

Pitch

これは [状況やニーズ] の [ターゲットユーザー] 向けの
[プロダクト名] という [プロダクトの種類] です。

これには [大きな利点] があります。

[既存の競合] とは違い [差別化要因] が備わっています。

0. Title:

- Product Name and Slogan
- Photo of your Prototype
- Design Prompt
- Corporate Partner
- Team Name and Members
- Date

1. Prototype (Teaser):

- First things first.
- Show and describe your prototype very concisely.

2. Problem or Needs:

- Clearly state the problem and/or reason why you built the prototype.
- How much worth solving the problem? Give us some evidences or clues.

3. Unique Insight:

- Tell us what only you know about the problem and/or how to solve the problem.

4. Solution:

- Product Features and Specifications.
- Describe the concrete benefits (especially user experience rather than product itself) you provide.

5. Voice of User

- How much does it solve the problem? Give us some evidences.

6. Future Works

- Do you have any future plan?

7. Ending and Call To Action

- Photo of your prototype (again).
- What do you want the audience to do next?
- DO NOT end with just “Thank you” slide.