



*Difference***Maker**™

EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE

Workshop 4

Delivering your Rocket Pitch

Prof Steven Tello

March 10, 2015


6-8pm

Alumni Hall, North Campus


Rocket Pitch: Selling Your Idea

- ▶ A succinct delivery of your proposed solution!
- ▶ 4-6 slides in 5 minutes

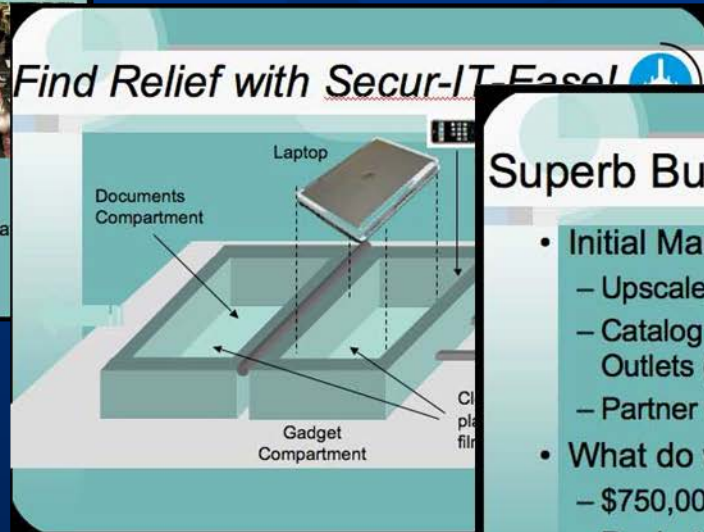
Business Air Travel



- 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*!



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

The Rocket Pitch Template

- ▶ **Title Slide: Project/Team Name**
- ▶ **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**
 - Demonstrate your knowledge regarding the opportunity associated with solving this problem.
 - Include research, numbers, estimates, databases, articles, surveys and other data regarding the opportunity associated with your project.
 - State the number of people affected by the problem.
 - 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?
- ▶ **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**
 - What resources do you need to further your project?
 - How will you use winning funds?
 - Example: Funding, advice, contacts, board members?
- **Thank you/Question slide**

The Rocket Pitch

- ▶ Use technical jargon that can be easily understood—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 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!! 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? And so on.
- ▶ A Demonstration is always nice! (prototype, app demo, etc.)

Prof Tello's Sample Rocket Pitch

Business Air Travel

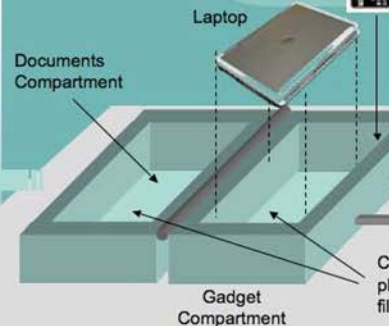


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Find Relief with Secur-IT-Ease



