

PLANNING YOUR PITCH

HEADLINE / KEY MESSAGE

PROBLEM: WHAT IS THE PAIN?

Why does it matter: what is the impact of the problem?
How big is the problem / how painful is it?
How long does it take?
What is the opportunity?

SOLUTION: WHAT IS THE GAIN?

How does this solve the problem? (Keep it simple)
How does it work? (high level demo)
How long does it take? (versus how long it takes today)

DEMO

Demo like someone using it in real life
Focus on the value – not features and functions
Back it up with facts
Reference the technology used where that was key
Skip unnecessary screens
Make sure everything is up and running

VALUE PROPOSITION: WHAT MAKES THIS UNIQUE?

What makes this better than anything else? E.G.
Usability; technology; cost
Innovative use of technology?

BUSINESS VALUE

What is the business potential?
Have you sized the market?
What business models have you explored?
How does this make money?
What is the time-to-market?
Does this have scope beyond the current situation?

WHY YOU?

Why do you care about this?
How does this, or has this, impacted you?
Why should the audience believe you can deliver?

CLOSING / KEY MESSAGE

STORY ELEMENTS

BEGINNING: GET THEM TO CARE

Create interest
Gain attention
Engage and excite
Set out your agenda

MIDDLE: SHOW THEM HOW LIFE CAN BE BETTER

Deliver the solution / show the app
Deliver value
Support with facts

END: MAKE THEM WANT TO DO SOMETHING

Reinforce your message
Make it resonate
Leave a lasting message

DELIVERING YOUR PITCH

OPEN: CREATIVE OPENING

AGENDA: INTRODUCE TOPICS

POINT 1

POINT 2

POINT 3

SUMMARIZE TOPICS

CLOSE WITH IMPACT