Template

# DI Pitching

## Elevator

Short description of the purpose or value proposition of the solution

- **'Hook'** your audience, get them excited!!
- **< 30s**, one sentence as a slogan to start off
- **Protip**: Read the hook to yourself, is it interesting?

## Opportunity

The challenge or need addressed by the solution

- **Clear description** of problem
- Clear explaination to **bring out potential value** of solution
- Why must the problem be **addressed NOW?**
- **Protip**: How do you know this problem is real?

## Solution

The method of tackling the problem or opportunity

- Demo how your solution works and its **effectiveness**
- How is your solution **unique?**
- Is there a demand for your solution **NOW?**
- **Protip**: Why do people need your solution?

## Progress

The working plan of the team and the current state of the solution

- Build **TRUST** in your solution
- Show the **IMPACT** of your solution
- What are your plans to grow your success?
- **Protip**: What feedback did your users give to your solution?

## Team

Introduce the talents and contributions of the team to create a successful solution

- **Show yourself**
- **Highlight your roles & experience**
- **Protip**: Show us that you are the best team

## Conclusion

Highlight key points

- **DO NOT** introduce new points
- Summarize your pitch
- **Protip**: Convince your peers