



# Student Pitch Video Submission Elements to Consider for a Good Video Presentation

Allotted video time – 5 minutes

Note: This template is intended to provide guidance and assistance in preparing for this competition. It is not meant to be prescriptive – this is your business, so pitch it your way!

# Story Time

- One of the best ways to relate to a subject is through a story. Consider telling a story of your idea and what you've learned through customer discovery.
- For example, consider telling your audience why you are working on this idea. Is there something meaningful that drew you to innovate in this field?
- If not, tell a short story about a customer/user who is encountering the problem you are solving. Set the stage so judges can relate.

# Positioning Statement

- In 25 words or less, describe your business (not your technology, product or service)
  - Be very succinct.
  - Use only the words that are acutely important in communicating the raw business idea.
- This will prepare listeners (judges) for what you will be speaking about.
- Judges should know the unique solution you are bringing to market and what value it will add to customers' lives.
- *Hint: Don't spend too much time on this.*

# Example of a Positioning Statement

I am creating (name the product/business/service) for (name the target customer and unique qualifiers). (Name of business) is a (name the market category) that (name one key benefit) unlike (name your competitor), (name product or business) will (describe the unique difference between you and the competitor).

*If SnapChat were to write a positioning statement it may look like this:*

We are creating a service for youth who have a desire to express themselves on a public scale. SnapChat is a smartphone tool that captures sharable moments and unlike Facebook, the content shared on SnapChat is deleted by default.

# State the Problem

- Describe the problem that currently exists that your company, service or product will solve.
- How big is the problem?
  - How many people have this problem?
- Describe what you and your company would like to accomplish.

# State the Solution

- Describe the Product or Service
  - State the solution to the problem you indicated. (Keep technical description to a minimum)
  - How is your product better than your competitors? (a.k.a. Value proposition ex. superior performance, better quality materials, manufacturing advantage, faster, etc.)

# Customer Discovery

- What did your customer interviews reveal?
- What did customers say?
- What do your customers want? You could use a chart or infographic to represent responses you heard from your interviews.
- How do they currently solve this problem?
- How much of a pain are they feeling by not having your solution?






# Markets

- Describe your customers. (the market)
- How many customers are out there for this solution? (the available market)
- If you were to start with just a small slice of those customers, how many could you get? (addressable market)
- Are there current trends likely to influence your customer/sales?



# Competition

- Tell us about the industry you'll be competing in.
  - A brief background for judges unfamiliar
  - Any key changes recently
- Key competitors
  - Use a table to compare/contrast your product relative to competing products
  - Who is already competing in the industry. How this problem is currently being solved in the market.
- What your edge is over the competition.
  - How and why your products & services are competitive.

	My Company	Competitor #1	Competitor #2
Value Proposition #1			
Value Proposition #2			
Value Proposition #3			

# Business Model

- Business concept –
  - How will your business generate money?
    - Subscriptions? Unit sales? E-commerce? Brick and mortar storefront?
  - How will you get, keep and grow your customer base?

*It should be clear whether you are providing a product or service*

- Where and from whom your company will make money
- Who you are selling to
- What is your starting point to get sales.

# Financials

- How much money will it take to make and sell your product? (commercialize and bring to market)
- What will the cost/unit be?
- What large expenses will you encounter?
- Use the Financial Statement Cash Flow Excel Sheet to work the number. Remember, at this point, your financials are just projections.
- Even if you haven't made a penny yet, but you are projecting \$\_\_\_\_\_ in the next \_ years because you believe you can get \_\_\_\_\_ number of the obtainable market to purchase your solution.
- We realize you won't have all the answers, but show the judges that you are thinking about them.

# People

- Management team, their positions and relevant experience
- Who the leaders are in your business/members of your team as well as the value they bring to the team.
- **Other key people** ie. advisors, coaches, teachers
- *Hint: Don't spend too much time on this.*

# Achievements to date

- Important milestones already accomplished (if any)
  - X number of customer interviews
  - A social media following
  - A minimum viable product
- How much time and energy you have put into this idea/invention.
- Next steps

# Last Minute Thoughts

- Call our office with questions.
- 315-946-5919
- Use a lot of Resources
- Be creative, be professional, plan ahead, and remember, you are not alone!