

Overview

- How do you use it as an assignment?
- What do we look for?
- Assessment

Selling an Opportunity: 60-second Pitch

Many times there is a person who needs to approve the idea or projects (usually controls the money!)

- Boss
- Banker
- Father (or Mother)
- Director of Science Park
- And for this class...me!

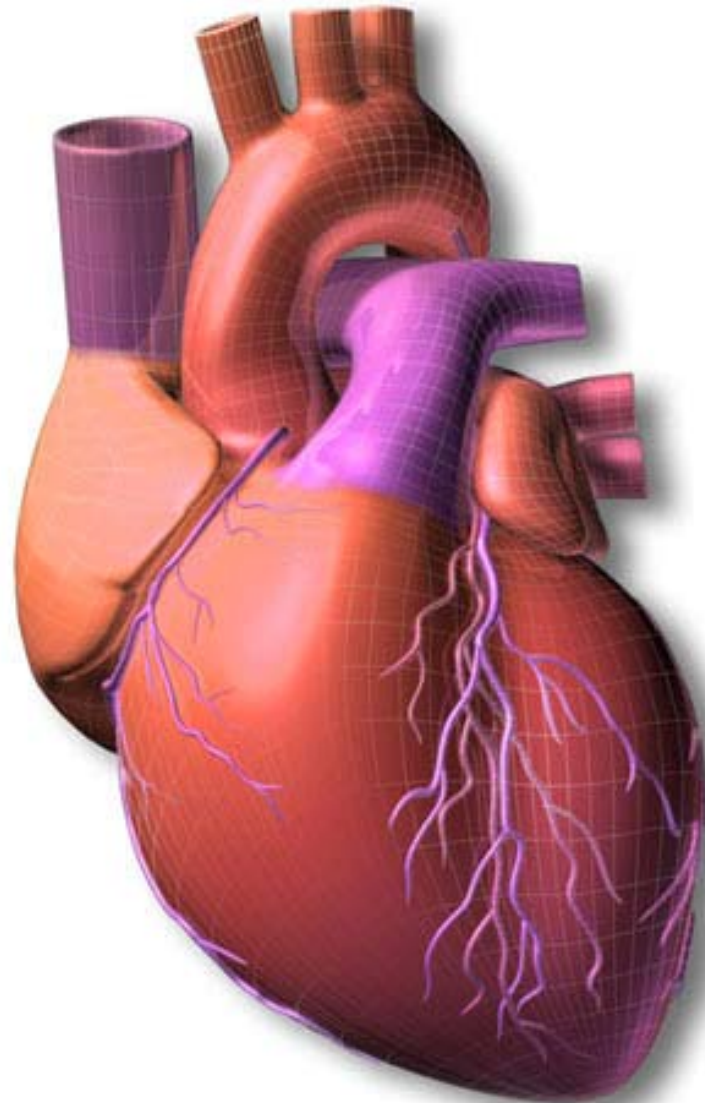
Selling an Opportunity: 60-second Pitch

Many times the person who controls the money, has very little time, and other problems on his or her mind.

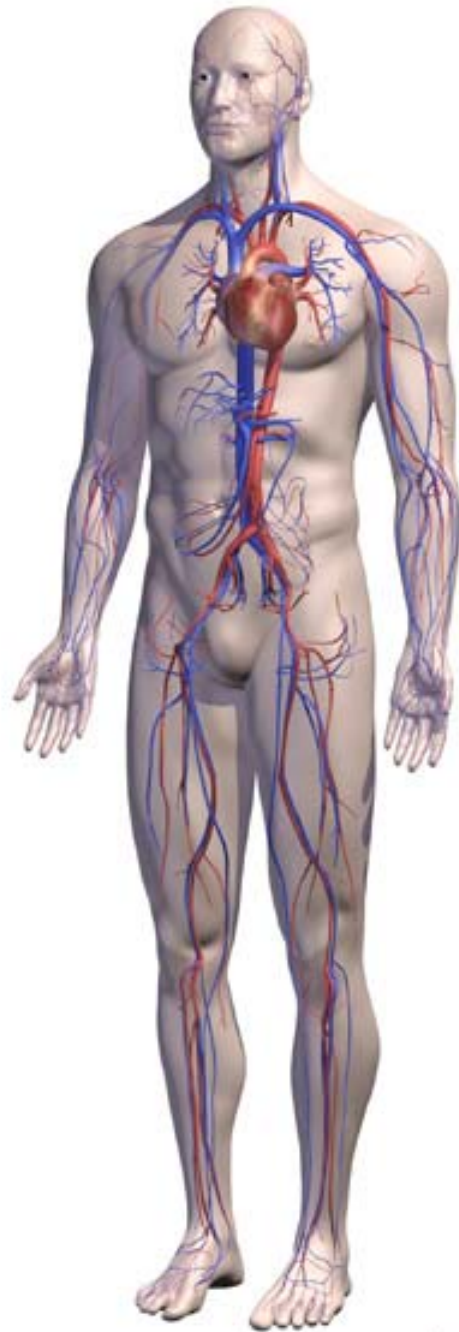
How do you get their attention?

