



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



BENEFICIARIES/STAKEHOLDERS

Who are the beneficiaries

Commands

Users

Personas

Stakeholder Diagram



EXPECTED OUTCOMES

Describe what the expected outcomes/
value to beneficiaries



INVESTMENT REQUIRED/USE OF FUNDS

State how much funds are needed

Use of Proceeds:



DELIVERABLES/MILESTONES

List Deliverables

Timing/Timeline of Development



KEY RESOURCES REQUIRED

List key resources required-
include Government Furnished Equipment
(GFE),
Government Furnished Information (GFI)



INTELLECTUAL PROPERTY

List Intellectual Property
Associated Assertions



RISKS

List Top 3-5 Risks – with potential mitigation



Assumptions

Spell out Investment/Cost, Schedule, Technical Assumptions relevant to your proposal



Product Name/Proposal Title

The Mission Model Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Buy-in & Support 	Beneficiaries 
	Key Resources 		Deployment 	
Mission Budget/Cost 		Mission Achievement/Impact Factors 		



BACKUP SLIDES-SUGGESTIONS TO SUBSTANTIATE YOUR PROPOSAL INPUT

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