

Pitch prep.

FAQ on Pitches / Projects



Projects week

Week 8 & 9



How do **projects** work?

- Teams of **3 or 4**
- **2 to 3** projects
- One goal: **LEARN**



Pitch time

Saturday, June 27 2020



FAQ for **pitch** time.

- **3 min** pitches
- **3 slides** (target, pain, solution)

After one **pitch.**

Vote from 1 to 5

After all **pitches.**

15 min to **discuss**



Teams formed based on votes.

Historical average

> 80% get their 1st or 2nd choice



What's a good project?

Make the most of week 8 & 9

How to choose the WeChat app to work on!



What makes a final project **good**

Avoid marketplaces 🚫

Xiaohongshu week 7 / Boring

Creativity possible 😄

Admin == Boring frontend

Interactive features 💪

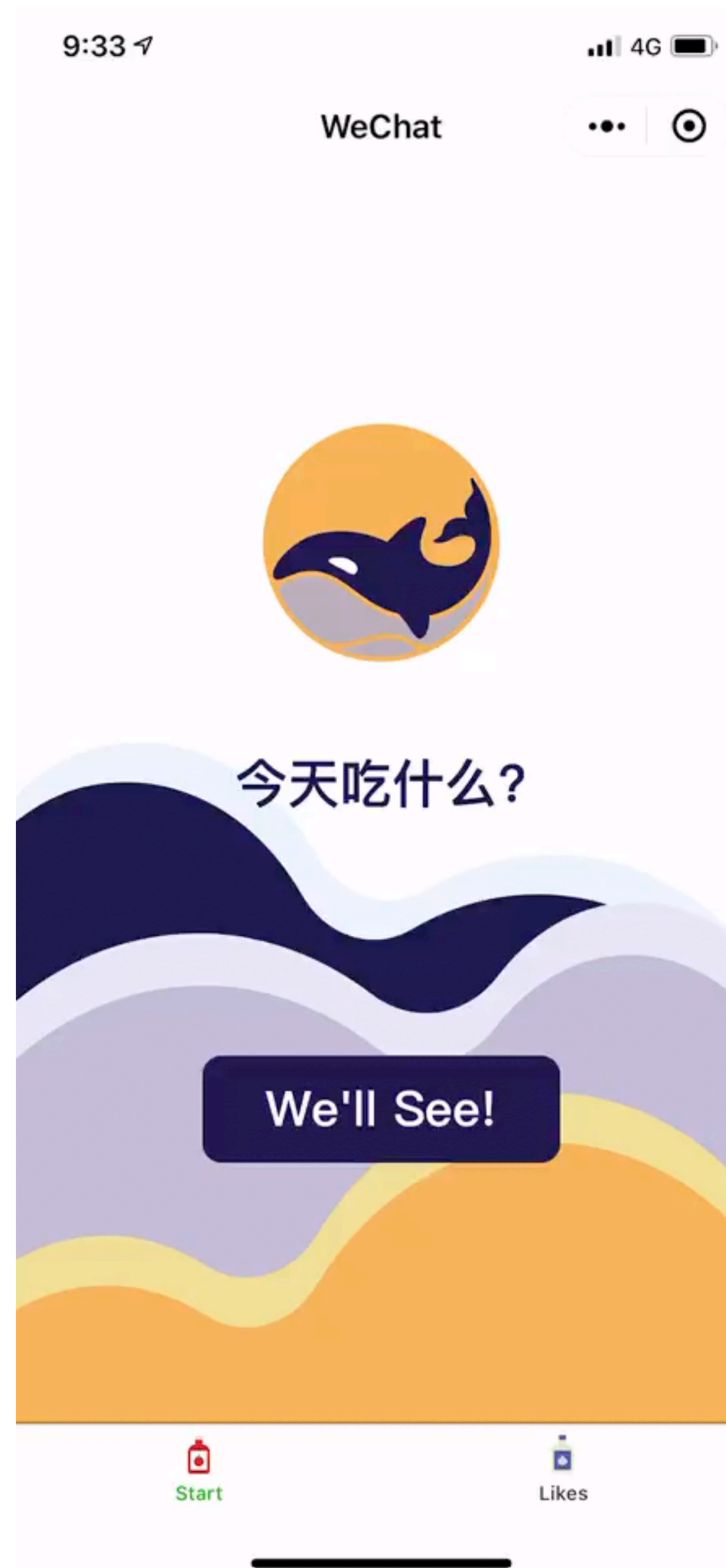
Live interaction, video, etc.

