

A large crowd of students, mostly young men, are gathered in a gymnasium. They are holding up large white signs with blue letters that spell out "DIFFERENCE MAKERS" across the top of the frame. The students are wearing various casual clothing, including t-shirts and hoodies. The gymnasium has a high ceiling with visible structural beams and large windows in the background.

**DIFFERENCE MAKERS**

# **2016 DifferenceMaker \$35K Idea Challenge**

**Workshop 4: Delivering your Rocket Pitch**

**February 25, 2016**

**Makerspace, FA 102, North Campus**

**5:30-7:30p.m.**

**Steven Tello,  
Associate Vice Chancellor,  
Entrepreneurship and Economic Development**

# DifferenceMaker<sup>®</sup>

## Rocket Pitch: Selling your Idea


- A succinct delivery of your proposed solution
- 4-6 slides in 5 minutes
  - Refer to the DifferenceMaker Rocket Pitch Template

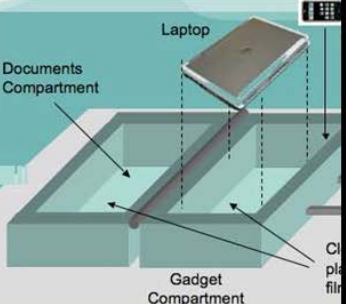
**Business Air Travel** 

- What comes to mind?
  - Missed or Delayed flights
  - Lost luggage
  - Long Security Lines



In excess of 200 million business flights per year  
Security wait times of 30 minutes or more  
Long lines mean missed flights and customer frustra  
Feel Relief with *Secur-IT-Ease* !

**Find Relief with *Secur-IT-Ease*** 



Documents  
Compartment

Laptop

Gadget  
Compartment

Cl  
pla  
fil

**Superb Business Opportunity** 

- Initial Market
  - Upscale Business Travelers
  - Catalog & Online Sales through Upscale Outlets (BrookStone, Sharper Image)
  - Partner with Tier One Luggage Distributor
- What do we need to launch product?
  - \$750,000 Seed Funding
  - Product Prototype
  - Marketing/Brand Development
  - Your interest and support



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## Step 1: Define the Problem

- Clearly state the problem you want to solve
- Define who is affected by the problem
  - Specifics count here!
  - Who? How many? Where do they live?
  - How are they affected by this problem?
- How important is it to solve this problem?
- Details are very important
- The best way to find this information:
  - **Research & Talking to People – Judges want to see this**
- **For the Rocket Pitch Template refer to Slide 3**



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## Step 2: Assess the Opportunity

- Demonstrate your knowledge regarding the scope of the opportunity associated with solving this problem
- You already started this in Step 1
- How is the problem currently addressed?
- Who is currently addressing this problem?  
Competition.
- How can current solutions be improved?

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## Step 3: Introduce your Solution

- Clearly describe your solution.
- What value does your solution deliver?
- What differentiates your solution from other solutions on the market?
- How will you sustain/grow your solution overtime?



Nonspec, 2013 Campus-wide DM Team, tests their prosthetic solution on a patient in India.

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## Step 4: Identify Needed Resources

- What kinds of resources do you need to develop your solution further and take it to the next step?
- How will you use these resources?
- If you won DifferenceMaker funding (resource), how would you use the money over one year to further your project?
- Develop a one year budget from May 2016 to May 2017 of how these funds will be used.



@difference\_uml

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## Rocket Pitch Template

- **Slide 1: The Problem**
  - What is the specific problem that your project is going to solve?
  - What is the Customer/User pain?
  - Who is affected by the problem? Be specific!
- **Slide 2: The Opportunity**
  - **Be sure to show your market opportunity and analysis on this slide. The judges want to see this.**
  - Include research, numbers, estimates, databases, articles, surveys and other data regarding the opportunity associated with your project.
  - Utilize graphs/charts to showcase the data.
  - Demonstrate data on real-life people/customers that you have talked to who could benefit from your solution.
  - Is there another business or organization doing something similar to you? If so, who are they? What are they doing that is similar? (Competitor Analysis)
  - Why is your solution/project better/different than theirs?
  - Demonstrate your knowledge regarding the opportunity



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## Rocket Pitch Template

- **Slide 3: The Solution**
  - Clearly describe your proposed solution.
  - How does your specific solution solve the problem you stated in slide 1?
  - What value does your solution provide? How is it new, innovative or unique? (Value Proposition)
  - How will your solution/project be sustained over time? Provide details in this area.
- **Slide 4: Resources**
  - If you won DifferenceMaker funding (resource), how would you use the money over time to further your project?
  - **Provide a 1 year budget May 2016 – May 2017 of how these funds will be used. The judges want to see this.**
- **Slide 5:**
  - Thank you/Questions slide
- **Slide 6+:**
  - Feel free to have appendix slides for judge Q&A



