



CAN YOU PITCH YOUR IDEA IN 5 MINS OR LESS?!



The following slides are a guide to help you with the presentation (audition video) of your idea/product/solution.

Feel free to incorporate your own branding and supplemental information as you deem necessary.

Keep in mind that you only have 5-minutes to make your presentation (audition video).

Good luck!



**The Perfect Pitch** should be quick and to the point.

Following is a suggested guideline of how to use your time:

- i. Good Start (1 min)
- ii. Good Intro to Your Idea (1 min 30 sec)
- iii. Good Description (1 min 30 sec)
- iv. Good Finish (1 min)



## BUSINESS NAME & KEY PEOPLE

- What is the name of your idea/product/solution?
- Cite the qualifications of the team and/or other key personnel.
- Be sure to not only mention the founding entrepreneurs, but also active investors, key employees, directors and/or advisors



## OPPORTUNITY RECOGNITION & VALUE PROPOSITION

- State the opportunity you have identified in the marketplace and how you qualified to meet it.
- State your value proposition – What makes your idea/product/solution unique? Why people will choose your idea over your competitor?
- Cite your mission statement, if you have developed one.
- What is your ultimate goal for your idea/product/solution?



## DESCRIPTION OF THE IDEA – BUSINESS MODEL

- Business model is one part product and one part infrastructure, so provide quick overview of the key logistical and operational aspects of the business.
- In a concise way possible, describe the idea/product/solution – product/service.
- Don't get bogged down in the details; mention any unique aspects of the idea/product/solution, its use and appeal, and what stage of product life cycle you are in.



## MARKET SIZE & TARGET SIZE

- How much research have you conducted and what type?
- Define which niche areas you may be focusing on.
- Description of target customer.
- Who will be most attracted to your product/service?
- What is their demographic description?



## INNOVATION & TECHNOLOGY

- How will your idea/product/solution strive to be innovative in its approach to the marketplace?
- How will your idea/product/solution incorporate technology into its operational plan?
- How will your business utilize the Internet in its marketing?





## SALES FORECAST

- What is your average cost for your idea/product/solution?
- How many sales you can generate?
- What are your assumptions to support your projected sales?
- What is your breakeven point?



## CONCLUSION AND CALL-TO-ACTION

- Wrap up your pitch with a strong statement and call-to-action.
- Be sure to ask the panelists to kindly consider supporting your venture.

SUBMIT YOUR 5-MINUTE AUDITION VIDEO & FORMS VIA EMAIL TO [theprecfectpitch@burjasia.com](mailto:theprecfectpitch@burjasia.com)