Pitch Script

\*\* walking with grocery bags, receives a call\*\*

“Oh really? I just bought that too.”

“You spent way too much on it, I got it for half that price.”

“You should have said something!”

\*sighs\* “We need to get on the same page…. Or the same list”

Comparing prices from many grocery stores is a tedious process, and visiting multiple stores takes too much time.

We are developing an online list that can be shared amongst the household. By connecting shoppers, we aim to reduce the amount of time spent at grocery stores and increase the buyer’s knowledge of sales and deals at the stores they visit.

Our app will update a household shopping list, crossing off items that have been marked as purchased. It will also allow shoppers to post sale prices that will be pushed to other lists containing those items.

Current grocery prices are at an all time high and saving money and helping others save money is important for everyone.

Following is the ChatGPT version:  
  
**Project Pitch Video Script: “Get on the Same List”**

**Scene 1: The Problem (Hook and Intro)**

*[Kyle is walking out of a grocery store, carrying heavy bags. His phone rings.]*

**Kyle:** (Answers phone) “Hey Shawn, what’s up?”

**Shawn (voiceover from phone):** “Kyle, I just got back from the store and bought everything for dinner tonight.”

**Kyle:** “Wait, what? I just bought all that too!”

**Shawn:** “Seriously? And I think I paid way more than I should have.”

**Kyle:** (Sighs) “We really need to get on the same page… or better yet, the same list.”

*They both sigh.*

**Scene 2: Introduction of Team**

*[Transition to the three team members standing together, smiling at the camera.]*

**Kyle:** “Hi, we’re Team BBY27.”

**Shawn:** “I’m Shawn.”

**Kaid:** “I’m Kaid.”

**Kyle:** “And I’m Kyle.”

**Kaid:** “We’re here to introduce a solution to a problem we’ve all faced.”

**Scene 3: Defining the Problem**

*[Visuals of busy grocery stores and people struggling with shopping lists.]*

**Shawn:** “Grocery shopping once a week, visiting multiple stores, can take up to 1-2 hours of your day.”

**Kaid:** “Comparing prices and keeping track of sales across different stores is tedious and time-consuming.”

**Kyle:** “And when you’re sharing grocery responsibilities, miscommunication can lead to duplicate purchases and wasted money.”

**Scene 4: Addressing the 4 W’s**

**Shawn:** “So, what is the problem? Inefficient and uncoordinated grocery shopping.”

**Kaid:** “Who is affected? Anyone who shops regularly, especially households sharing grocery duties—partners, roommates, families.”

**Kyle:** “Where does this happen? In local grocery stores, in the aisles, and in our daily lives as we try to manage our needs.”

**Shawn:** “Why does it matter? Because grocery shopping takes up significant time, and optimizing it can greatly impact everyone’s lives.”

**Scene 5: Introducing the Solution**

*[Animated graphics or simple illustrations appear on screen to represent the concept.]*

**Kaid:** “That’s why we’re developing a web application to help households save time and money.”

**Kyle:** “By increasing coordination and sharing information between shoppers, we aim to make grocery shopping more efficient.”

**Shawn:** “Our idea is a shared online list that updates in real-time.”

**Kaid:** “Items purchased are crossed off automatically, so everyone knows what’s been bought.”

**Kyle:** “Shoppers can post sale prices, which are shared with others who need those items.”

**Scene 6: Supporting Research**

*[Display simple charts or bullet points to highlight key statistics.]*

**Shawn:** “Did you know the average person spends over 60 hours a year grocery shopping?”

**Kaid:** “With grocery prices at an all-time high, families are looking for ways to save.”

**Kyle:** “Existing apps help with list sharing but don’t focus on real-time price sharing within your household.”

**Shawn:** “Our concept fills that gap, combining list sharing with up-to-date sale information from fellow shoppers.”

**Scene 7: User Experience (Conceptual Visualization)**

*[Animated scenario illustrating the user experience.]*

**Kaid (voiceover):** “Imagine you’re at the store and see that cereal is 50% off.”

**Kyle (voiceover):** “You update the shared list, and your household instantly knows about the deal.”

**Shawn (voiceover):** “No more missed opportunities or duplicate purchases.”

**Scene 8: Competitors and Differentiation**

**Kaid:** “While other apps offer grocery lists or coupon collections, they lack the collaborative aspect we envision.”

**Kyle:** “Our focus is on real-time coordination and information sharing within your own household network.”

**Shawn:** “This makes our concept unique and more effective in saving you time and money.”

**Scene 9: Call to Action**

*[Back to the team, smiling confidently at the camera.]*

**Kyle:** “We invite you to join us in revolutionizing the grocery shopping experience.”

**Kaid:** “Save time, save money, and stay connected with those who matter.”

**Shawn:** “Get on the same page… or better yet, the same list.”

**Scene 10: Closing**

*[Team BBY27 logo appears with contact information below.]*

**Kaid:** “Thank you for your time.”

**Kyle:** “We look forward to bringing this solution to life.”

**Shawn:** “Stay tuned for more updates from BBY27.”

**[End of Video]**

**Notes for Production:**

• **Intro and Hook:** Start with a relatable scenario to immediately engage the audience.

• **Team Introduction:** Ensure all team members are introduced and appear enthusiastic.

• **Problem and Goals:** Clearly address the 4 W’s to outline the issue and its relevance to the theme.

• **Elaboration:** Use animated graphics or simple illustrations to explain the concept without showcasing an actual app.

• **Delivery and Teamwork:** Maintain a smooth flow between scenes, with all team members actively participating.

• **Length:** The script is designed to fit within a 3-5 minute timeframe when performed.

“So yet again we invite you to get on the same page… or better yet, the same list.”