



**INNOVATION
GUIDE**



SEED·SPOT

***FIRST* Teams** **Preparing for the** **FIRST Innovation** **Challenge**

**CREATING A BUSINESS PITCH
THAT STANDS OUT**

Presented By: **Qualcomm**

Global Innovation Awards Powered By:
Star Wars: Force for Change

Sponsored By: **Booz Allen Hamilton**

You have a bright future ahead of you!

We're here to help you learn how to pitch your innovation as a business opportunity.

Creating a business is important because just creating a solution is not enough! You have to create a mechanism to reliably get it to the people that will use it, on time, and when they need it most. Creating a business around your innovation helps you do this and we know that you're the right person to make it happen – because you already solved one part of it! A business pitch will help you explain what you've done in the context of a business opportunity.

This workbook is designed to help you understand the key elements of a business that you will articulate as your pitch. Think of pitching not as a sales tool, but a way to quickly and concisely explain what you're doing and how it adds value to anyone at anytime. It's more of a conversation than a performance.

SEED SPOT is excited to hear the Finalists pitch at the FIRST Global Innovation Awards!

About SEED SPOT

SEED SPOT is a globally-ranked social incubator educating, accelerating, and investing in entrepreneurs of all ages and backgrounds committed to solving social problems. We support entrepreneurs by surrounding them with the access to resources, mentors, business fundamentals, capital sources, and community partners they need to succeed.

PRE-WORK

“HOW TO CREATE A BUSINESS PITCH”

Let's help YOU get ready for the Global Innovation Award!

We're here to help you learn how to pitch your innovation as a business opportunity.

THINGS TO DO BEFORE CREATING A PITCH (IF YOU HAVE NOT ALREADY):

- **Define your target customer.** Create a persona of them. (For this pitch, focus on the potential buyer, not the user. They may not be the same.)
- **Find at least 3 competitors for your innovation.** Determine who they sell to and the price of their product.
- **Determine what makes your solution truly unique.** Write out what you do differently and better than your competitors that matter a lot to your target customer.
- **Print or download the Innovation Workbook.** Attached to your confirmation email is a tool that will be used during your session.

WHAT IS A PITCH?

What's the difference between a **business pitch** and a **presentation**?

A business pitch is a way to quickly communicate:

- The **problem** you're trying to solve
- **How** you plan to solve it
- **Who** are you solving it for
- **Why** this matters
- How others can **help**



WHAT IS A PITCH?

Key elements of a strong business pitch:

1. _____

2. _____

3. _____



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ELEMENTS OF A PITCH

Elements of a business pitch

Intro	Problem	Solution	Customer
Competition	Progress To Date	Ask*	Closing



** NOTE: asking for money for a for-profit venture in a public setting is not ok--it's actually illegal!*

ELEMENTS OF A PITCH

Slide 1: Introduction

Contains the following:

- Logo
- Name of venture
- Tagline
 - “Making drinking water simple.”
 - “Eradicating poverty through education.”
 - “Making local food economies sustainable.”

Template Slide



Company Name

LOGO

Tagline
Team members
Coach name

@social_handle

ELEMENTS OF A PITCH

Slide 2: Problem

What problem are you solving?

- If you have a compelling brand story, use it!
- Use statistics to make the problem seem big but easy to understand:
 - 900,000 people in Arizona do not have access to healthcare
 - 3 out of 5 families have a hard time staying connected
 - 80% of college students change their major in the first year

Template Slide



Problem

- Problem stated simply
- Use a statistic, number, or published data point, if possible
- Showcase the size and significance of the problem

IMAGE THAT
SHOWCASES
THE PROBLEM

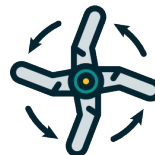
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ELEMENTS OF A PITCH

Slide 3: Solution

- What's your proposed solution?
- Explain how it works in simple terms. Try breaking it down into a three-step process:
 - "Input your information in our website, we match you with the product that's right for you, it arrives at your doorstep."
 - "We open a restaurant, you come and eat, and every meal you

Template Slide



Solution



Step 1



Step 2



Step 3

@social_handle

ELEMENTS OF A PITCH

Slide 4: Customers

Talk about your target customer and be specific:

“Our target customers are moms from the ages of 28-45 with kids under the age of 2 that live in the greenest cities in America.”

Template Slide



Customer

- Who are you selling to?
- What is/are their profile(s)?
- Why this customer? (Trends, buyer behavior)

IMAGE THAT REPRESENTS YOUR CUSTOMER(S)

@social_handle

ELEMENTS OF A PITCH

Slide 5: Competition / Value Proposition

Talk about your competition and why you're better. List your competition, then show your value proposition. A grid or chart works well for this.