Answer: Explain your idea in terms that the listener can relate to...

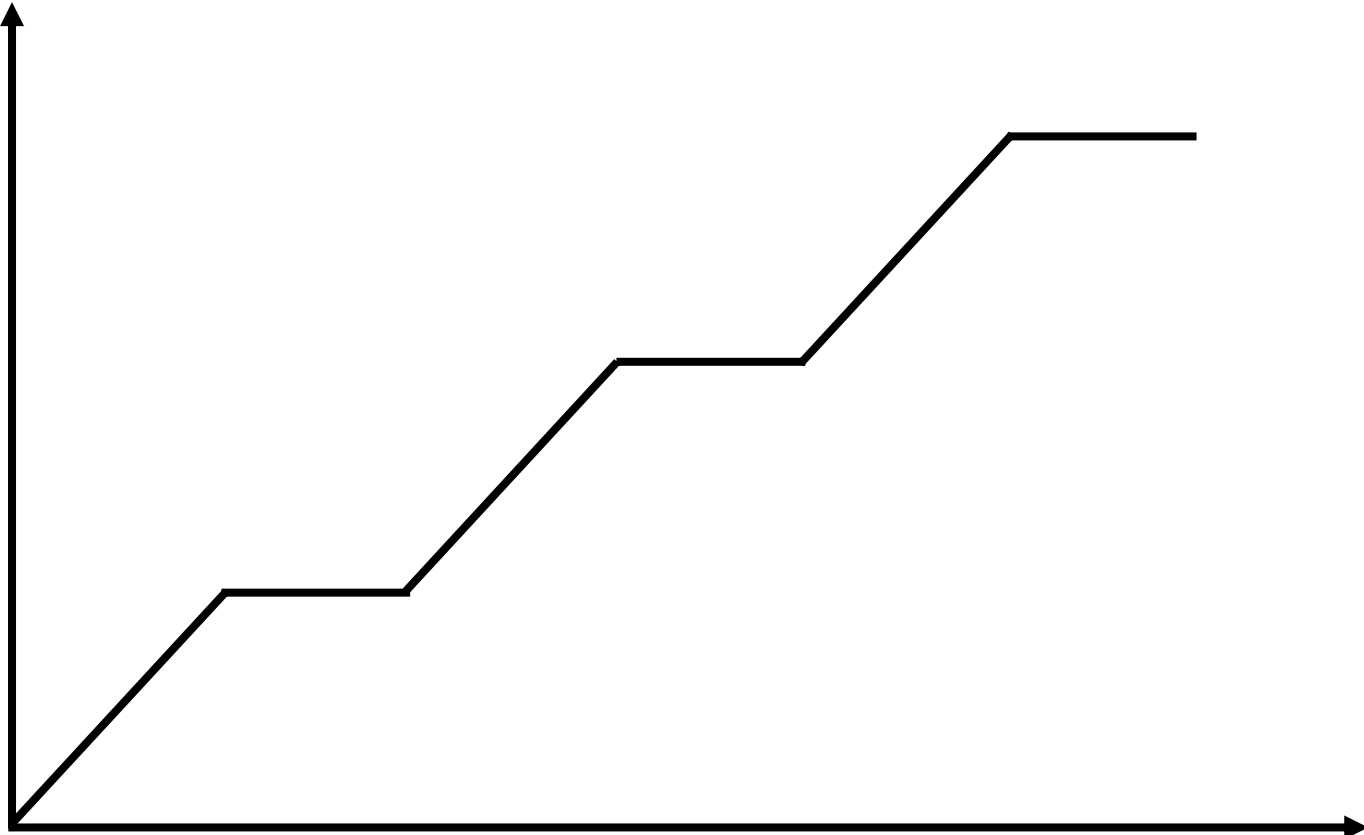
...need to be direct, clear, concise, and enthusiastic.



