Rocket Pitch: Selling Your Idea

- A Succinct Delivery of your proposed solution!
- 3-5 slides in 3 minutes
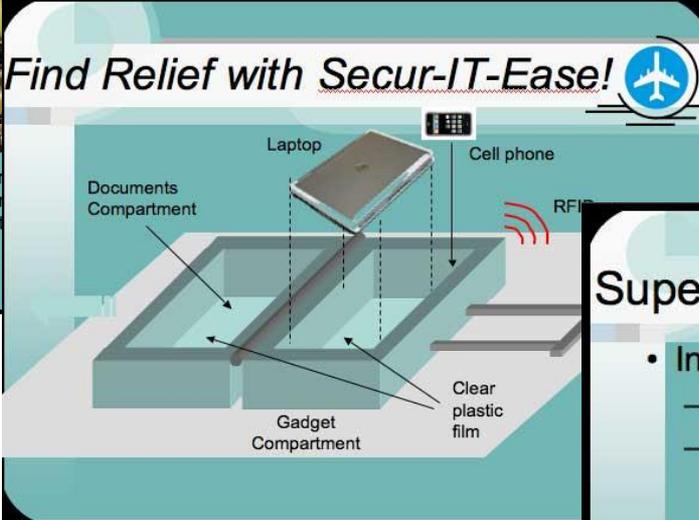

Business Air Travel

- What comes to mind?
  - Missed or Delayed flights
  - Lost luggage
  - Long Security Lines

In excess of 200 million business flights per
  Security wait times of 30 minutes or mor
  Long lines mean missed flights and cust
Feel Relief with *Secur-IT-Ease* !

Find Relief with Secur-IT-Ease!

Laptop
Cell phone
Documents Compartment
RFI
Gadget Compartment
Clear plastic film

Superb Business Opportunity

- Initial Market
  - Upscale Business Travelers
  - Catalog & Online Sales through Upscale Outlets (BrookStone, Sharper Image)
  - Partner with Tier One Luggage Distributor
- What do we need to launch product?
  - $750,000 Seed Funding
  - Product Prototype
  - Marketing/Brand Development
  - Your interest and support

*Difference*Maker

The Rocket Pitch

- The Problem
  - ➤ What problem are you addressing? Customer pain?
  - ➤ Who is affected by the problem?

- The Opportunity
  - ➤ Demonstrate your knowledge regarding the opportunity associated with solving this problem.
  - ➤ Estimate the number of people affected by the problem

- The Solution
  - ➤ What is your proposed solution?
  - ➤ Who value does your solution provide? How will you sustain it?

- Call to Action
  - ➤ What do you want? How will you use funds?
  - ➤ Funding, advice, contacts, board members?

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The Rocket Pitch

- Little technical jargon
- Keep it simple
  - ➢ Too much information will be distracting
  - ➢ Focus on core message
  - ➢ Use props (prototypes, pictures)
- Tell a story, don't read the slides
- Identify the customer pain and how your solution helps
- Don't exceed the time limit
- Don't forget the Call to Action

- A Demonstration!

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Example Rocket Pitch

- Business Air Travel-Next Slide

Business Air Travel

- ## What comes to mind?
  - – Missed or Delayed flights
  - – Lost luggage
  - – Long Security Lines

In excess of 200 million business flights per year
Security wait times of 30 minutes or more
Long lines mean missed flights and customer frustration.

Feel Relief with *Secur-IT-Ease* !

Find Relief with Secur-IT-Ease!

