Maritime Composites Challenge
Proposal Pitch Template

March 2019
PITCH OUTLINE – 13 SLIDES MAX; THEN USE BACKUP

1. Proposal Title Slide
2. Problem
3. Solution/Value Proposition
4. Team
5. Beneficiaries (Stakeholder Map as backup)
   • Users
6. Expected Outcomes/Value to Beneficiaries
7. Investment: Your ‘Ask’ for funding, Basic use of funds
8. Deliverables & Milestones
9. Key Resources Required (GFE)
10. Intellectual Property Assertions
11. Issues/Risks
   • Competition/Saboteurs
12. Assumptions
13. Mission Model Canvas Highlighting Discovery

TELL A STORY! BE THE PROTAGONIST!
COMMON DECK MISTAKES

Too many slides, too much information

Does not Tell the Story

“Wordy slides”: To avoid, 28 pt font or greater

Too many product details, or too many financial details

Belittling competitors, saboteurs

Unconfirmed hypotheses - no back up/data
Proposal Title

Logo, diagram, a visual
Define the real problem/need you’re solving,

**Current Solutions**

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?
Tell the story of your technology

What is the value proposition - how would users use/value your product or service

Use images/visuals/diagrams
WHY THIS TEAM????

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience
Who are the beneficiaries
Commands
Users
Personas
Stakeholder Diagram
Describe what the expected outcomes/value to beneficiaries
INVESTMENT REQUIRED/USE OF FUNDS

State how much funds are needed

Use of Proceeds:
List Deliverables

Timing/Timeline of Development
List key resources required- include Government Furnished Equipment (GFE), Government Furnished Information (GFI)
List Intellectual Property Associated Assertions
List Top 3-5 Risks – with potential mitigation
Assumptions

Spell out Investment/Cost, Schedule, Technical Assumptions relevant to your proposal
## The Mission Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Buy-in &amp; Support</th>
<th>Beneficiaries</th>
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<tbody>
<tr>
<td>Key Resources</td>
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<td>Deployment</td>
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<tr>
<th>Mission Budget/Cost</th>
<th>Mission Achievement/Impact Factors</th>
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</table>
Product roadmap, technical roadmap
Mission Model Canvas (2-3 iterations/learnings)
Value Prop Canvas – Focus on Pains/Gains
Stakeholder Map
Beneficiary Discovery List
Investment Justification