

BULLS EYE PITCH

MAKE A STORY AROUND YOUR IDEA AND PITCH IN 60 SECONDS

CURRENT STATE

WHEN WE WORK ON:
(A MATTER, PROJECT OR RECURRING WORKSTREAM)

.....

WE ENCOUNTER THE FOLLOWING:
(IDENTIFIED PROBLEM)

.....

WHICH COSTS US:
(MONEY, TIME, QUALITY, REPUTATION, ETC)

.....

THE IDEA

WOULDN'T IT BE GREAT IF WE:
(DESCRIBE OPPORTUNITY)

.....

THAT POTENTIALLY COULD SOLVE:
(IDENTIFIED PROBLEM & COSTS)

.....

BUT WE NEED TO FIND OUT IF THIS WILL WORK FOR US.

THE REQUEST

CAN I SPEND:
(INVESTMENT IN TIME, MONEY & RESOURCES)

.....

TO DO RESEARCH ON:
(THE PROBLEM, A SOLUTION, WHAT COMPETITON DOES)

.....

AND COME BACK TO YOU IN:
(A NUMBER OF WEEKS)

.....

TO PRESENT MY RESULTS?