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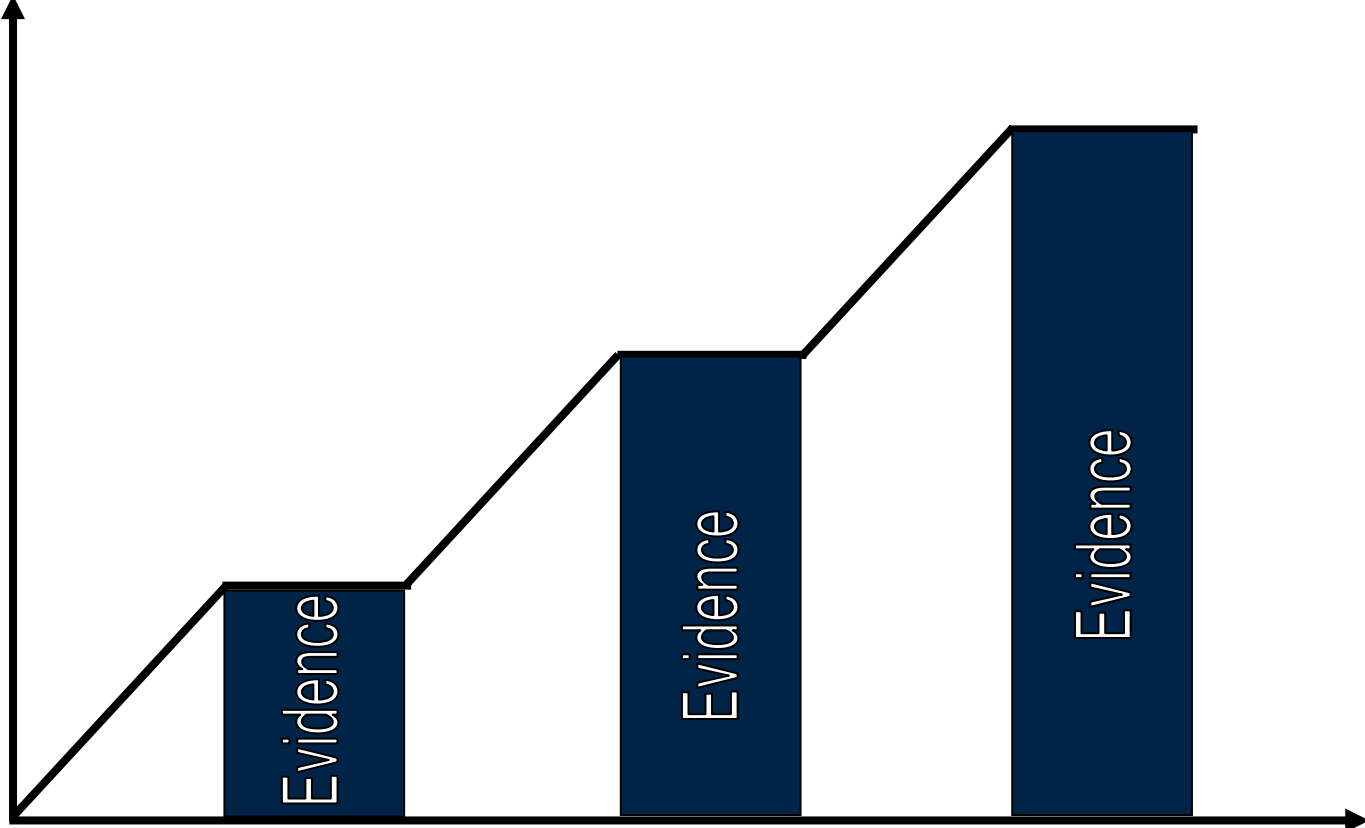


