

What makes a Great Pitch?

30 minutes

Review the important elements of a strong pitch.

Explain that students should think about these elements as they review and complete their pitches.

- **Story:** Every product has a story. Share the story behind the need for your product or service as you present your pitch deck and prototype or sketches. How did you figure out there was a problem? How did you empathize? What was the problem? Why is your product or service the solution?
- **Competitive Analysis:** Tell what makes your company innovative / better than what’s currently available.
- **Market:** Describe the market for the product or service with as many supporting facts as possible.
- **Speaking Skills:** Speak confidently, make eye contact, and be enthusiastic about the product.
- **Planning and Practice:** Rehearse and prepare for questions.

Story	Competitive Analysis	Market	Speaking Skills
<p>Potential investors want to know that there’s a need for the product or service. Share the story behind the need for the product.</p> <p>What story will you tell in your pitch?</p>	<p>Investors want to know what makes a product or service innovative and how it compares to the competitors who are already in the market.</p> <p>Why is your product or service innovative and better than what’s currently available?</p>	<p>Investors want to know that there’s a big enough target market for the product.</p> <p>What do you know about your target market?</p> <p>If you had the time, what additional information would you research to improve your pitch?</p>	<p>Speak confidently about your product idea, make eye contact, and be enthusiastic. If you’re not enthusiastic about your product, nobody else will be! Be prepared to answer questions about your product idea.</p> <p>What good examples of speaking skills will you include in your pitch?</p>

- Find open area of the room to have students run through their pitches.
- Students may use event notebooks to help note who says what.
- Submit index card with company name, student names, and school name to the judges table for introductions.

****Remember they only have 3-5 minutes to pitch with 5 minute judges Q&A.****