

Student Name: Thibaud Clement / Pierrick
 Idea: Balmer

PLEASE IDENTIFY TO *WHOM* YOU ARE PITCHING. YOUR AUDIENCE IS EITHER: A) PROSPECTIVE INVESTORS IN YOUR BUSINESS; B) PROSPECTIVE CUSTOMERS OR CLIENTS YOU ARE TRYING TO CONVINCE TO BUY YOUR NEW PRODUCT OR SERVICE; C) A COMPANY YOU ARE TRYING TO CONVINCE TO HIRE YOU FOR A JOB, D) A PROSPECTIVE EMPLOYEE (OR SUPPLIER) YOU ARE TRYING TO RECRUIT TO (FOR) YOUR COMPANY; E) YOUR BOARD OF DIRECTORS; F) OTHER (PLEASE IDENTIFY).

Personal Pitch— Womiz

Strength of presentation: conveys confidence, enthusiasm and professionalism	4/5
Demonstrates strong skills and background necessary to launch and operate a venture	3/5
Stimulates interest and/or ability to maintain interest	5/5
Explains opportunity succinctly and understandably	5/5
Total	17/20

Notes:

Idea Pitch—

Value proposition – problem being solved/differentiated value/negative cost for customer/innovation or 'pixie dust'/competitive advantage	5/5
Size of opportunity	5/5
Cost of customer acquisition/use of guerrilla or social marketing	4/5
Cash conversion cycle—ability to generate cash	3/5
Ability to execute	3/5
Scalability/network effects/reversing out the work to customers or suppliers/custom outputs from standard inputs	4/5
Total	24/30

Notes:

Grand Total 41/50

- too web centric
 - should be an app as well
 - don't ignore mobile users