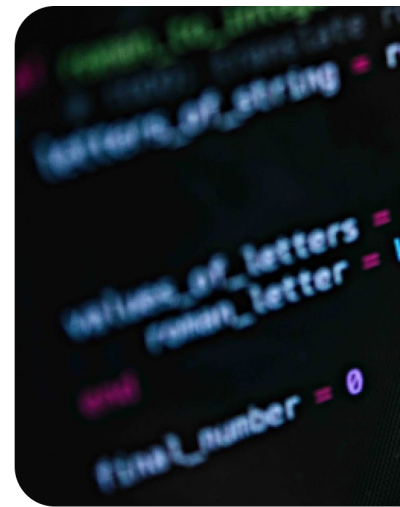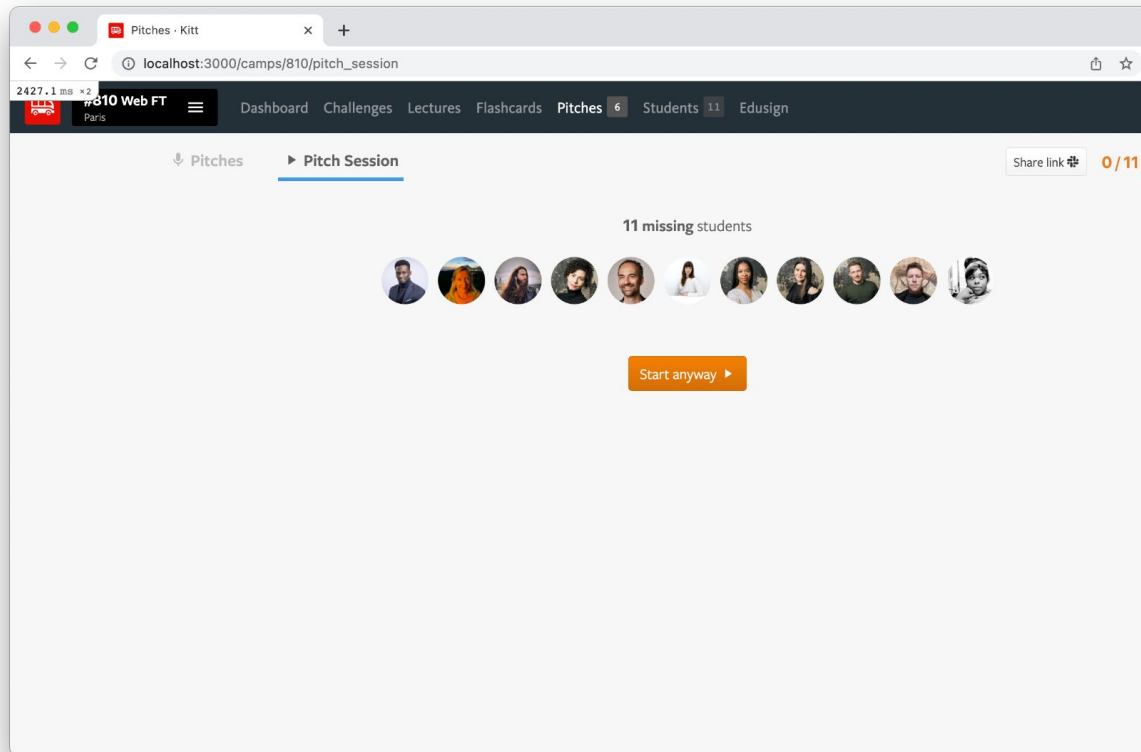# Pitch Prep