Superb Business Opportunity



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Business Air Travel



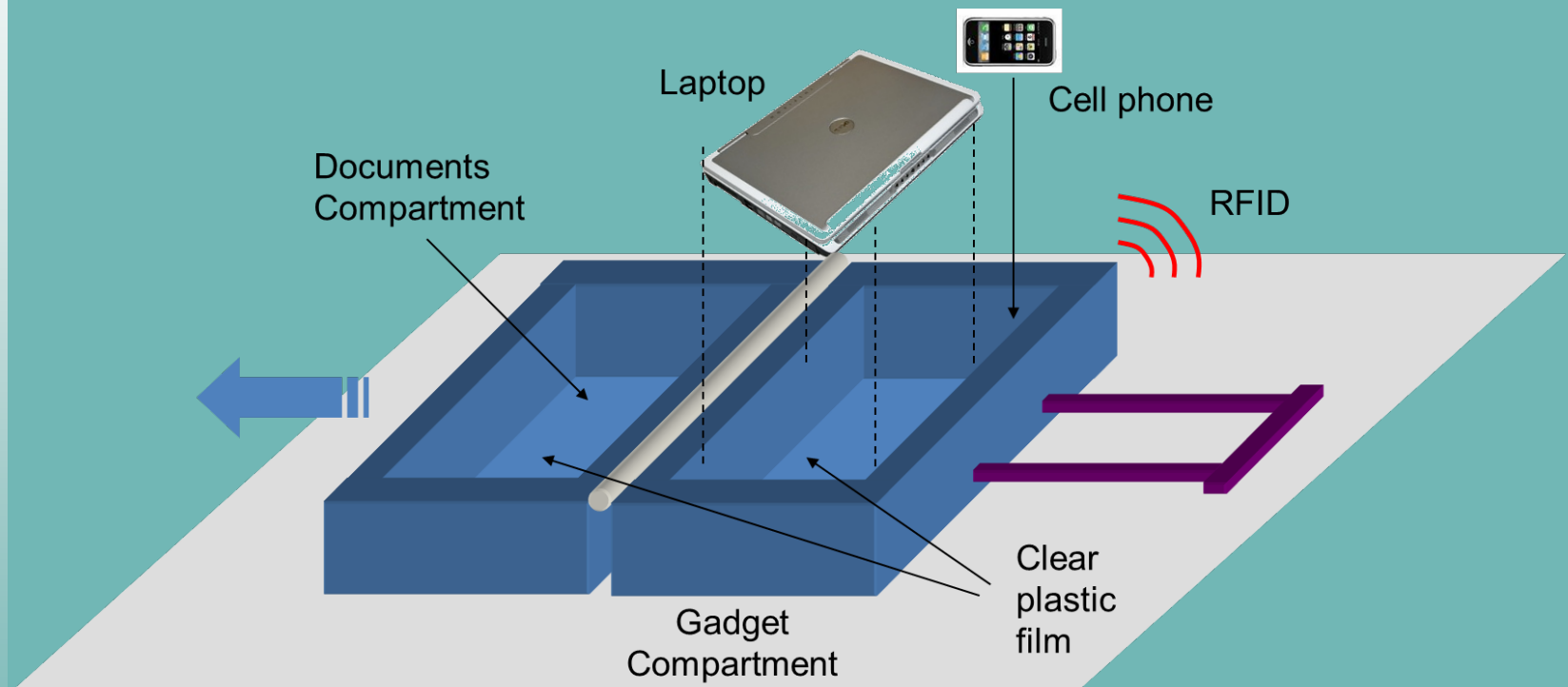
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Secur-IT-Ease



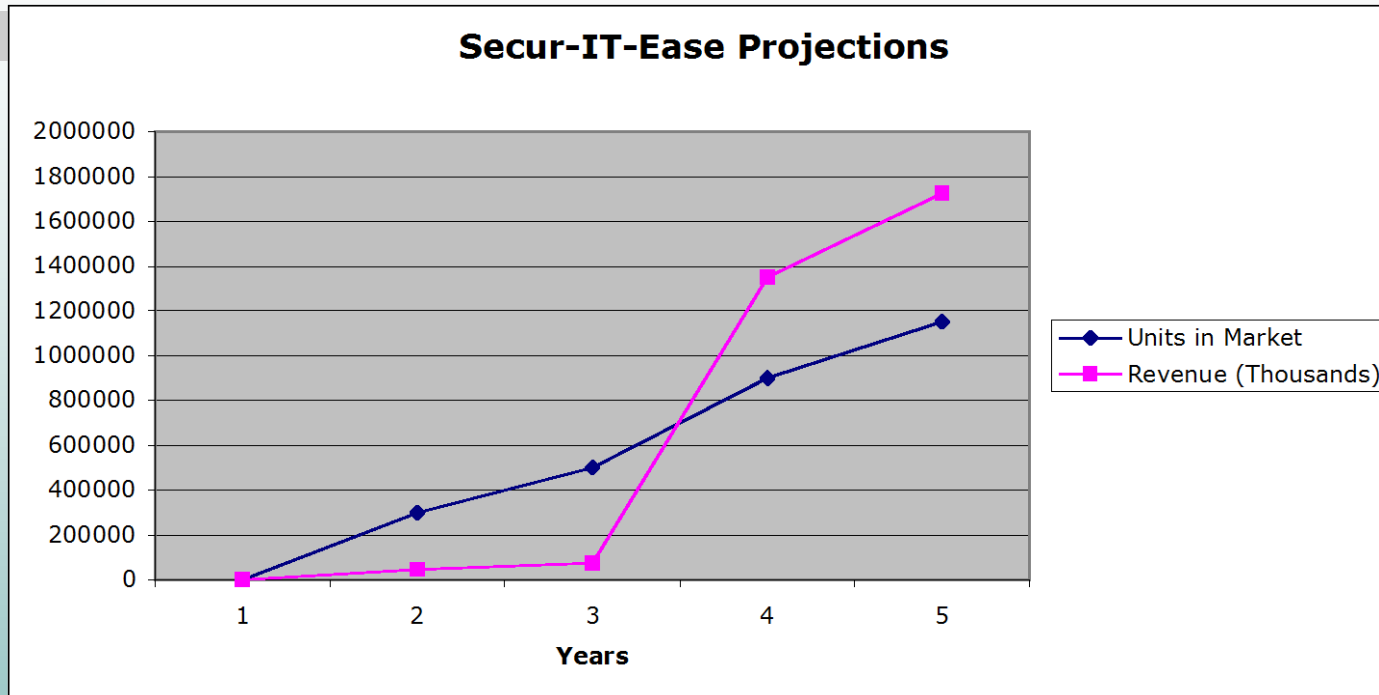
Find Relief with Secur-IT-Ease!



