

Sales Pitch – for customers / 18.10

- 10 minutes sales pitch at the mid-term exam
- For whom – know your customers/speak their language
- What is our product/service - name
- Why our service/product - Benefits/value for customer/what customer problem it solves/how the product/service will help customer
- Price
- Closing – why to buy

Sales Pitch – for investors / December

- 5 minutes sales pitch in final presentation
- Who are we
- Why our service/product (competition) and to which customer segments (customer feedback)
- Revenues/cost structure – next 4 years & How much do we need
- Short Demo
- Closing