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## The Rocket Pitch

- Limit use for technical jargon
- Practice in front of people who are not familiar with your project...do they understand your pitch and the jargon you use? If not, revise it and practice.
- Keep it simple but **BE SURE** to include **credible information** such as research data (primary and secondary). You need information that proves your idea is valuable.
  - Focus on the core message
  - Use props (prototypes, pictures, charts, graphs, #'s)
- Tell a story! Don't read the slides—Once again Practice!! Practice!!
- Identify the customer pain and how your solution will solve this (show numbers—have you talked to people? How big is this problem? Who will your solution help?) This will clearly demonstrate the **business opportunity** to the judges. Research!! Research!!
- Don't exceed the time limit—5 Minute Pitch—Practice!!
- Don't forget the Resource Slide—What do you need? How much money do you need? How will you use the money?
- A demonstration is always nice! (prototype, app demo, etc.) @difference\_uml

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## Dr. Tello's Sample Rocket Pitch

### Business Air Travel

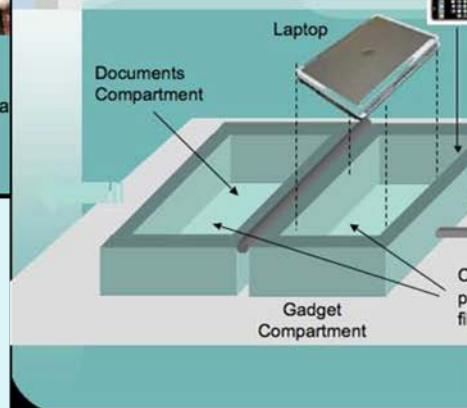


- What comes to mind?
  - Missed or Delayed flights
  - Lost luggage
  - Long Security Lines



In excess of 200 million business flights per year  
Security wait times of 30 minutes or more  
Long lines mean missed flights and customer frustration  
Feel Relief with *Secur-IT-Ease*!

### Find Relief with Secur-IT-Ease



### Superb Business Opportunity



- Initial Market
  - Upscale Business Travelers
  - Catalog & Online Sales through Upscale Outlets (BrookStone, Sharper Image)
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- What do we need to launch product?
  - \$750,000 Seed Funding
  - Product Prototype
  - Marketing/Brand Development
  - Your interest and support

# Business Air Travel



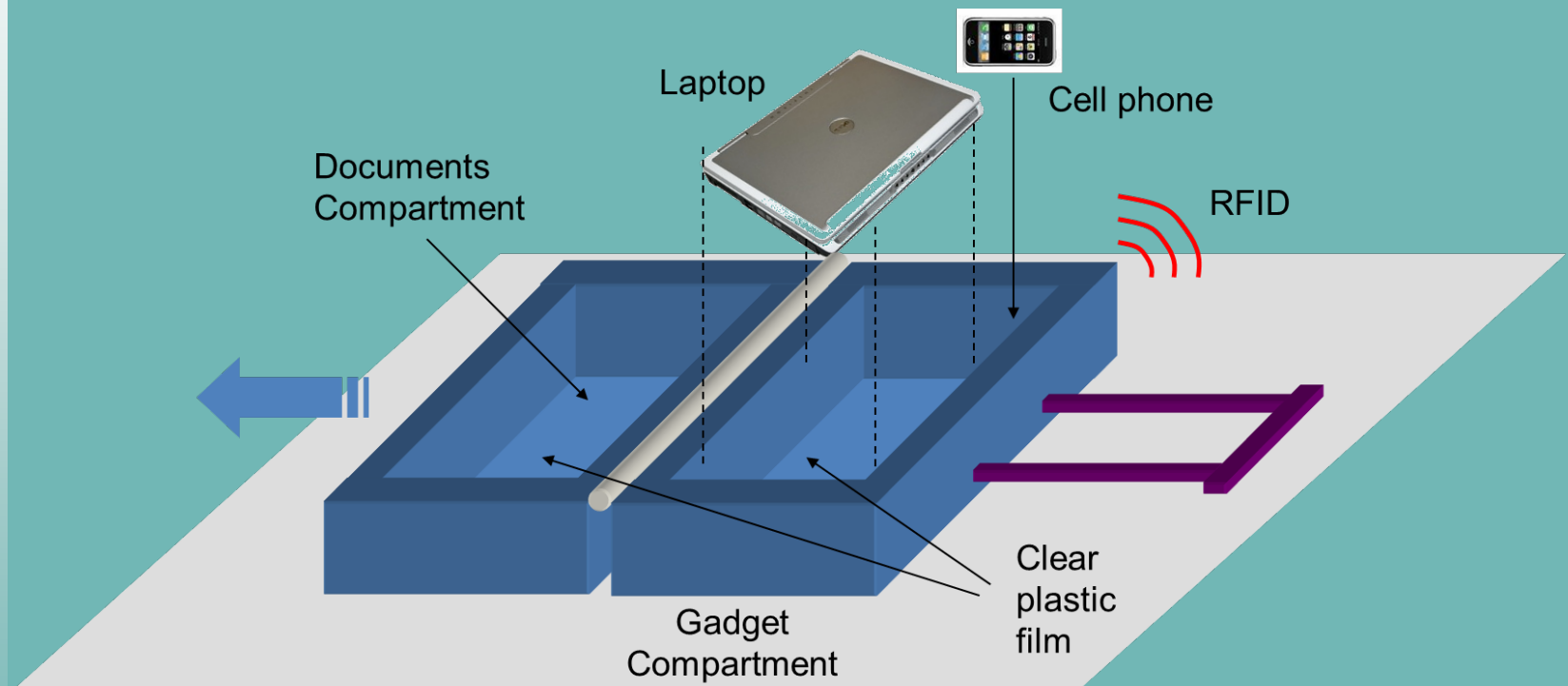
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# Secur-IT-Ease