- 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?

Student Team Pitch Example

"III Point Stik"

- ▶ 2013, 2nd Place, First to Market, \$1,500
- ▶ Video found here:
- ▶ <https://www.youtube.com/watch?v=RpqdUeF8DKk&index=1&list=PL8evHjMBWXEAP9Vm8PPzsUJ3AW25qbvMn>





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.



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.



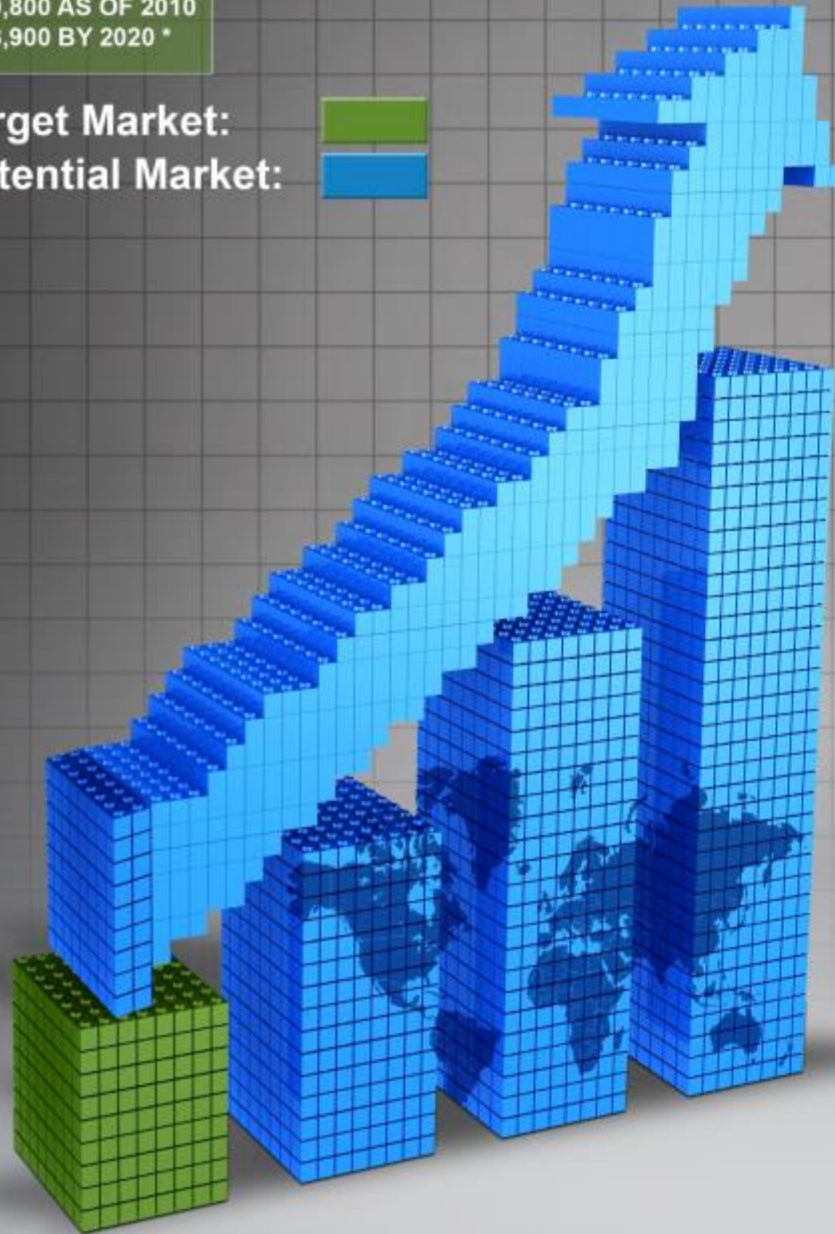
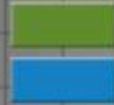
III-POINTSTIK

This team spoke well, but it is important to put more information on your slides too.



