



Mastering Pitching Skill

MR PERRY LAM

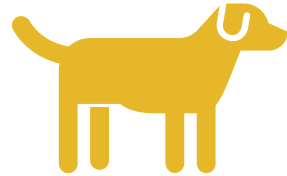
VICE PRESIDENT & MMM PROGRAMME DIRECTOR

Objective of pitching

2



Seek Support

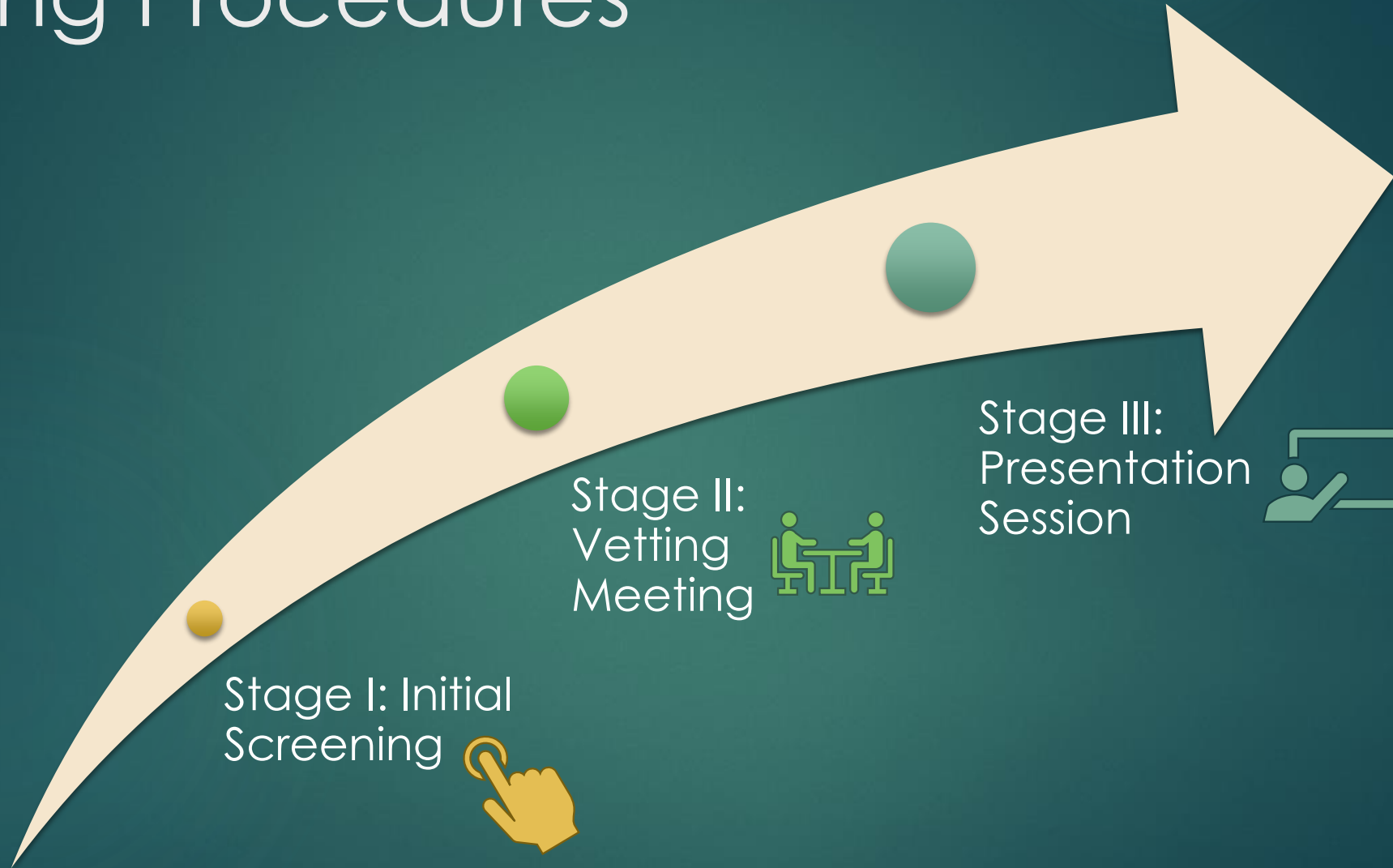


Arouse Attention



Get Awards

Vetting Procedures



General Pitching Criteria

4



Project Management



Business Model and Time to Market



Creativity and Innovation of the Proposed Project, Product and Service



Social Responsibility

1. Project Management

- ▶ The ability of the project management team reflected prior track record, execution ability, good probability of launch to market, individual qualifications, and team job allocation.

2. Business Model and Time to Market

- ▶ Effective communication and the qualities of vision, direction, short and long term objectives, market need for product, target market and marketing strategy, and realistic assessment of the Project viability. In addition, a product launch within three months from grant disbursement will be encouraged.

3. Creativity and Innovation of the Proposed Project, Product and Service

- ▶ Factors such as the use of innovative technologies, creative solutions, disruptive technology capability, emerging, or breakthrough problem-solving technologies.

4. Social Responsibility

- ▶ Preference will be given to projects that incorporate social responsibility objectives as a project focus (including contribution to open source, creative commons and other “progressive” technologies with a social focus), demonstration of ethical decision making, or contribution towards solving problems that originate from the social environment.

Score Sheet for Great Pitching

	Team A	Team B	Team C	Team D
Problem to Solve				
Define the situation				
General market information				
Trends: Problems and or Opportunities to start from.				
What's the relevance of your problem?				
Your solution/ offering				
Define your idea/ concept in one slide				
Describe everything in 3 sentences max				
Pitch like a sales person				
What's your solution to the problem? Why is it unique?				
Visual mock-up or prototype of your concept				
Value of solving the problem (big) money?				
How many customers do you want to approach, what's your market size?				
What's your market potential? How fast are you going to move?				
Key financial figures.				
Credibility				
What are the assumptions you validated? What was the outcome?				
Have you approached different stakeholders? What did you learn?				
Why will it work ?				
Why should they believe you?				
Call to Action/ Next Steps				
What's the roadmap you want to follow?				
What are the main assumptions you want to test with a Minimum Viable Product?				
How will the MVP look like? What do you want to build? (costs, people, resources,...)				
First 6 month & long term vision				

The word "Practic" is spelled out using cut-out letters from various colored papers, pinned to a corkboard. The letters are: 'P' (dark blue on white paper, red pin), 'r' (white on light blue paper, red pin), 'A' (white on black paper, green pin), 'c' (black on yellow paper, green pin), 'T' (black on white paper, white pin), 'i' (white on light blue paper, red pin), 'c' (white on green paper, blue pin), and 'e' (black on light blue paper, red pin).

Practic



DRAGONS' DEN