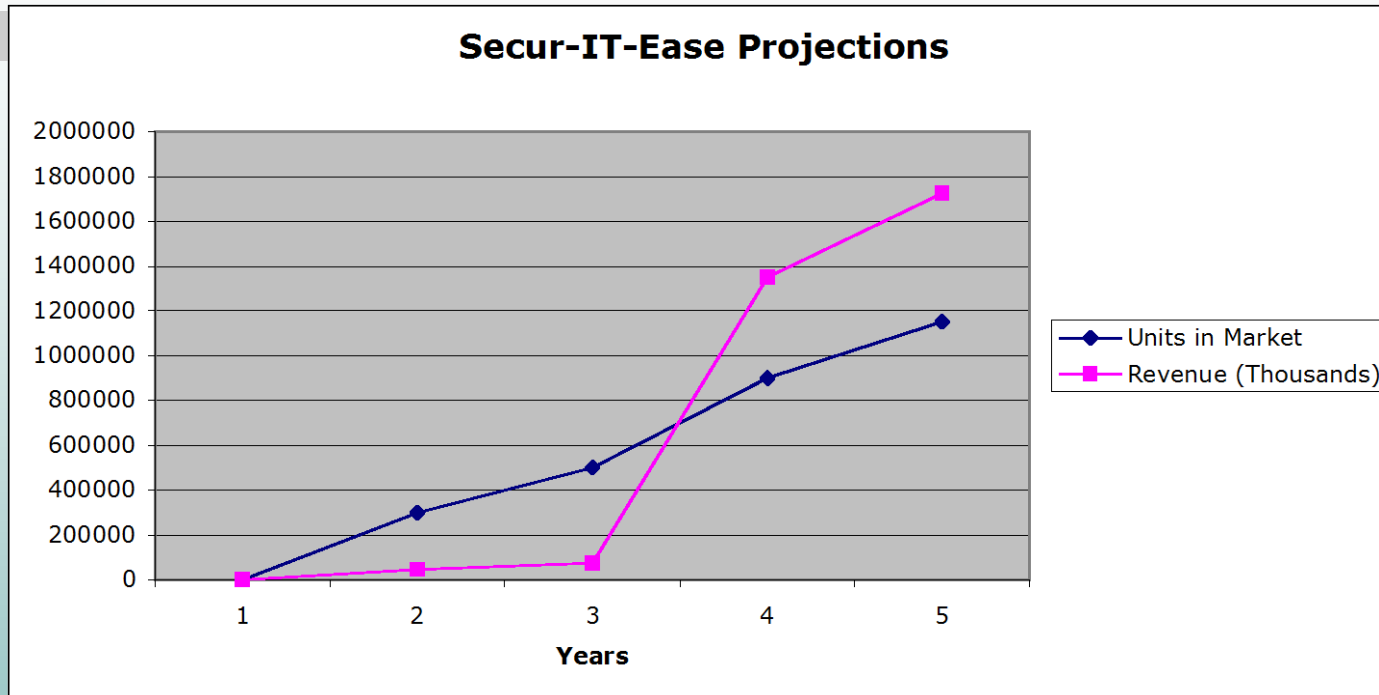
# *Find Relief with Secur-IT-Ease!*



- Advantages

- Opens & Passes Through Airport Security Scanner without removing laptop and contents
- Accompanied by RFID Tag to facilitate in-airport tracking
- Entry to “Preferred Traveler Program”
- Bag tracking in the airport
- Expedited Approved Travel, “EZPass” Security Lane
- TSA approved in 14 major markets

# Superb Business Opportunity



- Approx. 55 million US business travelers
- Estimated sale price of \$150/unit
- 5% of market = \$412 million in 5 years

# Resources

- What do we need from you?
  - \$500,000 Seed Funding
  - Marketing/Brand Development
  - Your interest and support



# Thank you

- Questions?



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## Student Team Sample Rocket Pitch

- III Point Stik
- 2013, 2<sup>nd</sup> Place, First to Market, \$1,500
- What do you think?



@difference\_uml



This team clearly discussed their problem in the pitch but it is important to include more writing and information on the slide as well.

# WE HAVE A PROBLEM.



VERBAL  
CUES



FEEL

This team spoke well, but it is important to put more information on your slides too. Their visuals are nice since they explained them further in their pitch.



