and after the workshop.

[Hack the North 2020++ Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this weekend.

Motivator

We all know that every superhero needs an awesome sidekick. Similarly, every great hack needs a fantastic pitch to complement it. After all, your pitch is what will convey your project to the judges and convince them why yours should be the winner!

So many projects at Hack the North are built with expert engineering. But, what truly differentiates a good project from a great one, is the quality of its pitch. That is exactly why this workshop focuses on guiding you through the steps of crafting the perfect product pitch. From learning how to analyze the problem space to how to prioritize different ideas - this workshop will help you to walk the judges through your design cycle so they see exactly why you built this great hack.

Prerequisite Knowledge

There is no prerequisite knowledge for this workshop! All you need is a burning desire to impress your judges and craft the best possible pitch!

Learning Outcomes

This is what you will walk away from the workshop:

- A moldable framework for your product pitch
- Some fundamental concepts within product management, such as market research, prioritization, and validation.

Timeline (1 hour)

Time	Module	Description
3 min.	Meet your hosts and understand our mission	Introductions of the workshop hosts and why this workshop is important
4 min.	Define the Problem Space	What research should you collect before you begin crafting a solution?
4 min.	Identify Users, Customers, and the Target Market	How do you identify users, customers, and your target market
3 min.	Understand Use Cases	Isolating use cases and targeting
4 min.	Determine the Best Solution	Taking your research and translating them into a solution
4 min.	Find your MVP Hack	How to prioritize your different ideas and funnel them into one
4 min.	Evaluate Tradeoffs	How to compare pros and cons
3 min.	Summary	Overall summary of what you learned
? min.	Q&A + Closing Remarks	