FAQ on Pitches / Projects
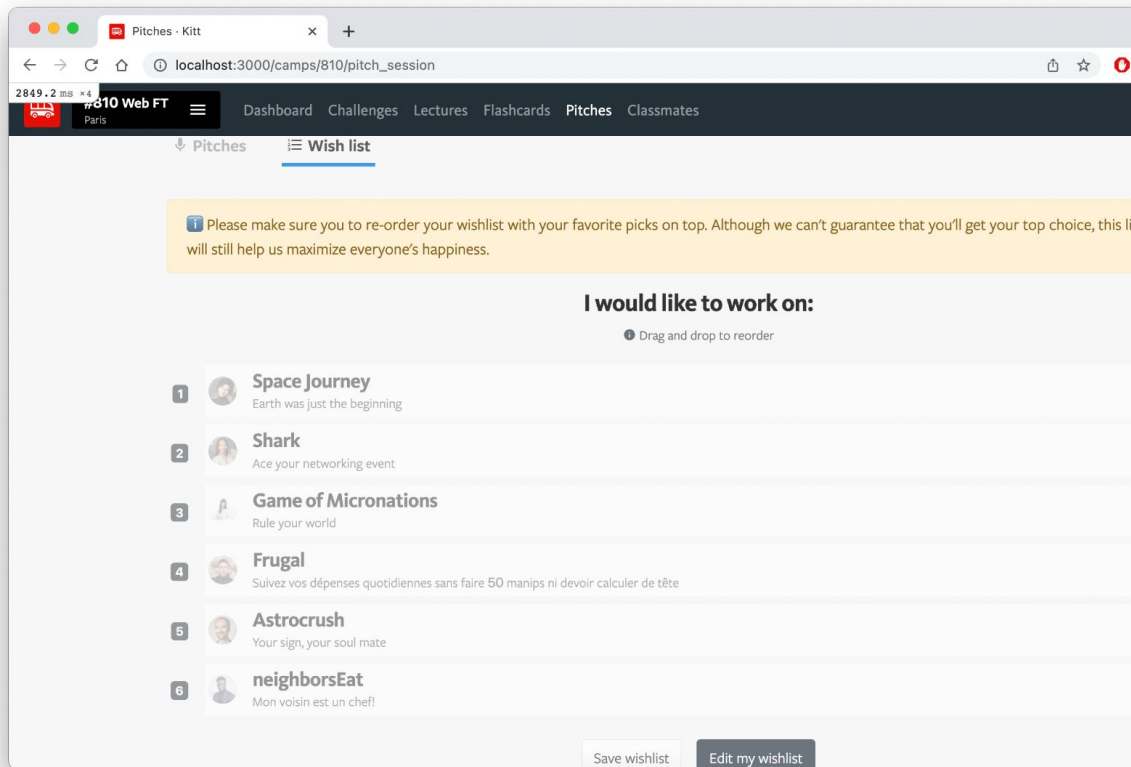
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Pitch Session

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Get ready for the pitch session