# III-POINTSTIK

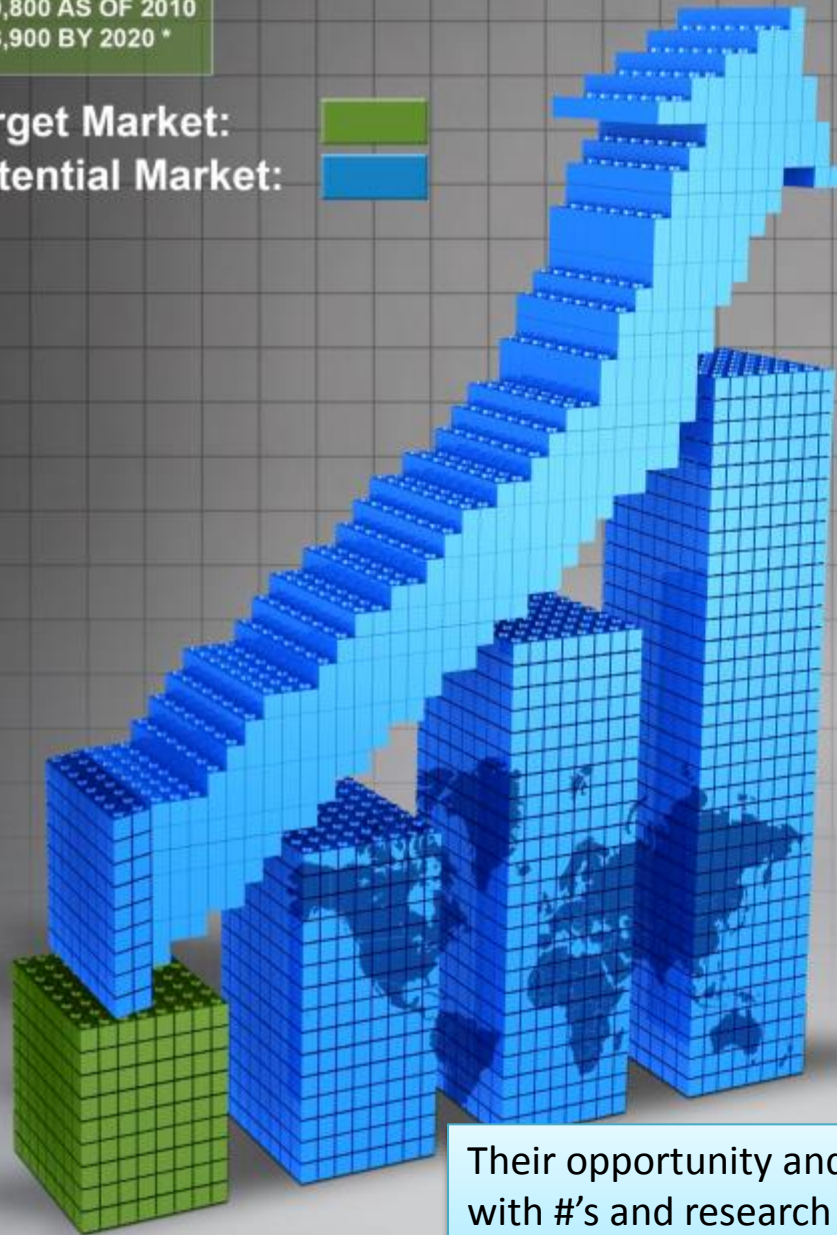
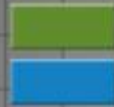
This team spoke well, but it is important to put more information on your slides too. This slide clearly shows their solution.





MOVEMENT  
PROFESSIONALS:  
520,800 AS OF 2010  
678,900 BY 2020 \*

Target Market:  
Potential Market:



## Required Start-Up Costs

LLC Formation	\$106
TM. Product Name	\$325
TM. Co. Name	\$325
Patent Attorney/App.	\$10,000
Tooling	\$6,000
Inventory	\$3,000
Marketing	\$5,244



Their opportunity and resources are clearly defined with #'s and research data. **This is what the judges want to see!** Research and data.

\* US BUREAU OF LABOR

# Thank You!

It is always good to include a quote or two. This shows you have talked to credible individuals, customers, users or professionals about your idea. The judges want to make sure you have talked to your potential customers.