Laptop

Cell phone

Documents Compartment

RFID

Gadget Compartment

Clear plastic film
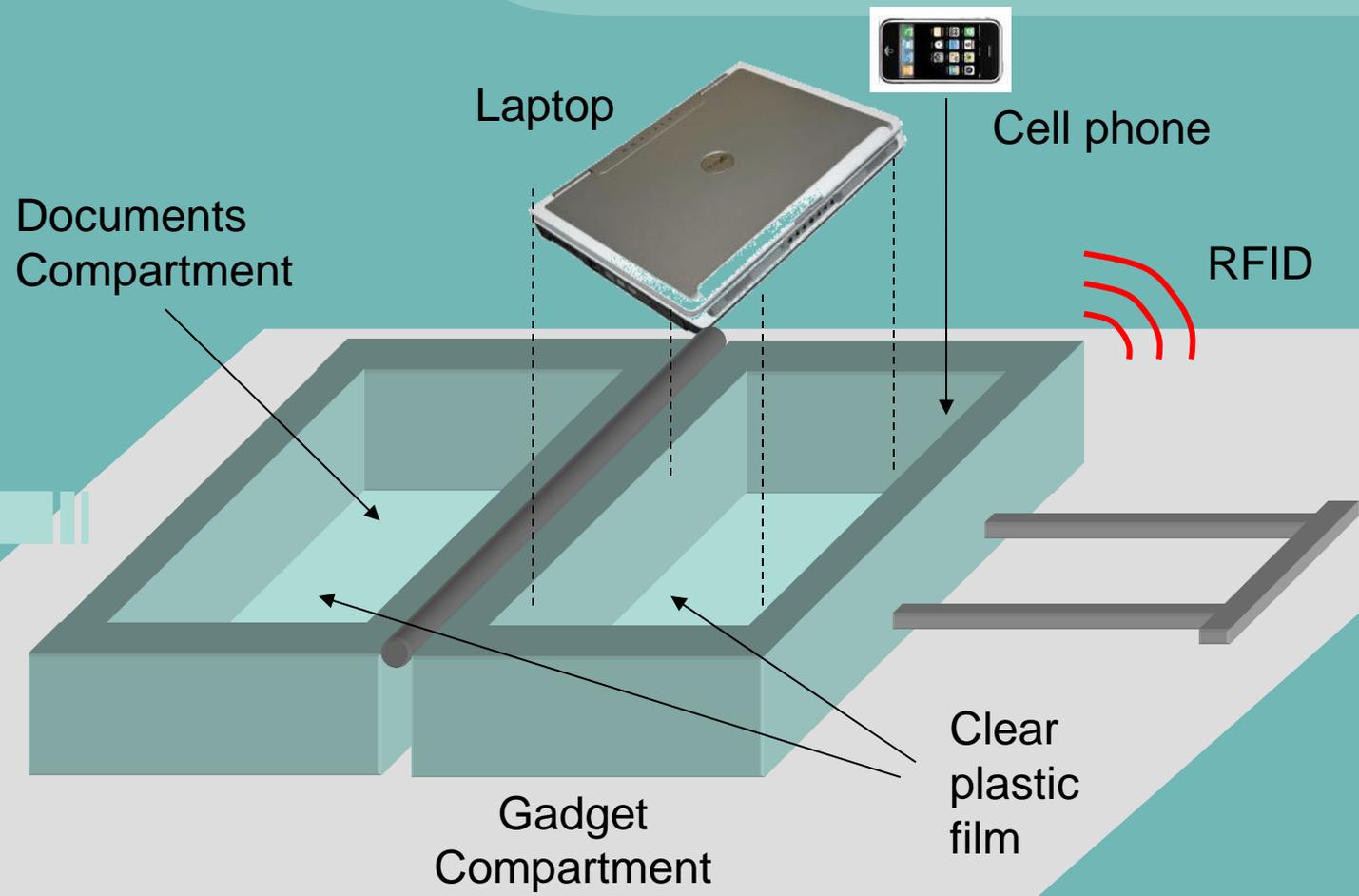
Find Relief with Secur-IT-Ease!

- Advantages
  - Opens & Passes Through Airport Security Scanner without removing laptop and contents
  - Accompanied by RFID Tag to facilitate in-airport tracking
  - Entry to "Preferred Traveler Program"
  - Bag tracking in the airport
  - Expedited Approved Travel, "EZPass" Security Lane
  - TSA approved in 14 major markets

