

High School BEAR Innovation

Pitch Worksheet

Prepping your Pitch:

Did you give consideration to the question “What should matter to me/What will I do” and were your ideas influenced by your views and how they might impact others?

A Good Pitch Answers (10 things)

- Who are you? (List your full names and your team name)
- What is your idea?
- What is the problem that you are trying to solve?
- How have you validated that it is a problem?
- What is your solution?
- What are the insights that you have gained from your research?
- Who will your solution help (who will benefit) and how?
- Why is it significantly better than what currently exists or the alternatives?
- What was the most important aspect of considering the question “What should matter to me”?
- What will you do to get started (move forward)?
- What is your conclusion or close?

Tailor your Pitch

- Make your pitch relevant to your audience
- Share the journey that you went through from your initial concept to your final idea

Keep your pitch engaging and interesting through storytelling and by including your insights and why your ideas are important

Keep it Simple

- Keep it brief - it's called an elevator pitch because you should be able to get your message across in the time it takes to ride in an elevator
- Articulate your pitch clearly to show off your communication skills
- Have a thoughtful conclusion (Meaning "and that's pretty much it" is out)

Practice Saying it Out Loud

- Have a friend or your teammates listen to you run through your pitch
- Ask them to give you feedback on any areas that they found confusing, then tweak your pitch accordingly

Creating your Pitch: (9 Elements)

1. WHO YOU ARE and WHAT IS YOUR IDEA?

Names and Team Name

Tell us briefly where you started Friday night and describe your idea

(Use 2-3 sentences to describe your idea)

2. WHAT IS THE PROBLEM THAT YOU ARE TRYING TO SOLVE?

What is the underlying NEED that you are filling?

What evidence or insights do you have that proves it is a problem?

How did you validate your problem?

3. WHAT DID YOUR RESEARCH TELL YOU?

What did you learn about the problem?

What have you learned from others trying to solve the problem?

What have you learned that can help you create something new or better than what currently exists?

Is there a gap that you can fill?

4. WHAT IS YOUR PROPOSED SOLUTION?

What is your solution?

Why do you think that it will fill the need or solve the problem?

What makes it compelling?

How does your user/customer interact with your solution?

What does it look like? (What is your Prototype)

5. WHO WILL IT BENEFIT and HOW?

Who are the people that will benefit from the implementation of your project?
(Consider all the members of a community who will benefit from putting your solution in place)

What benefits will people realize from implementing your solution?

How will it benefit your users?

What channels will you use to attract their attention?

How will you launch your solution to the market?

6. WHY IS IT SIGNIFICANTLY BETTER THAN WHAT CURRENTLY EXISTS?

What exists right now?

How do people currently approach the problem?

What makes your solution much better?

What is clearly different about it compared to what currently exists?

7. WHAT IS YOUR ECONOMIC LOGIC?

What are your assumptions about bringing in revenue?

What are your assumptions about costs?

How much money (and other resources) will you need to get started?

What are your future plans for sustainability?

8. “What should matter to me?”

How were your ideas influenced by your views?

What consideration was given to how your ideas might impact others?

9. WHAT DO YOU NEED TO DO TO GET STARTED?

What key assumptions (hypothesis) did you identify?

What are your first steps?

Tell us your 4-week MVP (How could you test out your idea on a small scale?). Specify at least one or two steps

10. YOUR CONCLUSION

Why will people change their behavior and use your proposed solution?

What do you want your audience to do?

Now Let's Put It All Together

Our names are [NAME] and our team name is [NAME]. Our [IDEA] will address [The Underlying Need]. Evidence suggests [What you have found] and we propose [Your Solution] to [Behavior Change] in this [Compelling Way].

[Who] can [Benefit] and we will get their attention by [The Channels]. Right now [What Currently Exists] does not [The Need]. Our [IDEA] is [Your unique Difference].

We will start [STEPS]. We assume that we will [How we will get Revenue] and that it will [Costs]. We will need [Other Resources] to implement the idea. Our plan is to [Future Sustainability]. We are excited as we see the potential for significant [Behavior Change] as a result of [Our Solution]. Please consider [What do you want the audience to do?]. Thank you and we are happy to answer any questions at this time.

POWERPOINT

The rule of thumb is approximately 1 slide per minute. (Max. of 5 slides). A good Powerpoint will support your oral pitch in this way:

- A brand name and logo with a chosen color theme
- The same color/brand/theme used throughout each of the slides
- Minimal text that highlights the most important points that you want to make
- Main points are clear and easy to understand
- Interesting graphics that support what you are saying
- Clear, clean, uncluttered slides
- Slides are error free!

PROTOTYPE

Do you have your prototype available for display and/or to serve as a way to answer questions regarding your idea?

Do you need a slide that depicts your prototype to engage the audience or help them understand your idea?