**“This product has been a life changer for me and has been pivotal in helping me manage my back pain.”**

- James Luring, post back surgery patient



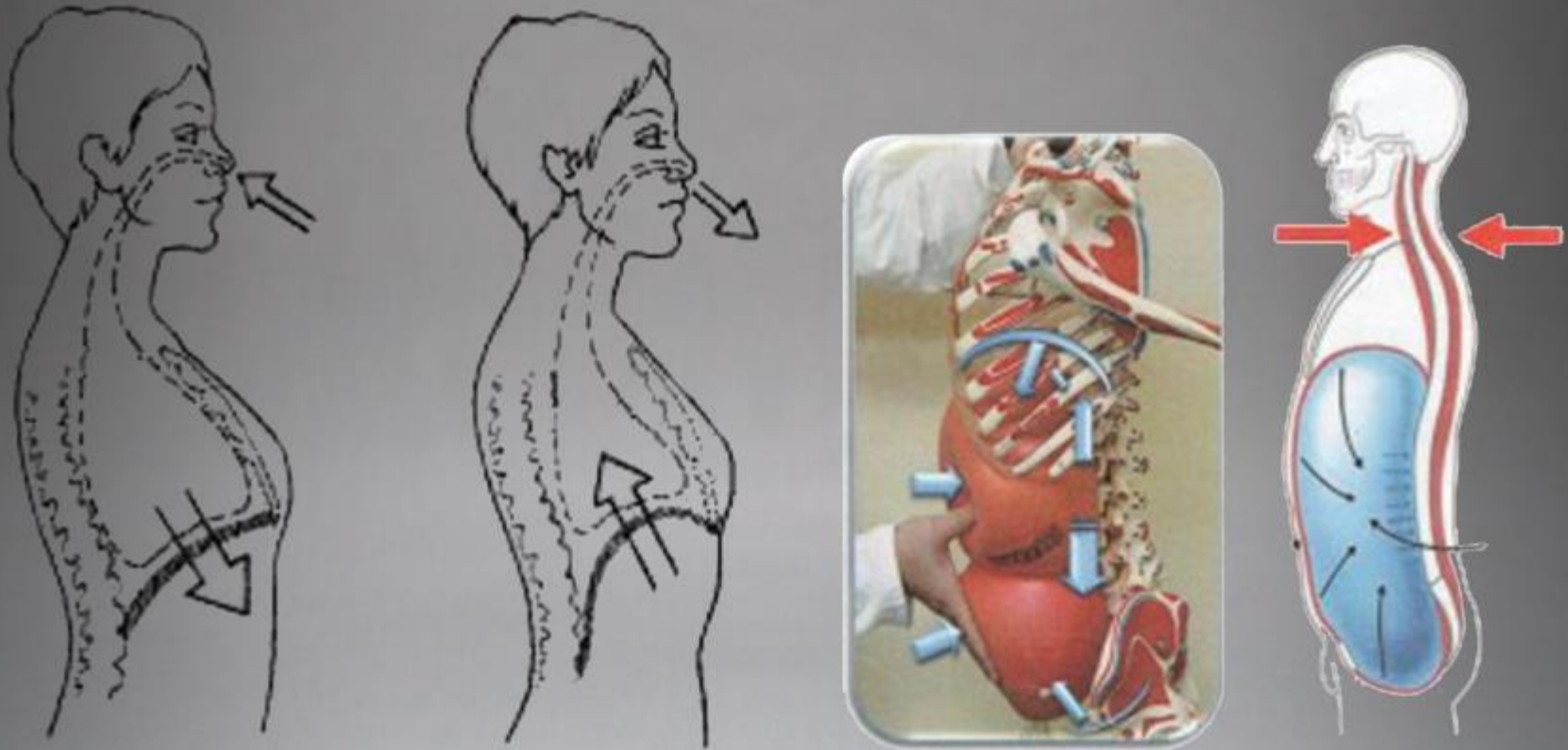
## APPENDIX

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### *Professional References/Resources supporting 3-Point Stik*

- *Latash L., Mark, and Francis Lestienne . Motor Control and Learning . New York, NY: Springer, 2006. 101. eBook.*
- *Pavel , Kolar. "Postural function of the Diaphragm in Persons With and Without Chronic Low Back Pain." Journal of Orthopedic & Sports Physical Therapy . 42.4 (2012): 352-362. Print.*
- *Schmidt RA, Lee TD. Motor Control and Learning: A Behavioral Emphasis. Champaign, IL: Human Kinetics, 2005.*

