

SE3050 – User Experience Engineering
Business Pitch of the Mobile App**Semester 2, 2024**

Objective: To develop a comprehensive business pitch for a mobile app.

Materials Needed:

1. Paper or digital document for note-taking
2. Laptop or tablet for research and presentation preparation
3. Internet access for market research
4. Presentation software (optional)

Procedure:

1. **Identify the Problem:** Begin by clearly defining the problem your mobile app will solve. Consider pain points or inefficiencies that exist in the target market.
2. **Understand the Target Audience:** Conduct market research to identify your target audience. Understand their demographics, preferences, and behaviors.
3. **Define Unique Selling Proposition (USP):** Determine what makes your app unique compared to existing solutions. Highlight the features or benefits that set it apart.
4. **Develop a Monetization Strategy:** Consider how your app will generate revenue. Explore different monetization models such as subscription, freemium, in-app purchases, or advertisements.
5. **Create a Business Model Canvas:** Use a business model canvas to visualize the key elements of your business strategy, including customer segments, value proposition, channels, revenue streams, and cost structure.
6. **Design a Compelling Pitch Deck:** Create a visually appealing pitch deck that effectively communicates your app's value proposition, market opportunity, competitive analysis, revenue model, and growth strategy.
7. **Practice Your Pitch:** Rehearse your pitch multiple times to ensure clarity, confidence, and conciseness. Solicit feedback from peers or mentors to refine your presentation.
8. **Prepare for Questions:** Anticipate potential questions from investors or stakeholders and prepare thoughtful responses. Be ready to address concerns about market viability, competition, scalability, and revenue projections.

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9. **Deliver Your Pitch:** Present your business pitch with enthusiasm and conviction. Maintain eye contact, speak clearly, and engage your audience. Be prepared to adapt your presentation based on audience feedback or questions.
 10. **Follow-Up:** After the pitch, follow up with interested investors or stakeholders. Provide additional information as needed and continue to nurture relationships for potential partnerships or funding opportunities