



15 · 16 · 17
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RIMINI
& ONLINE

Digital & Social
Innovation *Festival*



— THE ELEVATORPITCH

The 'elevator pitch' is a brief presentation that describes your business venture in a nutshell.

The presentation should include **key information** on the project, so as to provide the basis for assessing its potential and feasibility.

The presentation claims, both qualitative and quantitative (market research, industry trends, competitors), must be supported by references to the sources.



— — Presentation slides

Every pitch needs to be accompanied by a **slideshow presentation**, containing the following key elements:

- Title and logo (if available);
- Name, date and place.

Try to make your presentation as attractive and clear as possible in order to capture your audience's attention.

SUMMARY

Key elements to include:

- **1. The problem**
Which business need are you trying to satisfy?
- **2. Solution / Product**
What is your business idea? What is your value proposition?
- **3. Market**
What is your target market?
- **4. Competitors**
Who are your competitors? What is your competitive advantage?
- **5. Business Model**
How does your business idea capture value?
- **6. Roadmap**
What are the basic steps for the development of your business project?
- **7. Team**
Who is contributing to the realization of the project? Which skills does the team have?
- **8. Financing**
How much investments does the project require? Which economic results are you expecting?



— 1. THE PROBLEM

Key elements of the pitch

Every business project or business idea aims to solve a problem or satisfy a need.

In this slide it is important to explain the need you are trying to satisfy or the problem you want to solve, answering the following questions:

- 1. What is the problem?**
- 2. Who experiences the problem?**
- 3. What are the consequences of the problem?**
- 4. How relevant is the problem?**



— 2. SOLUTION / PRODUCT

Key elements of the pitch

Explain how your idea aims to satisfy the market needs and clearly highlight the value offered to customers.

— — 3. MARKET

Key elements of the pitch

In this slide it is necessary to **define your target market**, by identifying **who are the customers / users** - both in quantitative and qualitative terms.

For example:

How many clients do we have?

How old are they?

Where are they from?



— 4. COMPETITORS

Key elements of the pitch

It is necessary to highlight who **the main competitors** are, after making an accurate observation and analysis of their strategies, strengths and weaknesses.

Explains what sets your business apart from the competition and define your competitive advantage.



— 5. BUSINESS MODEL

Key elements of the pitch

Illustrate your business model and describe how your startup delivers its value proposition.

Define **the revenue model of the project**, answering the following questions:

What do you sell?

What are the expected revenues?



— 6. TEAM

Key elements of the pitch

Indicate who the team members are, highlighting **their skills and the roles** they will be responsible for.



— — 7. ROADMAP

Key elements of the pitch

Identify the **fundamental activities for the development of the project** and the related timings (platform development, testing).

Indicate what are **the best results** that have been achieved or that are intended to be achieved (example: platform launch).

The purpose of this slide is to illustrate the development path of your project.



— — 8. FINANCING

Key elements of the pitch

Define **all the resources** you need for your project, with reference to financial resources, human resources and tools.

Provide in a clear and compact way **the key economic results** extracted from the financial economic plan (revenues, costs, cash flow).



— — Support material

You can include links to working beta, mock ups and any support material that is important for making your point.



2021

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