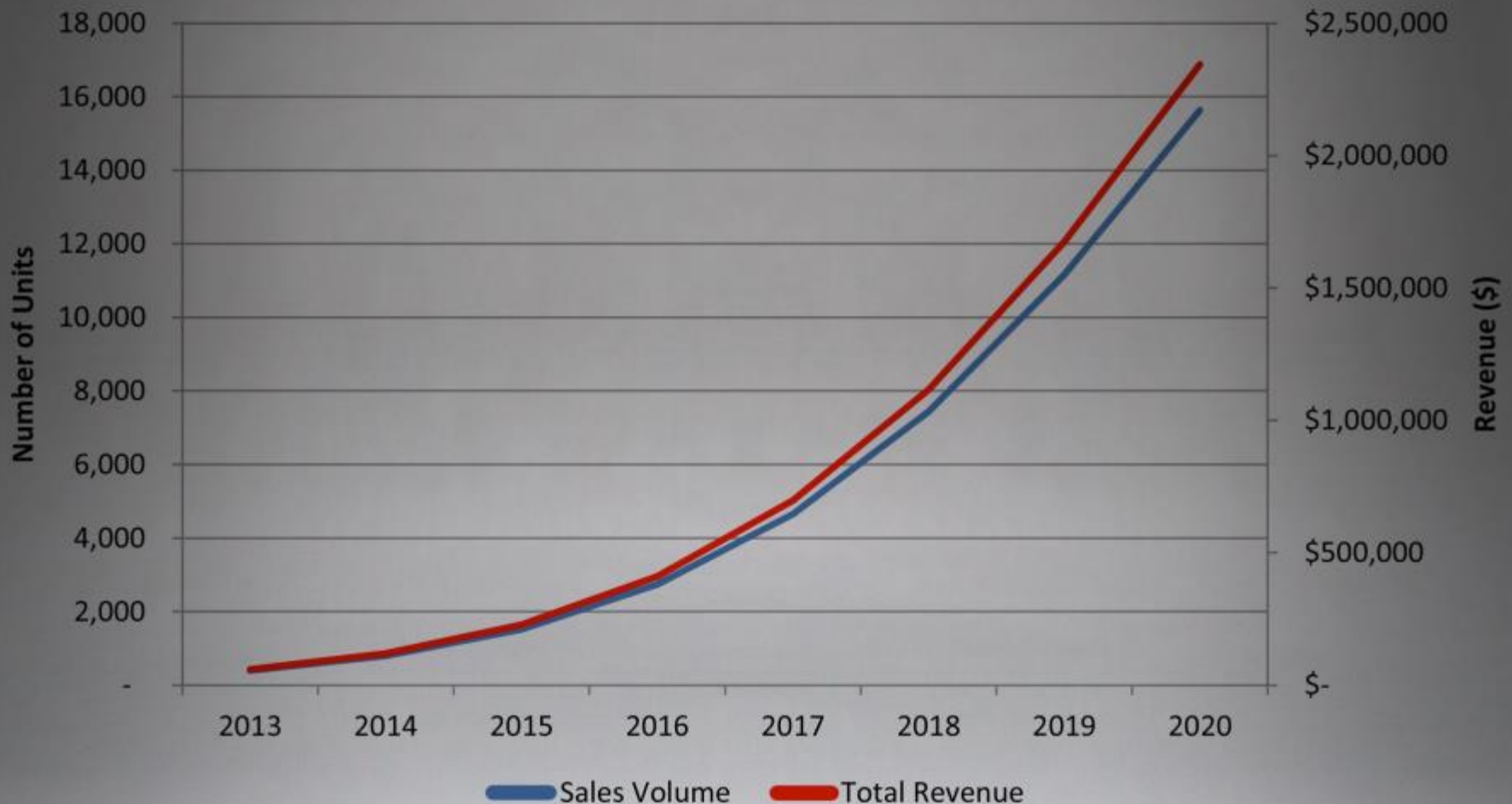
Notice how this team prepared well for Q&A by including **appendix slides** incase the judges had specific questions, they could pop up another slide to help answer the question and show they did their research and were prepared for the pitch and the question.



Notice how this team prepared well for Q&A by including **appendix slides** incase the judges had specific questions, they could pop up another slide to help answer the question and show they did their research and were prepared for the pitch and the question. This slide clearly depicts the problem by using human diagrams.



## APPENDIX



Notice how this team prepared well for Q&A by including **appendix slides** incase the judges had specific questions, they could pop up another slide to help answer the question and show they did their research and were prepared for the pitch and the question. This slide clearly shows that they thought through the future sales of their product. The judges are impressed when shown something like this.

## Target Market

	<b>2010</b>		<b>2020</b>
Physical Trainers	251,400	→	311,800
Physical Therapists	198,600	→	276,000
Chiropractors	52,600	→	67,400
Athletic Trainers	18,200	→	23,700
<b>Total Target Market</b>	<b>520,800</b>		<b>678,900</b>

Source: U.S. Department of Labor - Bureau of Labor Statistics

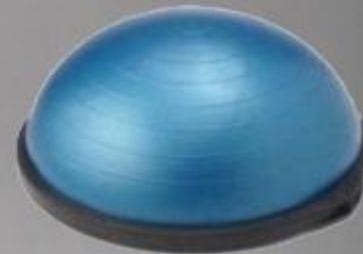
Notice how this team prepared well for Q&A by including **appendix slides** incase the judges had specific questions, they could pop up another slide to help answer the question and show they did their research and were prepared for the pitch and the question. This slide clearly shows their target market and the research they did.

### Other Products

LUMObac: \$150



Bosu Balls: \$85-170



TRX Pro: \$160



Exercise Balls: \$20-\$170



Notice how this team prepared well for Q&A by including **appendix slides** incase the judges had specific questions, they could pop up another slide to help answer the question and show they did their research and were prepared for the pitch and the question. This slide clearly shows their competition and pricing.

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## Student Team Sample Rocket Pitch

- BioBubbler
- 2014, 1<sup>st</sup> Place, Significant Social Impact, \$4,000
- What do you think?



