



7. BUILD BUSINESS PARTNERSHIPS
PITCH TEMPLATE.

"Never invest in a business you can't understand."

WARREN BUFFET

The **Pitch Template** helps to clarify and communicate an idea and create a pitch that justifies an investment of time and money. Writing and performing a short pitch will help clarify an idea, attract partners or investors and generate buy-in within organisations.



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1 Name - Company name or a brand name for our idea.

2 What problem are we solving?

OUTLINE A CLEAR AND IMPORTANT UNMET NEED FOR SPECIFIC USERS. USE A DRAMATIC FACT OR PERSONAL ANECDOTE IN THE PITCH PRESENTATION.

3 How do we solve the problem?

HERE WE DESCRIBE HOW OUR NEW TECHNOLOGY, SERVICE OR BEHAVIOUR SATISFIES A USER'S UNMET NEED. HOW DOES OUR INNOVATION WORK AND ARE THERE ANY POTENTIAL NEGATIVES?

4 What is our business model?

HOW IS THE COMPANY OR INNOVATION GOING TO MAKE MONEY? WHAT ARE THE KEY FINANCIAL ASPECTS E.G. THE GIVE|GET WITH OUR POTENTIAL PARTNERS?

5 Why is it different?

WE DESCRIBE OUR INNOVATION OR COMPANY IN ONE SENTENCE THAT DEFINES ITS CENTRAL IDEA AND EXPLAIN WHY IT'S BETTER THAN EXISTING OR COMPETITIVE PRODUCTS.

6 The ask.

DEFINE WHAT WE WANT FROM THE AUDIENCE WHETHER IT'S TIME, MONEY, PARTNERSHIP OR ANOTHER FORM OF COMMITMENT.

NAME:

DATE:

TEAM:



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On The Glow App

- 2 What problem are we solving?

OUTLINE A CLEAR AND IMPORTANT UNMET NEED FOR SPECIFIC USERS. USE A DRAMATIC FACT OR PERSONAL ANECDOTE IN THE PITCH PRESENTATION.

Over half our account holders have no accurate idea how much money they have to spend or to save each month and as a result they feel out of control and lose out on the benefits of good money management.

- 3 How do we solve the problem?

HERE WE DESCRIBE HOW OUR NEW TECHNOLOGY, SERVICE OR BEHAVIOUR SATISFIES A USER'S UNMET NEED. HOW DOES OUR INNOVATION WORK AND ARE THERE ANY POTENTIAL NEGATIVES?

An app on the user's phone that glows depending on whether their bank balance is lower or higher than average compared with previous months. It's a quick and easy way to keep an eye on how well their finances are doing right now compared with previous months. Green glow means underspent, amber on target, and red overspent, compared with same day last month.

- 4 What is our business model?

HOW IS THE COMPANY OR INNOVATION GOING TO MAKE MONEY? WHAT ARE THE KEY FINANCIAL ASPECTS E.G. THE GIVE|GET WITH OUR POTENTIAL PARTNERS?

The app will be given free to all customers but linked to other services (loans, savings, budgeting, financial advice) that will be cross-sold through the app. Our innovation partner will get money for development and license fees too.

- 5 Why is it different?

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There is no intelligent real-time financial planner available that is designed to give alerts and encourage daily financial control.

- 6 The ask.

DEFINE WHAT WE WANT FROM THE AUDIENCE WHETHER IT'S TIME, MONEY, PARTNERSHIP OR ANOTHER FORM OF COMMITMENT.

We're asking for the funds for a market test then a major social media marketing campaign targeting early adopters within our current customers.

NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation