

Business Pitch Guidelines

Your business pitch should/could include the following elements. It's important to keep it short (2-3 minutes) and make it sharp!

- **Company Purpose**
 - Define the company/business in a single declarative sentence.
- **Problem**
 - Describe the pain/problem of the customer (or the customer's customer).
 - Outline how the customer addresses the issue today.
- **Solution**
 - Demonstrate your company's value proposition to make the customer's life better.
 - Provide cases.
- **Why Now?**
 - Define recent trends that make your solution possible.
- **Market Size**
 - Identify/profile the customer you cater to.
 - How big is the market
 - Who will be your first customer
- **Team**
 - Show why your teams has the rights skills to turn this into a success!