What do you have that the competition doesn't?

Template Slide



Competition & Differentiator

- What/who are alternatives, substitutes, and competition?
- Competitor traction/proof of market?
- What is your unique differentiator?



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ELEMENTS OF A PITCH

Slide 6: Progress to Date

Do you have a provisional patent?

Have you tested your solution?

Do you have a marketing plan?

Have you built a financial model?

Who has advised your team?

Do you have any key partners?

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Traction & Roadmap

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ELEMENTS OF A PITCH

Slide 7: Ask

What do you need to make these metrics a success?:


- “In order to reach our goals, we need _____”

Do you need...

- Connections?
- Partnerships?
- A web developer?
- An expert in ____?
- Retail space to sell your product?

Template Slide

Ask



ONE IMAGE THAT
INSPIRES THEM TO HELP

- Ask the audience for help
- Do not ask for funding, capital, or investment
- One contact name and/or email address so audience can follow up with you!
- Add social media

@social_handle

ELEMENTS OF A PITCH

Slide 8: Closing

Tips

- Emphasize your impact
- Leave the audience with something memorable
- Don't forget your contact information

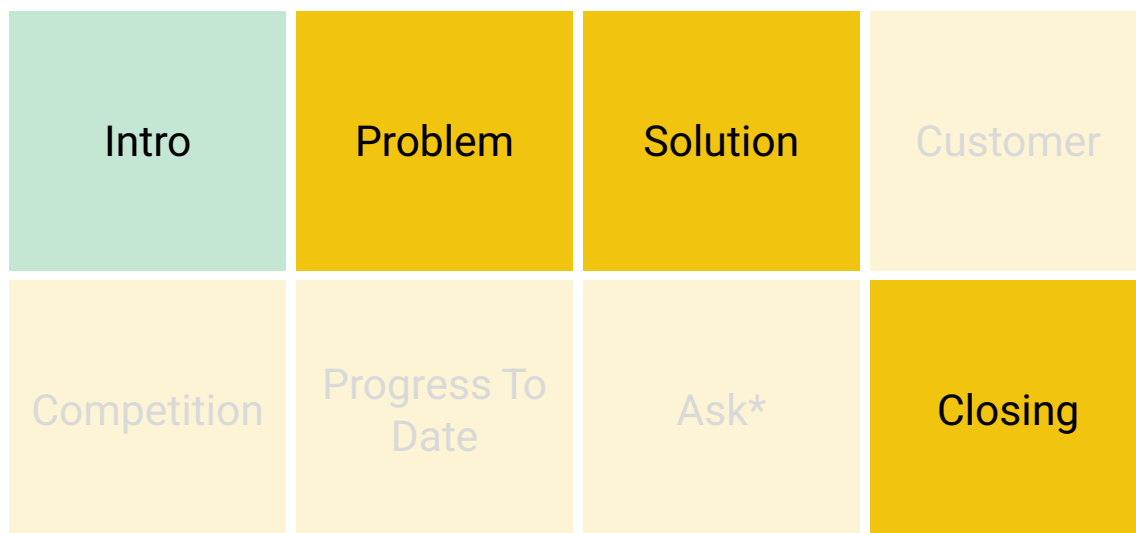
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30-SECOND PITCH

What is a 30-second pitch? Why is it useful?

30-Second Pitch Elements

The 30-second pitch is a condensed version of the 2-minute business pitch. You tell your story faster, but still clearly.



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30-SECOND PITCH

Notes from the 30-second pitch examples:

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CREATE YOUR PITCH

PITCH SCRIPT

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CREATE YOUR PITCH

PITCH NOTES

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CREATE YOUR PITCH

PITCH NOTES

GO REFINE YOUR PITCH!

WE DID IT!



Reference this Innovation Guide as you work on refining your pitch for the Global Innovation Award.

Be sure to take advantage of the pitch coaching mini-course we have create for all teams on the FIRST platform.

Questions? Reach out to us at tristan@seedspot.org

ADDITIONAL INFORMATION

How pitches are typically evaluated:

Problem: The business addresses a real need and works as an intervention for the problem.

Customer: Shows a deep understanding of the customers they are serving, who is using the solution, and who is buying.

Solution: Demonstrates game-changing creativity and innovation. The solution is also tailored to both the problem and customers.

Market: Shows an understanding of the size of the opportunity, how many potential customers can be reached, and its competitors.

Impact: Shows a deep understanding of how the business drives value and identifies how to measure the value added.

Business Model: Identifies a feasible business model that will sustain the business.

Pitch Delivery: Speaks with confidence and tells a compelling story.

Deck Design: Appropriate use of visuals that supports the pitch and conveys a message.