

240 SECONDS OF GLORY

A MODEL FOR THE PERFECT PITCH AT SPACE APPS*

*A GREAT PITCH CAN BE THE DIFFERENCE BETWEEN GREATNESS AND OBSCURITY. THIS ROUGH GUIDE IS DESIGNED TO ENSURE YOUR GOOD WORK GETS THE ATTENTION IT DESERVES.



START
HERE

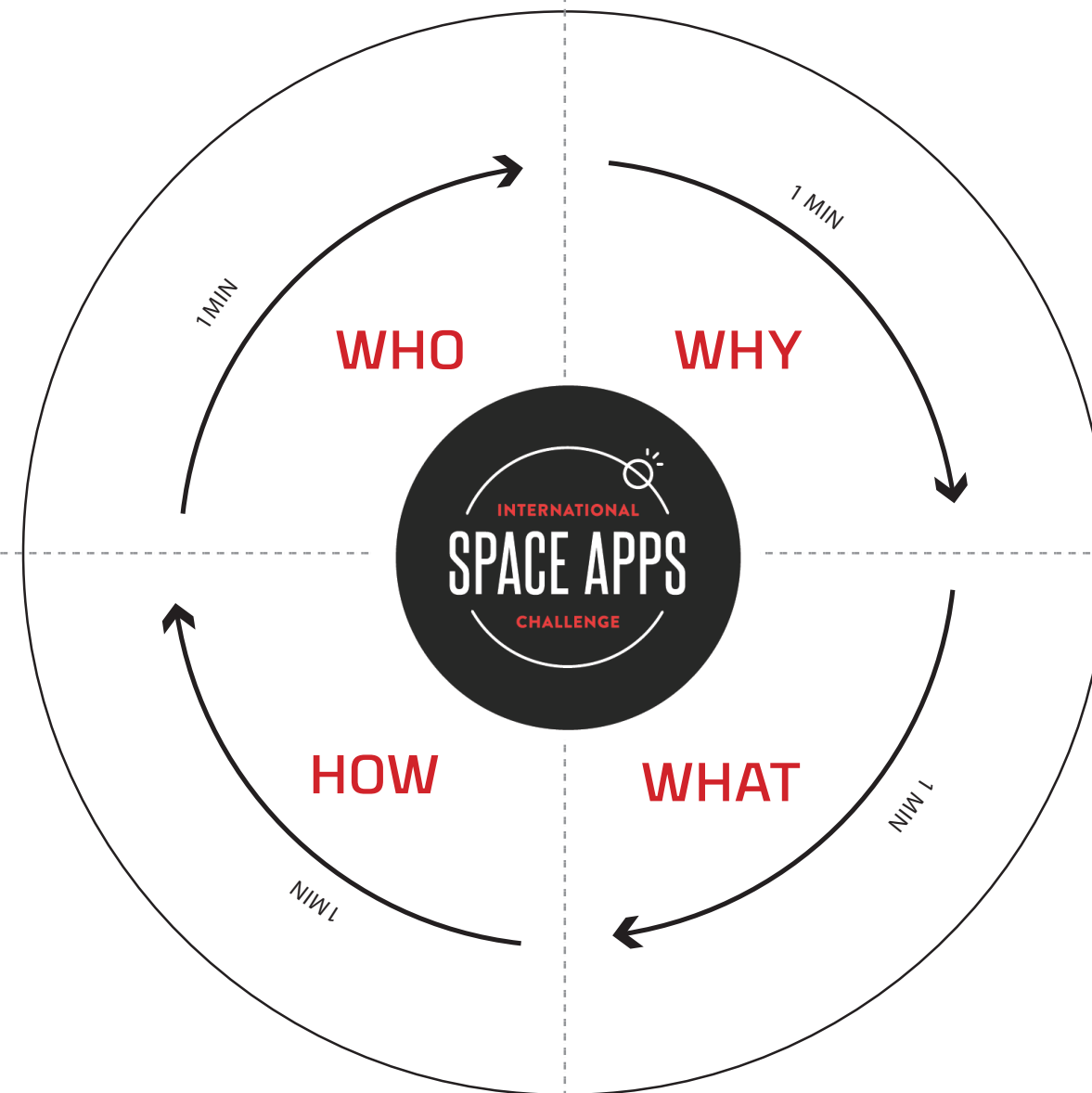
1

ATTENTION & AUTHENTICITY

SPEND THE FIRST 45 SECONDS GRABBING THE ATTENTION OF YOUR AUDIENCE.

- + WHO ARE YOU?
- + WHAT MAKES YOUR TEAM SPECIAL?
- + WIN THEM OVER WITH A STORY
- + SHOW THEM YOUR PASSION
- + THE FIRST 15 SECONDS ARE CRUCIAL TO GET THEM LEANING FORWARD

DESCRIBE THE OPPORTUNITY OR THE PROBLEM YOU ARE SOLVING



2

CREATE EMPATHY FOR THE PROBLEM...

HELP YOUR AUDIENCE UNDERSTAND THE PROBLEM YOU ARE SOLVING.

- + WHY IS IT IMPORTANT?
- + HUMANIZE IT... WHO DOES IT AFFECT?
- + WHY IS IT AN OPPORTUNITY?
(AGAIN, TRY AND FIND A SHORT STORY OR KILLER DATA POINT.)
- + IF YOU CAN'T DO THIS IN 60 SECONDS YOU'RE TAKING TOO LONG!

3

YOUR BIG IDEA: EXPLAIN YOUR INNOVATION

DETAIL YOUR CORE CONCEPT

- + HOW DOES IT WORK?
- + PROVIDE EVIDENCE AND IMAGES
- + DISCUSS APPLICATIONS
- + REVEAL A PROTOTYPE, DEMO OR SHORT VIDEO TO BRING IT TO LIFE.

4

IMPACT & YOUR NEEDS

LOOK TOWARDS THE FUTURE

- + WHAT WILL THIS IDEA CHANGE?
- + WHAT IS YOUR 'BURNING PLATFORM'
(WHAT DO YOU NEED TO TAKE YOUR INNOVATION TO THE NEXT STEP?)
- + TANTALIZE YOUR AUDIENCE WITH 'WHAT IT COULD BE ONE DAY'

SHOW A DEMO OR PROTOTYPE