

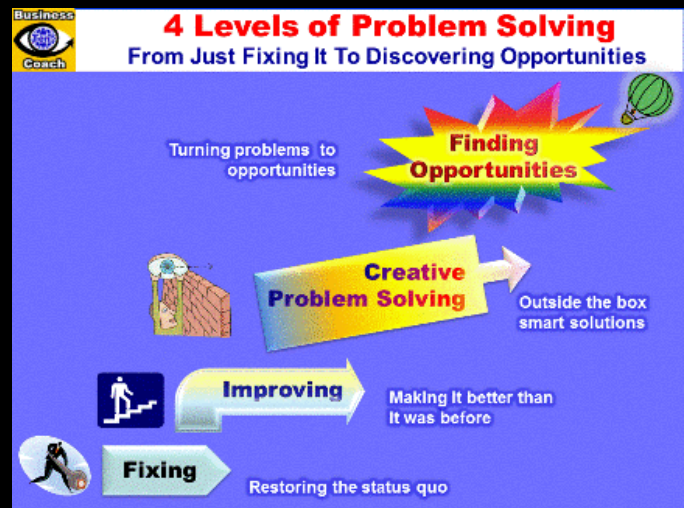
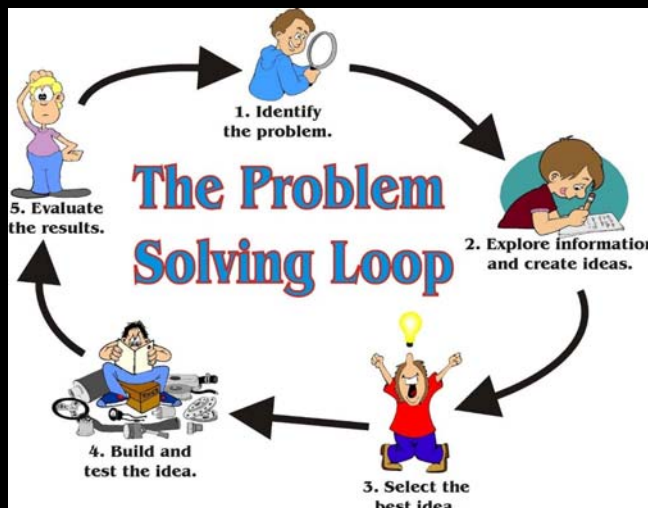


Pitch Tips

It is simply a suggestion that you cover the next 8 topics when you present. This is not a requirement, it provided as a tool to help you get some direction as you start to prepare. Good Luck! □

The Problem

- Identify if there is problem that you solving. If so describe that problem, how you will solve it, and who would benefit from that.



Your Solution

- What is your solution to the identified problem? What is your idea? How does it work? Why is this unique? How is this different or better than what is currently being used?



Competition

- Who is your competition? Tip: don't shy away from it, understanding your competition is a good thing. What do they do well? What can you do better? Who does your competition target?



This is called a SW.O.T. analysis. Businesses will commonly make a SW.O.T. analysis for both their competition and their own business idea. Try it out! □

Market

- Who is your target market? How many of them are there? Where are they located? How old are they? What is their average income? What do they spend their money on? The more you can understand your target market the better equipped you will be to sell to them.



David - The Challenger

Self-motivated, he strives for autonomy and freedom - with no regard for convention or what's widely accepted. He aims to break off from the pack and lead his own revolution. He'll work tirelessly to serve his tribe and change the rules of the game.

- Motivated by revolution and **changing** things
- Wants to increase **freedom**, lower boredom
- Naturally and strongly **resists conformity**
- **High performance** with little regard for cost
- Ingrained to think, do and be **different**



How do you make money?

- How will you make money? What does process look like?
 - For example- will you be selling online or face to face? What will your product or service cost to produce? How much will you sell it for? How did you come up with these numbers? Have you sold any yet? How much? To who?



Experience

- Do you have any experience in this industry? Can you understand or relate to the target market?
 - For example you will know more about the buying interests and trends of teenagers than our judges will. □
 - Or maybe you have a hobby like sports or music where you do have experience in this industry even if it is as a consumer.



Talk local

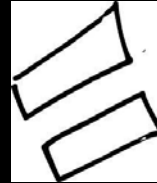
- How could this idea make an impact in the greater-Lansing area?
 - People love to hear about how student ideas could positively affect their community, your judges live locally, share how your concept can make a positive impact and it be sure to make an impression.



Use of funds

- If you win how will you use the funds? “The money I win will go towards..”

For Students >



Have Fun!! ☐

- Be creative and have fun. By registering and trying to make a pitch you have already impressed the judges, myself, and your peers.
- By taking advantage of the opportunity you already are going to create new connections and opportunities for yourself, you have nothing to lose, you already won, so when your up there, have FUN!