- Everyone with laptops

- **3 min** pitches

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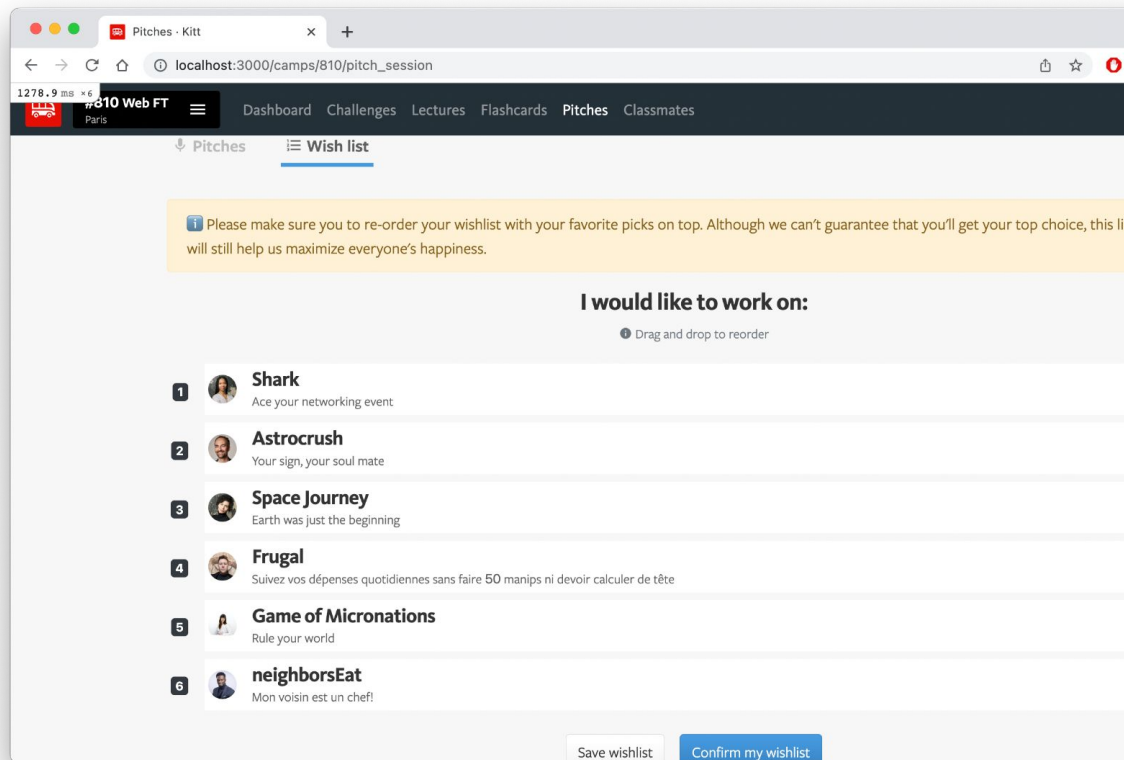
  (target, pain, solution)

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After one pitch

Edit and reorganize
your **wish list**

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After all pitches

- 15 mins to discuss
- Double check and **confirm** your **wish list**

Teams are formed by Kitt

80%

Get their 1st or 2nd choice

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Why we do project weeks?

- Great **learning experience** from an **idea** 💡 to a **web application** 💻

  ✅ Learn how to work in a product team (3 or 4 person)

  ❌ Launch your next billion $ idea

- You will:

  - Attend standup everyday

  - Commit code everyday

  - Develop full-stack features independently

  - Pitch your product on Demo day

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What's a good project?

Makes the most of the final module

No Marketplaces 🤷‍♀️

Airbnb module / repetitive

Challenging feature 💪

Live interaction, video, etc.

Creativity possible 😍

Admin == boring frontend

Simple user journey ⚡

Few pages

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What's a good pitch?

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What makes a good pitch

Follow this structure

Target 🔭 → **Pain** 🤕 → **Solution** 🤩

Who is my customer?   What do they suffer from?   How do I answer their need?

Make your pitch stands-out

Be passionate 🙌   **Short slides** 🤯   **Core vision** 🤓
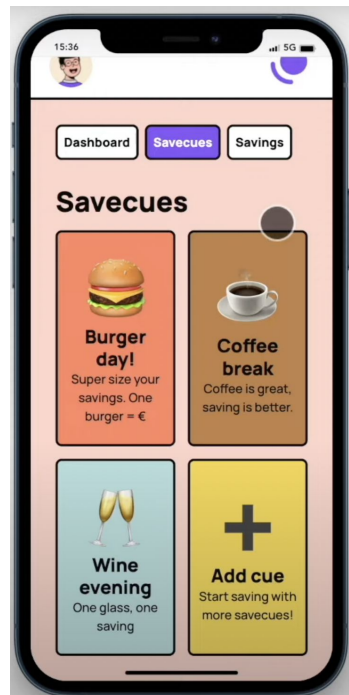
People will believe you   Say it rather than write it   Explain clearly
what you want to build

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Example: SaveCUE

Target 🔭

Younger millennials who are just starting with their savings and rein in on frivolous spending, or just people who just wanna save in a fun way

