10

Product Innovation Pitching

LEARNING OUTCOME

Upon completion of this chapter, you should be able to:

- Demonstrate the competence to prepare a pitch deck for your innovation.
- Demonstrate the skill to prepare a video pitch.
- Demonstrate the ability to prepare a video demonstration of your innovation.

10.1 PREPARING PITCH DECK

Just imagine that you got only 5 minutes or 3 minutes or 7 minutes to win the heart of your investors, partners, funders, collaborators or even your family members who may be willing to pay some amount to your digital innovation. What are you intending to do to win their hearts and convince them that the digital innovation you are investing in is worthwhile? Your presentation should be sharp, concise, enticing, and remarkable. Treat the pitch as once in a lifetime opportunity.

Some key points that you should include in your pitch,

1. Pain points or problems that are real.
2. Market segment, market size or put it as who will benefit from this?
3. Introduce your innovation that could solve or alleviate the issues.
4. Market survey
5. Key features of your innovation
6. Comparative Analysis
7. Customers' Testimonials
8. The business model
9. The financial projections
10. The current stage of your innovation (e.g., testing stage or TRL levels)
11. Opportunities that you are seeking for
12. Product a demo or promotional video

There is no right or wrong way of pitching your innovation and ideas. If you search the keywords on "How to pitch" in Google, you will get thousands of results. Write down all the points you would like to include in your pitch in the box below. You may include the points mentioned above and add more of your own.



Activity 10.1

In bullet points, write down your pitch salient points.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

10.1.1 Managing Presentation Time

Try to keep your bullet points between 7-10 only. Imagine that one-page slide will represent each point. Each slide will take about 1 minute for you to pitch. Therefore, you can use the tips below.

Tips 1:

1. 5 slides for 5 minutes pitch
2. 7 slides for 7 minutes pitch
3. 10 slides for 10 minutes pitch

You may added 1 or 2 more slides. If you have videos to present, please include the length of the video (in minutes) into your pitch total presentation time. Investors' time is often valuable, and their schedules are often tight. Besides that, other innovators in the list will be presenting after you. Therefore, always check your time limit. Make sure you use the time wisely within the given duration.

Avoid the following,

1. Present only half of the slides prepared.
2. Unable to get to the main points due to the long introduction.
3. Unable to present about the innovation at all.
4. Present the idea in a rush because you want to ensure it is completed within the time limit.
5. Unable to have a question and answer time with the investors as the slot is used just for presentation and demonstration.