

Activity: Crafting a Compelling Pitch for Investors

Objective

To help students understand the importance of crafting a compelling pitch for investors and to give them the opportunity to practice creating one.

Scenario

You are the founders of a startup that has developed a revolutionary new software product. The product has the potential to disrupt an entire industry and change the way businesses operate. Your students are seeking \$1 million in funding to help them launch the product and scale their business.

Input

- The software product: "SmartProject" - a project management tool that uses AI to automate tasks, provide real-time analytics, and improve team collaboration.
- Target market: medium to large businesses in various industries.
- Unique value proposition: SmartProject is the only project management tool that uses AI to automate tasks, providing businesses with a more efficient and effective way to manage projects.
- Competitive landscape: there are several established project management tools on the market, but none of them use AI in the same way as SmartProject.
- Financial projections: you have projected that SmartProject will generate 8 SAR millions in revenue in the first year, with the potential to grow to 28 SAR millions in year three.

Instructions

- Craft a compelling pitch for an investor. The pitch should be no more than 5 minutes long and should cover the following key points:
 - Introduction: a brief overview of the startup and the problem it's solving.
 - Product description: a detailed explanation of SmartProject and its unique features.
 - Market opportunity: an analysis of the target market and the potential for growth.
 - Competitive landscape: an overview of the current market and how SmartProject differentiates itself.
 - Financial projections: a summary of the financial projections and the potential return on investment.
 - Ask: a clear and concise ask for the \$1 million in funding.

Assessment

The assessment will be based on the quality of the pitch, including the ability to clearly communicate their idea, address the key points, and persuasively ask for funding.

The class discussion and feedback session will also be used to assess students' understanding of the importance of crafting a compelling pitch and their ability to provide constructive feedback to their peers.