

# MAVSTART

## A Business Pitch Competition

### Elements of a good pitch:

1. Clearly describe a problem or issue that exists in the world. Why is there a need? What is the size/severity of the problem?
2. Describe your solution to the problem or opportunity. Explain your product, service, or concept. If technology is involved, do not get bogged down in technical/scientific details. Include the impact your solution will have.
3. Identify your target market and the size of that market?
4. Explain how you will make money, create value or produce impact. What is your business model?
5. Who is your competition and why is your solution better or different? Hint: “I do not have any competition” is a bad answer...all products, services, and social solutions have competition.
6. Describe the resources, financial and otherwise, that will be needed to implement your solution.
7. Briefly provide the background/capabilities of those on your team and why those experiences give you credibility.

### Tips:

- Everyone loves a story- make your pitch a compelling one.
- Do not spend most of your time on only one of the elements above- spread it around.
- Include a “hook”- something early on that demands attention or creates excitement.
- Project energy and confidence.
- Pitch your business model and the solution more than your technology.
- Avoid speed talking. Instead be clear and concise. Less is more.
- Practice in front of a mirror or watch videos of yourself. Revise and repeat.
- Pitch to friends and family who are timing you. Better to finish early than be cut off.