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.



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.

“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

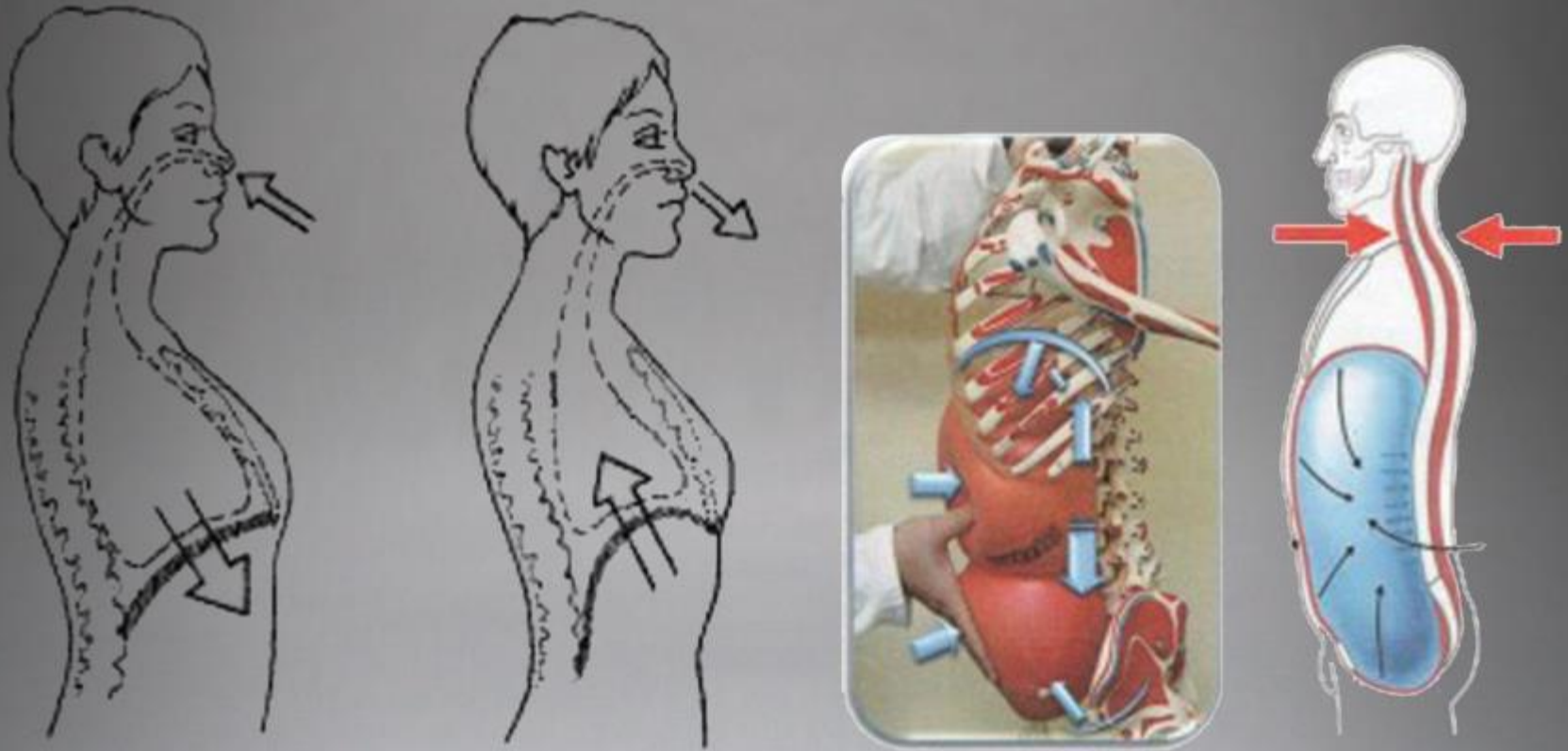


APPENDIX

Professional References/Resources supporting 3-Point Stik

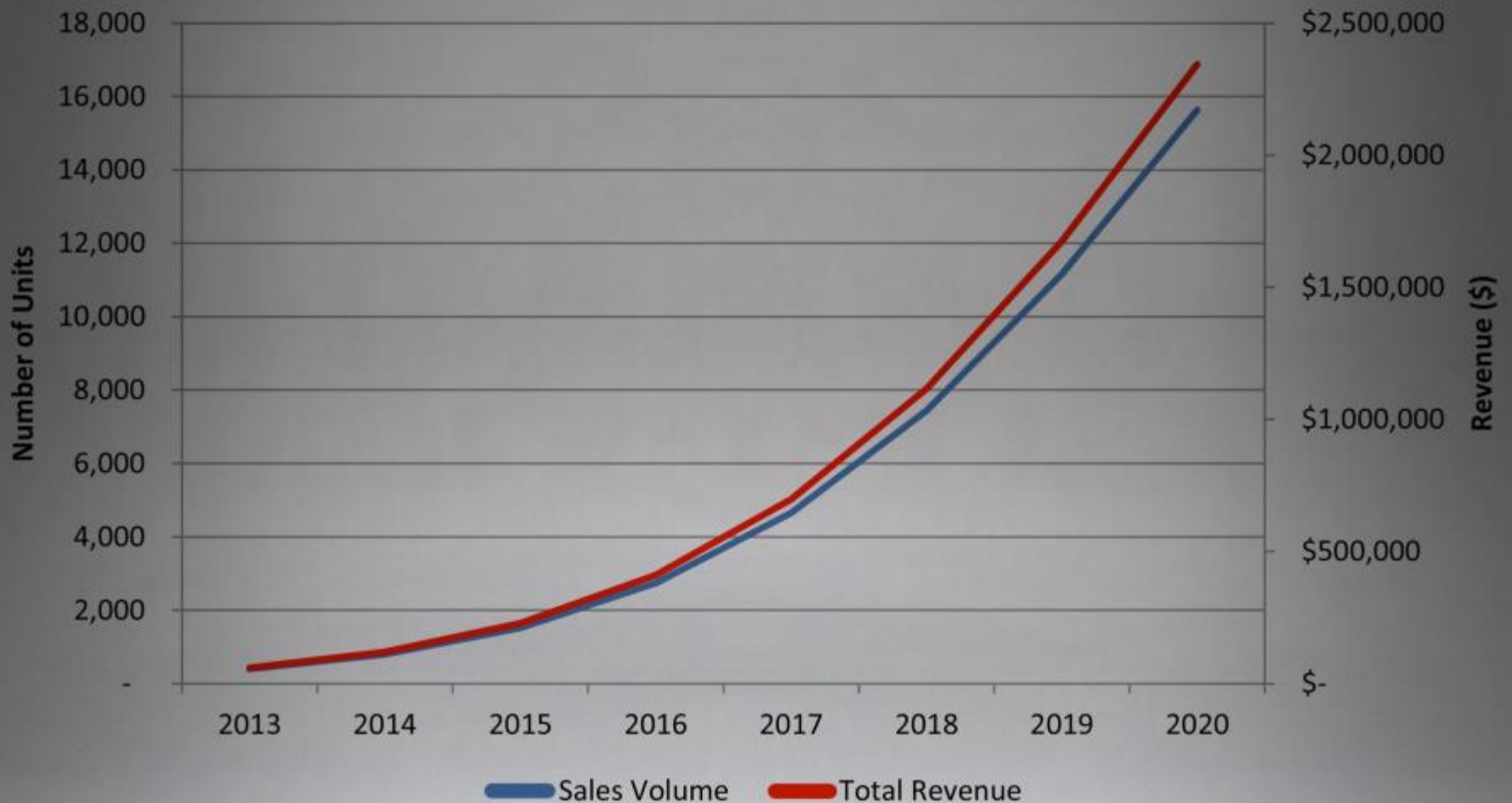
- ***Latash L., Mark, and Francis Lestienne . Motor Control and Learning . New York, NY: Springer, 2006. 101. eBook.***
- ***Pavel , Kolar. "Postural function of the Diaphragm in Persons With and Without Chronic Low Back Pain." Journal of Orthopedic & Sports Physical Therapy . 42.4 (2012): 352-362. Print.***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



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Target Market

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

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

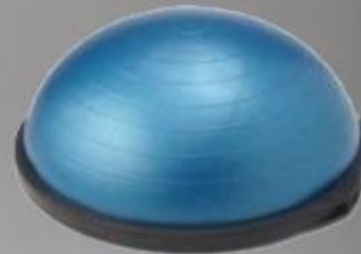
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Other Products