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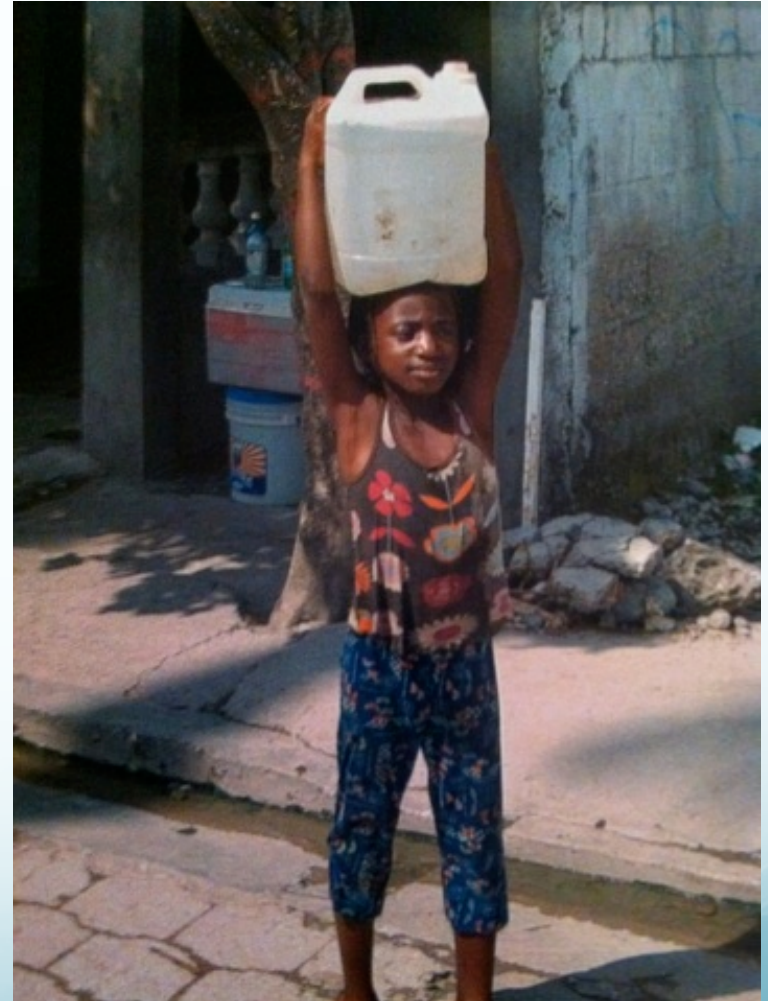
# BioBubbler

Rachel Paquette  
Nawal Khan



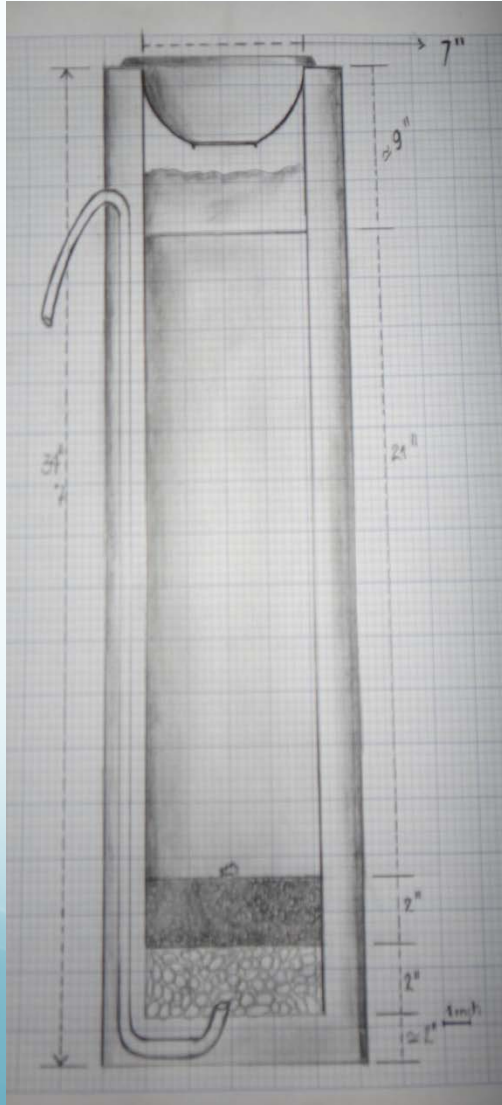
# Haitian Water Sanitation

- Major waterborne disease is bacterial diarrhea
  - 7% of population die each year<sup>1</sup>
  - About 712,180
  - Almost 2,000 death a day
- Simple sanitation of water can improve the life of many
- Current Problem:
  - Choice between
    - Expensive technology
    - Harsh chemical sanitation
    - No sanitation at all

