Pitching instructions.

HELPING YOU GET ATTENTION

NOTE: USE WHATEVER FORMAT AND COLOURS YOU WANT – DO NOT USE MQ BRANDING – THIS IS AN EXAMPLE !!!!!!!!

To help you make an effective pitch we have outlined a standard pitch deck content shown on slides 2-10. This deck contains the following slides.

• The problem
• The solution
• The solution details
• The business case (doesn’t need to be financial and/or impact orientated)
• The team
• The roadmap
• What we need

Each team will have exactly 5 minutes to make their pitch, this means <1 minute per slide. Keep your slides clean, easy to read and non-distracting for the judges – its what you say that is important so practice, practice, practice!!
Your TITLE SLIDE – i.e. NOT THIS!!!!!
“50% of our students fail to regularly attend tutorials. Regular attendance shows an increase in mark by 10%. Our students are failing to reach their potential”

“Online content delivery is key to student engagement. We only find out if the student has understood what they read when they attend class”
“We will implement an automated tracking system to passively record the attendance and behaviour of students, record this and relate it to marks. The system will provide a dashboard giving insight into attendance, behaviour and performance.”
The Solution Details

SECONDARY HEADING IF YOU LIKE

A more detailed description or demonstration of the solution. Great if this is graphical!
This is where you explain what exactly you will be doing to provide the solution – how it will work
A top level business case for how the solution creates impact (not money but could be money!). For example a financially based business case can be shown as below. . .

<table>
<thead>
<tr>
<th>Tutorial Hrs p.a. (hours per year of tutorials x department)</th>
<th>Tutorials missed (students don’t turn up but the tutor does)</th>
<th>Cost of missed tutorials ($75/hr for tutor time x (7,000hrs x 20%))</th>
<th>Cost of Solution</th>
<th>Annual Saving</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,000 Hrs</td>
<td>20%</td>
<td>$105,000</td>
<td>$10,000</td>
<td>$95,000</td>
</tr>
</tbody>
</table>
The Team

USE THIS TO SAY WHO THE PROJECT TEAM ARE
Specify what milestones you will hit and by when, for example:

1. Understand Customer needs
   - Interview existing students to define their needs
   - Define problem we are solving

2. Gather data, identify opportunities
   - Characterize the needs, demand, channels delivery times etc.

3. Design Solution
   - Design team originate solutions

4. Trial implementation / validation
   - Implement MVP, iterate, validate solution

5. Role-out
   - Implement solution across other modules

January 2018

July 2018

September 2018
What we need

Top level ask – what it is you need to implement the solution. For example:

To make this happen we need:

• $10,000 consumables to fund research
• 1 x FTE post doc to build prototype and test
• Access to 10 lecturers delivering modules in Q1 2018
Thank you

USE WHEN CALL TO ACTION REQUIRED

Your name and contacts

www.your-website