

## Status (Not Started, Started, Completed)

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| <b>Project Mgmt Plan</b>                               |  |
| <b>Wireframe</b>                                       |  |
| <b>App Development</b>                                 |  |
| <b>Storyboard<br/>Video/Presentation</b>               |  |
| <b>Business Plan</b>                                   | All teams should incorporate a business plan into their pitch videos & presentations. But senior teams must also submit a 5-page document. |
| <b>Pitch &amp; Demo<br/>Video (with<br/>subtitles)</b> |  |
| <b>Pitch Presentation</b>                              |  |
|  | <b>Submission</b>  |

**Pitch** Time Optional - Team members working on the pitch presentation, using Powerpoint (or similar) and filmmaking

**Weekly Priority** Gather and organize the information your team will need to convey. The pitch is important to start now as the pitch video and presentation will rely on the same information.

Similar to those doing Business Plans, the team members responsible for the pitch will have to write. The key difference is that a business plan is *read* and a pitch is *heard*. Pitch writing, therefore, is like a script rather than a report.

Note, also, that this year, points will be awarded to videos with subtitles and are accessible to those for whom English is not a native language.

Remember the problem statement from the first week? Well, here we are looking at it again. To create the pitch, a lot of planning is required to be as effective and economical with time.

Organize the following information, which will give a narrative to the business, highlight the best-selling points, and identify what might hold back an investor while explaining why the product is the best bet for their money. Your Lean Canvas might be of use.

- **Problem:** Identify the problem and community. Give some background and compelling reasons why it is worth solving. You should be able to describe or show the problem you are solving in one or two sentences.
  - Problem statement including statistics about the problem in your community

- **Solution:** Describe your solution by explaining how your app solves the problem that you previously stated.
- **Target market:** Define who is affected by this problem and give some background on your target market (also known as target customer). Here, you'd want to refer to some facts and figures that you/your teammates gathered for Market Research. ([See Market Research worksheet](#))
- **Competition:** Explain why your app is the best solution compared to any other solutions. If there are no direct competitors, explain how and why your app will solve the problem. Describe how you did your competitor analysis.
  - Competitor analysis
  - User research and evidence for why this app will be used by your target audience
- **Demo**
  - Demonstrate how the app functions - *be sure to include different screens, sensors, and any functions or components such as database or API integration*
  - Explain how you tested and refined the app
- **Financial & Milestones:** Briefly review your business model on how you plan on making revenue to support your business and what next steps you are planning. If it is a non-profit, explain how and why you chose that approach. Ask your teammates for their Marketing Plan. ([See Marketing Plan Breakdown & Marketing Canvas worksheets](#))
  - Share the future plans and impact your idea will have
- **Team:** Tell us about who is building this business and what role they play. You might even want to explain why the team is passionate about solving this particular problem. Your audience will want to know who is behind all this great work and what motivates them!
  - Credit how each of your team members contributed and how your team dealt with any challenges

Storyboard the presentation with a delivery time limitation of **4 minutes** in mind-- that is it'll take 4 minutes to present it. 4 minutes is a long time and will take weeks to prepare. Do not underestimate the work! ([See Story Board Pitch worksheet](#))

Scrap paper is a good start before creating a powerpoint or filming. Sketching out what will be on slides or said. Use one slide per concept, move around/order to suit the storytelling.

See example from Technovation finalist "UHouse" for presentation slide reference.

For a pitch video, see Technovation finalist "Praise Pop" on YouTube  
<https://www.youtube.com/watch?v=OnoCWfNUtMA>