



ENTREPRENEURSHIP: CREATING THE FUTURE
Pitching your idea
Mary Howard, Design Technologies

MARIST



Mary Howard

PITCHING YOUR IDEA

What do you want?



PITCHING YOUR IDEA

What do you want?



YOG Qualifier for London 2012

PITCHING YOUR IDEA

How do you get their attention?



PITCHING YOUR IDEA

What do you say?

Storyboard of 15-Minute Presentation

Title	Problem or Opportunity	Technology and Product(s)	Customers	Market(s)	Competitors
Operations	Alliances	Management Team, Directors and Advisors	Financials	Summary	Strategic Issues

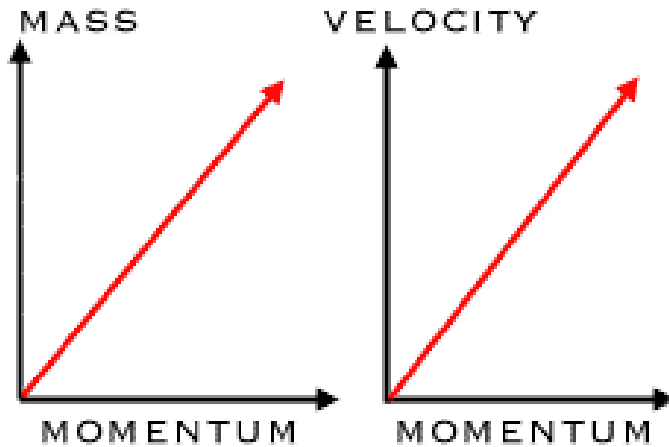
PITCHING YOUR IDEA

What if you don't connect? One strike rule (investors)



PITCHING YOUR IDEA

What if you do connect? Pitching is not closing



**MOMENTUM INCREASES
WHEN EITHER MASS OR
VELOCITY INCREASE.**



PITCHING YOUR IDEA

"You can't know where you're going unless you know where you come from." Akan





**Good Luck
to you.
Mary Howard**