LUMObac: \$150



Bosu Balls: \$85-170



TRX Pro: \$160



Exercise Balls: \$20-\$170



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Student Team Pitch Example

“BioBubbler”

- ▶ 2014, 1st Place, Significant Social Impact, \$4,000
- ▶ Video found here:
- ▶ https://www.youtube.com/watch?v=N3CSqI5hT7U&index=9&list=PL8evHjMBWXEBVGOSx_MLrQnaSeyyd4ieE



Step I – Define the Problem

- ▶ Clearly state the problem you want to solve
- ▶ Define who is affected by the problem
 - Specifics count here!
 - Who? How many? What color are their eyes (be specific!)?
 - How are they affected?
- ▶ How important is it to solve this problem?
- ▶ Details are important
- ▶ Best way to find this information:
 - **Research & Talking to People – Judges want to see this**
- ▶ **For more information refer to Slide 3**

Step II – Assess the Opportunity

- ▶ Demonstrate your knowledge regarding the scope of the opportunity associated with solving this problem
- ▶ You already started this in Step I
- ▶ How is the problem currently addressed?
- ▶ Who is currently addressing this problem?
- ▶ How can current solutions be improved upon?
- ▶ **For more information refer to Slide 3**

Dear Optimist, Pessimist, and
Realist: Thank you. While
you guys were
arguing about the
glass of water, I
drank it.
~ Opportunist



Step II – Assess the Opportunity

- ▶ You may need help in finding this information
- ▶ Talk to Donna Mullin the Business Research Librarian
 - Donna_Mullin@uml.edu
 - Office-2nd Floor Lydon Library, North Campus
- ▶ Talk to our Faculty Fellows
 - Prof. John Brown Grad. School of Education
 - Prof. Guanling Chen College of Science
 - Prof. Ralph Jordan Manning School of Business
 - Prof. Deb Finch Manning School of Business
 - Prof. Ainat Koran School of Health & Environment
 - Prof. John Morgan Bush FAHSS
 - Prof. Daniel Sullivan College of Engineering
- ▶ Talk to our Staff
 - Holly Butler
 - Ha Pho
- ▶ Meet and Contact our Staff and Fellows:
 - <http://www.uml.edu/Innovation-Entrepreneurship/DifferenceMaker/Faculty/default.aspx>

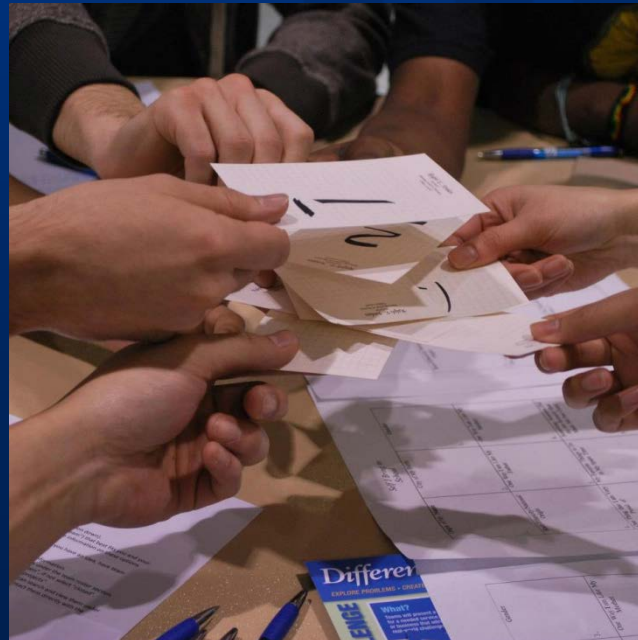
Step III Introduce your Solution

- ▶ 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?
- ▶ **For more information refer to Slide 3**



Step IV Identify Needed Resources

- ▶ What kinds of resources (e.g., physical, knowledge, human, financial) do you need to develop your solution further and take it to the next step?
- ▶ How will you use these resources?
- ▶ **For more information refer to Slide 3**



Are you Ready to Pitch???

Hands-on Activity

- ▶ Please get into your teams at a table
- ▶ Facilitator at each table/team to 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
 - Give constructive feedback to one another
- ▶ Are you ready to pitch in front of the audience? You will receive a DM prize!



Questions? Contact DifferenceMaker!

differencemaker@uml.edu

www.uml.edu/differencemaker

@difference_uml