Interest



Time

Interest



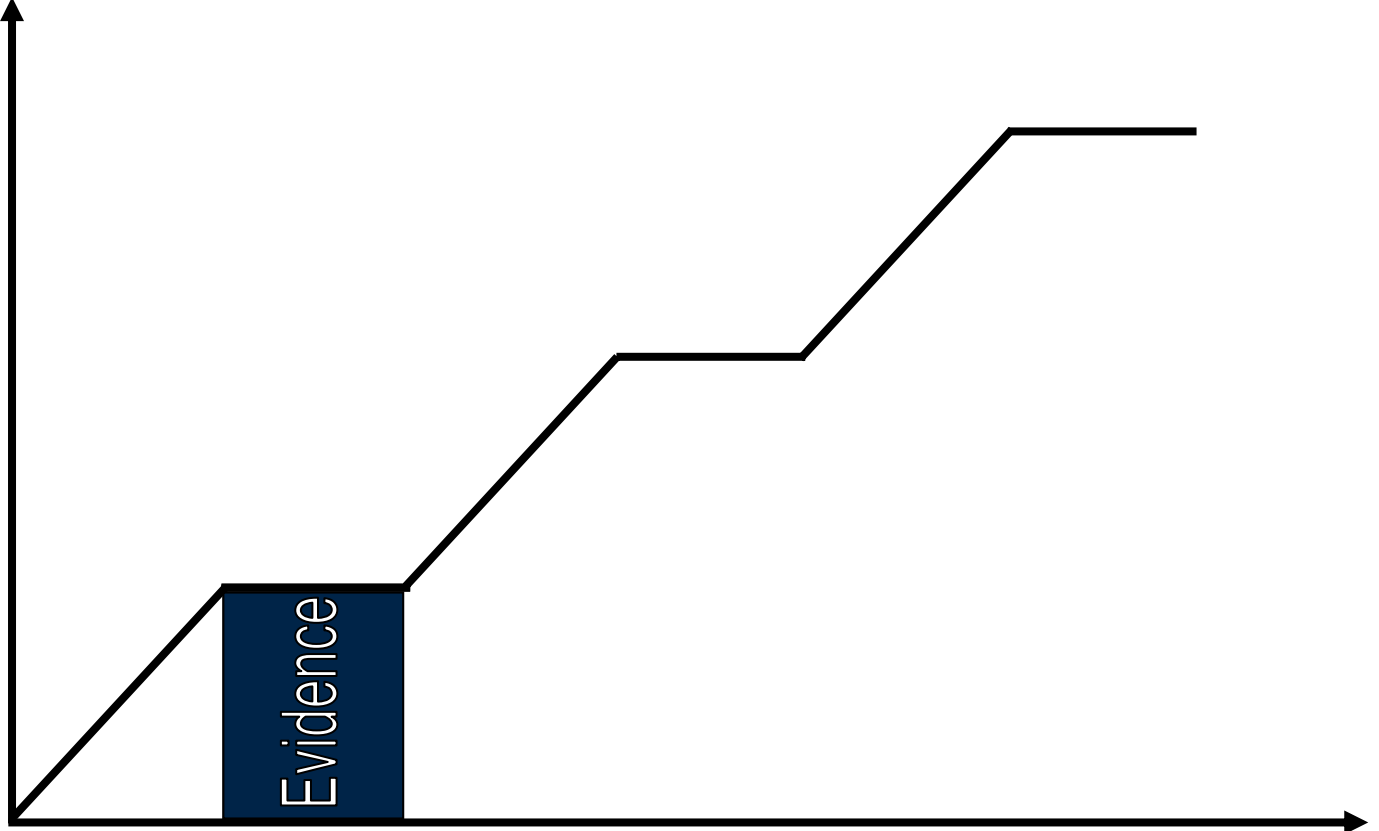
Evidence

Evidence

Evidence

Time

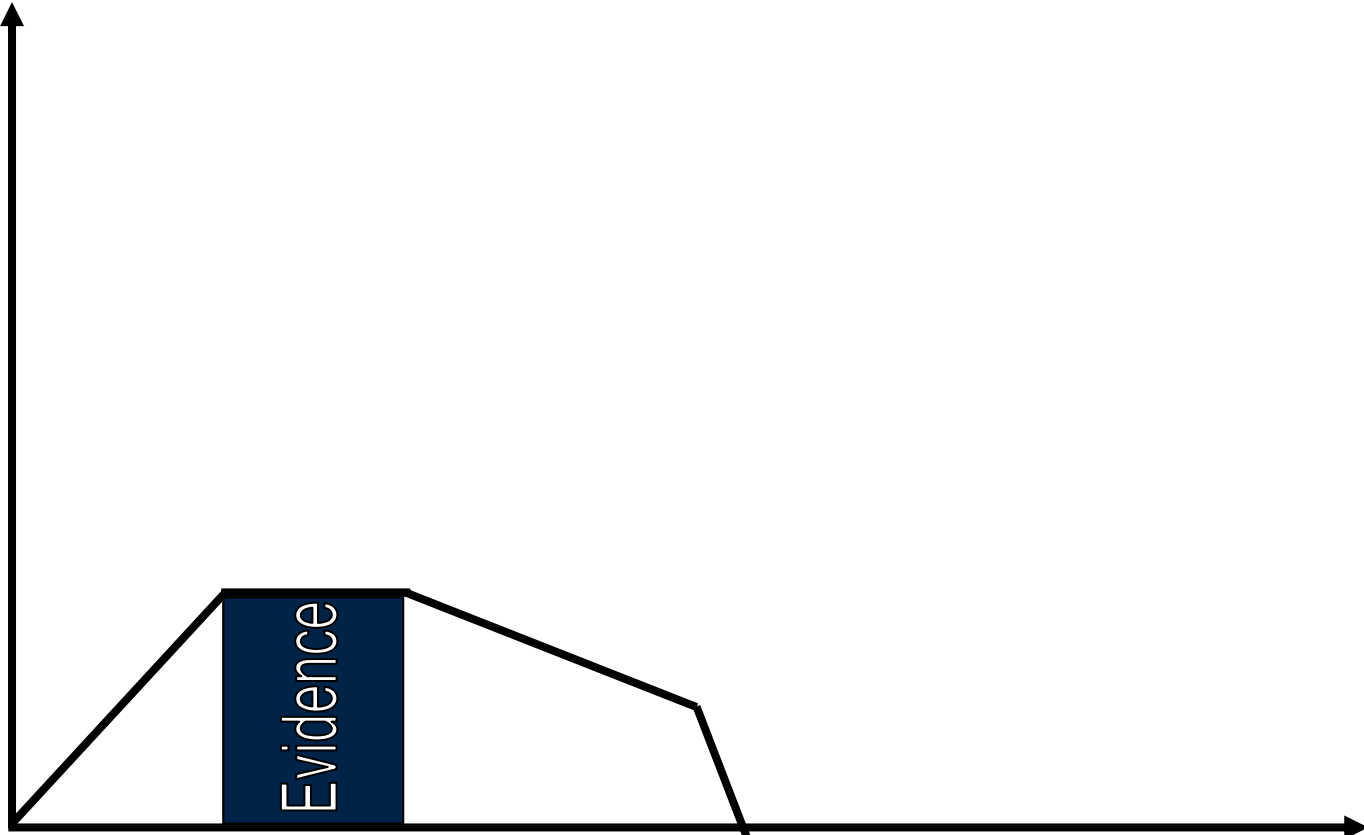
Interest



Evidence

Time

Interest



Evidence

Time

10 Questions

1. Who are you going to sell this to first?
2. Why do they need your product/service so badly?
3. What is your value proposition to them?
4. Why is it better than the next best alternative?
5. How are you going to make money?
6. Who are the key people/activities/resources/partners you will need to deliver?
7. What is your implementation roadmap?
8. How much money do you need? What are you going to do with it?
9. What do we get for it?
10. Why should we believe you?

Format

- You must get your ideas across *clearly* and *concisely*.
- Present your “best” idea first (if you have more than one).
- For each idea: **3 slides, 3 minutes**
- Bring 5 sets of your slides for handouts (on one page – 3 slides per page)

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Screening Ideas: Are they Opportunities?

5 Questions

1. What important customer problem can you solve?
2. How are you going to do it?
3. How many customers are there that are willing to buy from you?
4. Why can only you provide the solution?
5. How can you defend against others?

Ask these questions BEFORE somebody else does!

Screening an Opportunity: 5 Questions

1. What important customer problem can you solve?

How valuable?

How painful?

*Remember, you need to change somebody's
behavior to buy your product.*

Screening an Opportunity: 5 Questions

2. How are you going to do it?

Business model:

Product

Distribution

Location

Technology/Innovation

Service

Brand

Screening an Opportunity: 5 Questions

3. How many customers are there that are willing to buy from you?

How many customers are there? (Market size)

How many will buy from you? (Market share)

Who will be your first customer (besides your Mom)?

Who will be your 100th?

Screening an Opportunity: 5 Questions

4. Why can only you provide the solution?

How are you unique? What do you provide that nobody else can?

Screening an Opportunity: 5 Questions

5. How can you defend against others?

Location, brand, patent (or other IP), great service, great taste, great fashion sense....