Superb Business Opportunity
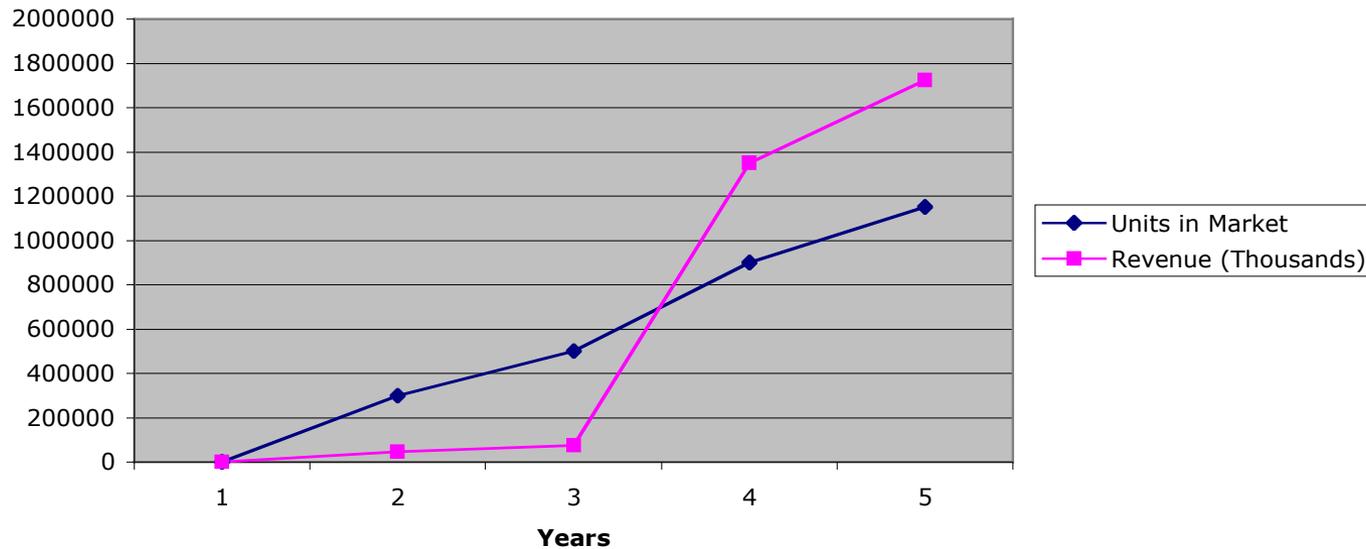
Secur-IT-Ease Projections
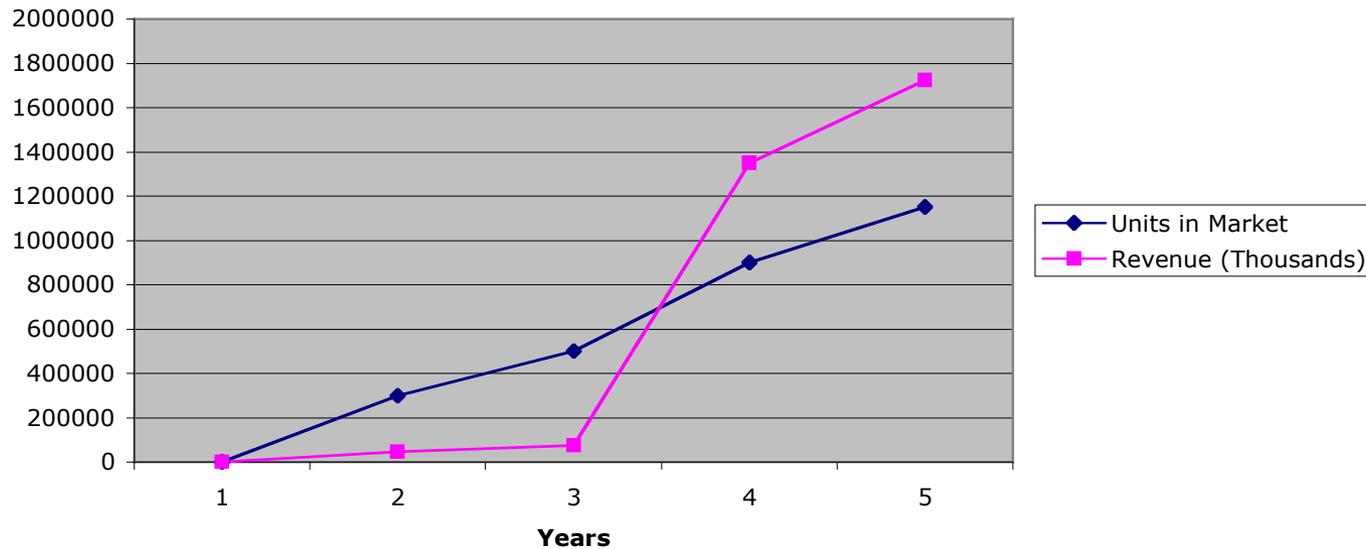
- Approx. 55 million US business travelers
- Estimated sale price of $150/unit
- 5% of market = $412 million in 5 years

Superb Business Opportunity

Secur-IT-Ease Projections

- What do we need from you?
  - $500,000 Seed Funding
  - Marketing/Brand Development
  - Your interest and support

Step I – Define the Problem

- Clearly state the problem you want to solve
- Define who is affected by the problem
  - ➤ Specifics count here!
  - ➤ Who? How many?
  - ➤ How are they affected?
- How important is it to solve this problem?
- Details are important
- Best way to find this information:
  - ➤ Research & Talking to People

Step I – Define the Problem

- Take 5 Minutes and Start to Define the Problem

- What don't you know about this problem?

- What do you need help with?

Step II – Assess the Opportunity

- Demonstrate your knowledge regarding the scope of the opportunity associated with solving this problem (You already started this in Step I)

- How is the problem currently addressed?

- Who is currently addressing this problem?

- How can current solutions be improved upon?

Step II – Assess the Opportunity

- You may need help in finding this information
- Talk to our Faculty Fellows or Staff

➢ Prof. John Brown	Grad. School of Education
➢ Prof. Deb Finch	Manning School of Business
➢ Prof. Tom O'Donnell	Manning School of Business
➢ Prof. Ralph Jordan	Manning School of Business
➢ Prof. Valerie Kijewski	Manning School of Business
➢ Prof. Ainat Koran	School of Health & Environment
➢ Prof. Chad Montrie	FAHSS
➢ Prof. Daniel Sullivan	College of Engineering
➢ Prof. Guanling Chen	College of Science: Computer Science

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EXPLORE PROBLEMS · CREATE SOLUTIONS · MAKE A DIFFERENCE

Step III Introduce your Solution

- Describe your solution

- What value your solution deliver?

- What differentiate your solution from other solutions?

- How will you sustain/grow your solution?

Step IV Identify Needed Resources

- What kinds of resources (e.g., physical, knowledge, human, financial) do you need to develop your solution?

- How will you use these resources?

Contact Us

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