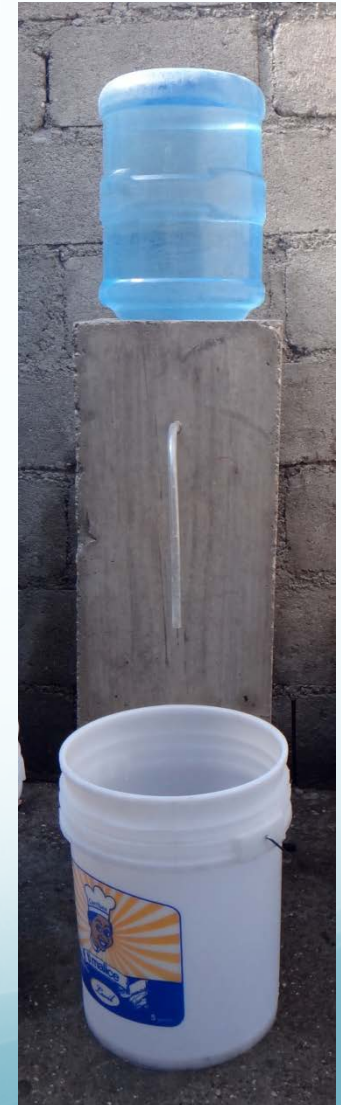


<sup>1</sup><http://www.who.int/gho/countries/hti.pdf?ua=1>

# BioBubbler



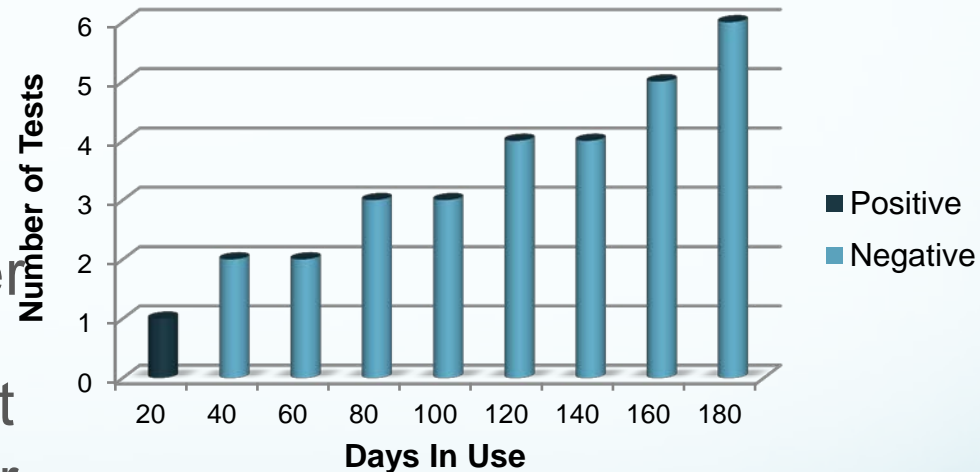
- Made completely with indigenous material
- Purifies water of bacteria by means of sand
- No harsh chemicals or advanced technology
- Inexpensive to produce
- Little to no maintenance
- Education enables scalability and sustainability



# Positive Outcomes

- Seven filters have been constructed
- Five of which are implemented in Haitian homes
- Two remain at the Haitian Development Student Center
- Watersafe® Bacteria Test Kit have come back negative for filter 2 since October

**BioBubbler Bacterial Testing**





# Resources

- Funding will provide
  - Specific bacteria testing
  - Design optimization
  - Project expansion
  - Additional filter units for data basing results
  - Scholarships for Haitian students involved in local project implementation



# Thank you!





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## Cheat Sheet – What the Judges are Looking for!

- A clearly stated problem
- Data and research to support your pitch
- Data from potential customers you talked to
- Your market opportunity/analysis including target market & competition
- The value and uniqueness that your solution offers
- How you will sustain and grow your solution overtime
  - That you have thought passed the “idea” stage
- That you **understand** what it will take to actually implement your solution
- A clear statement of how you will use DM funds if awarded



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## Are you Ready to Pitch?

- Please get into your teams at a table
- Facilitators will walk around and help advise/coach
- Work together to develop your verbal 5 minute pitch and dissect your PPT presentation
  - Take notes on this!!!
- Practice pitching at your table and give constructive feedback to one another
- Are you ready to pitch in front of the audience? You will receive a DM prize!



@difference\_uml



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## IDEA CHALLENGE DUE DATES



**February 5th**

Idea Challenge Application Closes



**February 29th**

Idea Plan & Presentation Deck Due



**March 23rd**

Revised Idea Plan &  
Presentation Deck Due



**April 1st**

Preliminary Pitch-off



**April 13th**

\$35K Idea Challenge

@difference\_uml



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## Idea Plan, Rocket Pitch and Poster

- Review the Idea Plan Handout
  - **Feb. 29: Due online**
- Review the Rocket Pitch Template
  - **Feb. 29: Due to DifferenceMaker@uml.edu**
  - Make sure your PPT is saved as your team name when you email it
- Posters (see template online)
  - March 23: All semi finalist teams must submit a poster to DifferenceMaker@uml.edu
  - If you are not a semi finalist team you can still submit a poster for a chance to win Fan Favorite at the Idea Challenge!
- Semi-finalist *revised* Idea Plans and posters: Due online March 23
- **LOOK FOR HOLLYS EMAIL FOR DETAILS!**



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## Connect With Us!

**Email:** [differencemaker@uml.edu](mailto:differencemaker@uml.edu)

**Website:** [www.uml.edu/differencemaker](http://www.uml.edu/differencemaker)



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