

Outline for Pitch for WSU OC CGF application

Times listed are suggested guidelines. Prepare for a 10-minute pitch with 20 minutes of discussion.

Introduction (15-20 seconds)

- Introduce yourself.
- In one sentence, tell what your technology is

The Problem (30 seconds)

- Describe the qualitative and quantitative view of the problem. A story or scenario can be helpful
- Describe any gap in the market that could provide an opening for your technology

The Solution (1-2 minutes)

- Describe your product or service in terms of societal level benefits

Traction (60-90 seconds)

- Do you have a prototype or completed solution? Describe where the technology is in its development. What still needs to be done after this funding to get to license or market?
- Discuss milestones
- Patents filed or signed contracts with partners, if any

Market Size and Customers (1 minute, 30 seconds)

- How large is the addressable market?
- How is the market structured?
- Number of customers; summary of customer feedback
- Describe any disruption in market that might provide an opening for your technology

Go to Market plan (30 seconds)

- How long?
- Who are the decision makers and influencers of your customer?

Competition (30-60 seconds)

- Orient reviewers to direct and indirect competition
- Highlight your differential advantage

Team (30-60 seconds)

Why is CGF funding necessary to advance this technology towards commercialization?