Simple user journey 🧑💻

Few pages, fast conversion



Watch online:



Watch online:



So, what **Features** can I make?

Product pages

Price, Votes, Photos...

Index pages

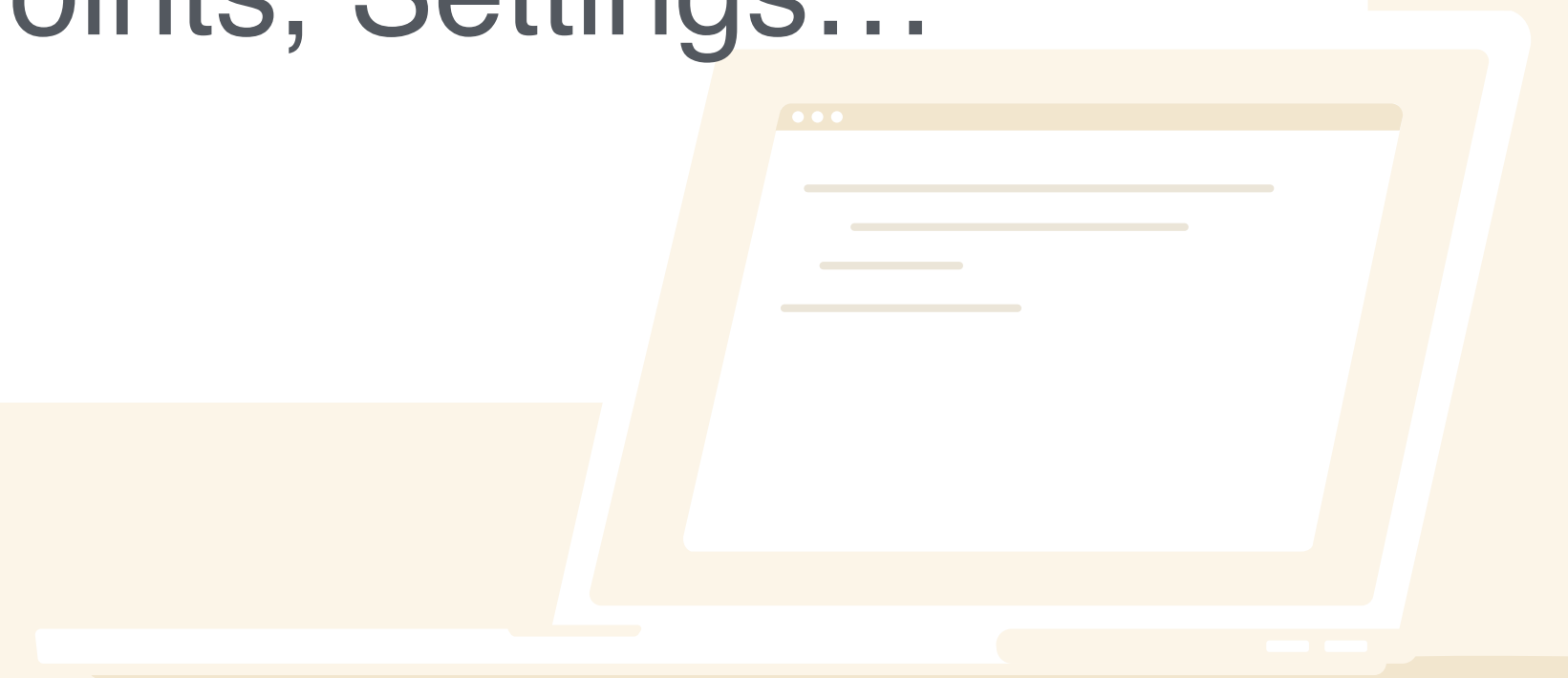
Maps, Lists, Search, Filters...

Conversion

Forms, Bookings, Cart...

User pages

Account, Points, Settings...



What's a good pitch?

Make your pitch stand out!



What makes a pitch **good**

Obvious pain 🤕

Makes a clear product

Be passionate 🌟

People will believe you

Short slides 🧨

Say it rather than write it!

Core vision 🔭

Explain clearly what you want to build



Their **pitch.**

Pain

It takes a whole afternoon to find cheap flights for weekends on comparison sites.

Target

Young professional who want to visit a specific city but don't care which weekend.

Solution

Flight comparison app only for long weekends



Any **questions?**

