

## 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 2022 “Shark Tank” Event Presentation Guide.

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