

Plan Your “Shark Tank” Pitch

This document serves as a resource to help finalists plan for their “Shark Tank” presentations. This “Shark Tank” Pitch Planning Guide is based on the Pitch Canvas, a recognized format for conducting business pitches. This document is not required but could be a useful tool. Please also review the 2018 “Shark Tank” Event Presentation Guide.

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| <p>Simple statement of what change you and your product are making in the world</p> <p>A memorable one-sentence explanation of what impact your product will have.</p> | |
| <p>Pain (+ Gain)</p> <ul style="list-style-type: none"> • What problem are you trying to solve? • What opportunities do you provide for people to be faster, more connected, more efficient, happier, safer,..? | <p>Product</p> <ul style="list-style-type: none"> • As simple as possible: what does your product do for customers? • How does it work? • How have you tested it with customers? • Be sure not to let the product dominate the pitch. |
| <p>Product Demo</p> <ul style="list-style-type: none"> • Live demo? (always risky, but powerful if it works...) • Or screenshots? Physical product? • Can you show a real customer using it? | <p>What’s Unique</p> <ul style="list-style-type: none"> • Technology/Relationships/Partnerships • How do you help your customers get results differently from your competition or alternatives? |
| <p>User Feedback</p> <ul style="list-style-type: none"> • Who has tried the product? • What did they think? • How can the product be modified based on their feedback? | <p>Future Plans</p> <ul style="list-style-type: none"> • What are next steps? • How could you grow/modify/change product? • What could you do with additional funding? |
| <p>End statement with call to action</p> <p>Finish the pitch with a clear request from the audience to take action!</p> | |
| <p>Why You?</p> <p><i>Note: Can be presented in any part of the pitch</i></p> <ul style="list-style-type: none"> • Why do you care about solving this problem for your customers? <ul style="list-style-type: none"> • How has your life been affected by this issue (if applicable)? • Why should your audience get involved with you? | |