Pain 🤕

Frivolous spending is the bane of anyone trying to save money. What if you could turn it around?
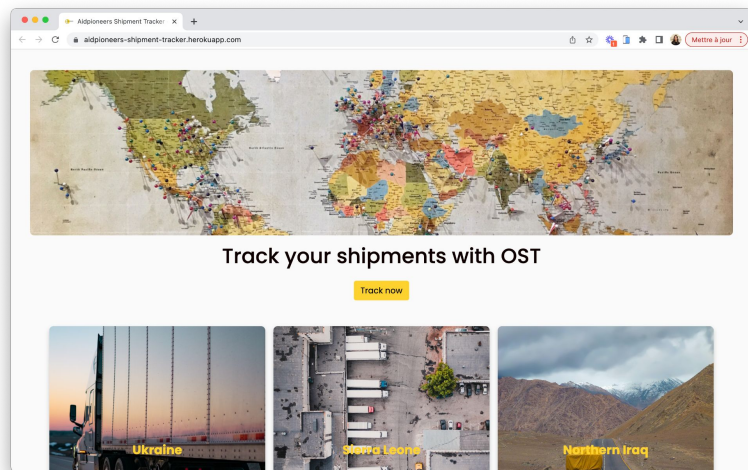
Solution 🤩

Every time a cue event happens, money is transferred to your savings account

Challenging features 💪

Connection to multiple APIs
Mobile Design

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Example: OST

Target 🔭

A German NGO that is sending humanitarian aid to Ukraine

Pain 🤕

Shipments can get lost and delayed when truck contents and location are unclear. Also donor can't easily see where their donation ends up
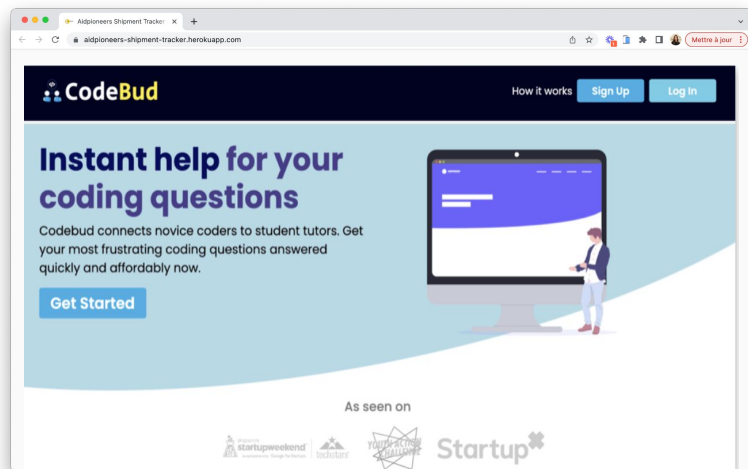
Solution 🤩

A shipment tracker that uses location fetching QR codes to help NGO's track aid shipments.

Challenging features 💪

Real-time location tracking

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Example: Codebud

Target 🔭

Junior coders

Pain 🤕

Junior coders want to level up and need guidance but platforms like code mentor are too expensive

Solution 🤩

A platform where you can get a cheaper help from junior devs via video and code snippet sharing

Challenging features 💪

Live video, Code editing in browser, Payments, Chats

Why pitching? 🎤

Develop your Product Mindset

Challenge yourself to conceptualise a solution to a real world problem

Sharpen your presentation skills

If you work in Product or as an Entrepreneur, pitching ideas is one of your core skills

Build a product, lead a team

If your idea gets chosen, you will be leading backlog prioritization and scoping

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Next Steps Before Pitch Night 👣

1. Generate Ideas

Think of 2-3 problems that you would love to solve or tackle

2. Prioritize and Validate with your Teaching Team

Choose your favorite idea and have a chat with your teaching team about it

3. Submit your pitch

Go to https://kitt.lewagon.com/camps/#{batch_slug}/pitches and get started

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Any questions?

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