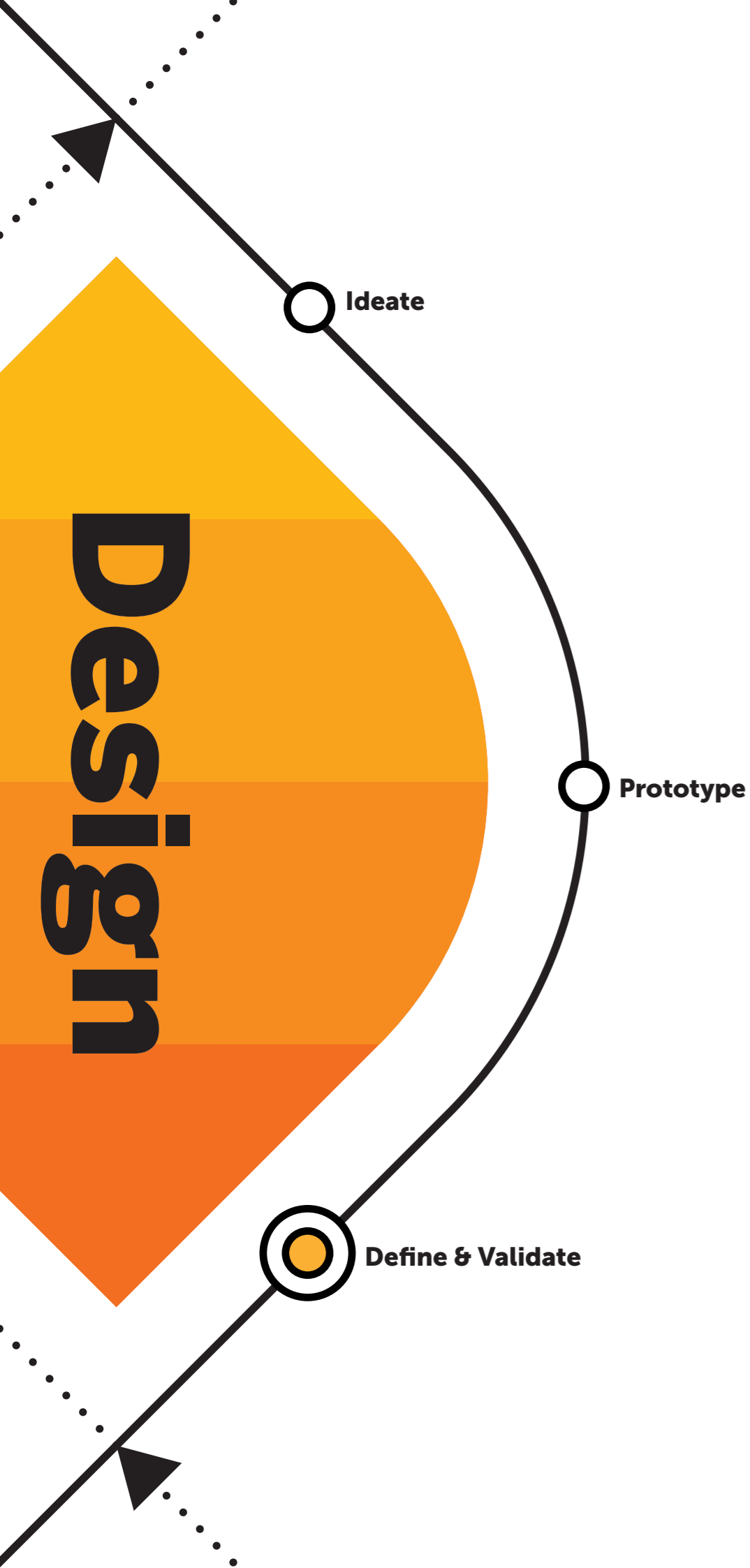




DESIGN PHASE / Joint Activity

# Create an Investor Pitch

A short description of your solution and the problem it solves that can be presented to management and key stakeholders for sign-off.



## Why to create an Investor Pitch?

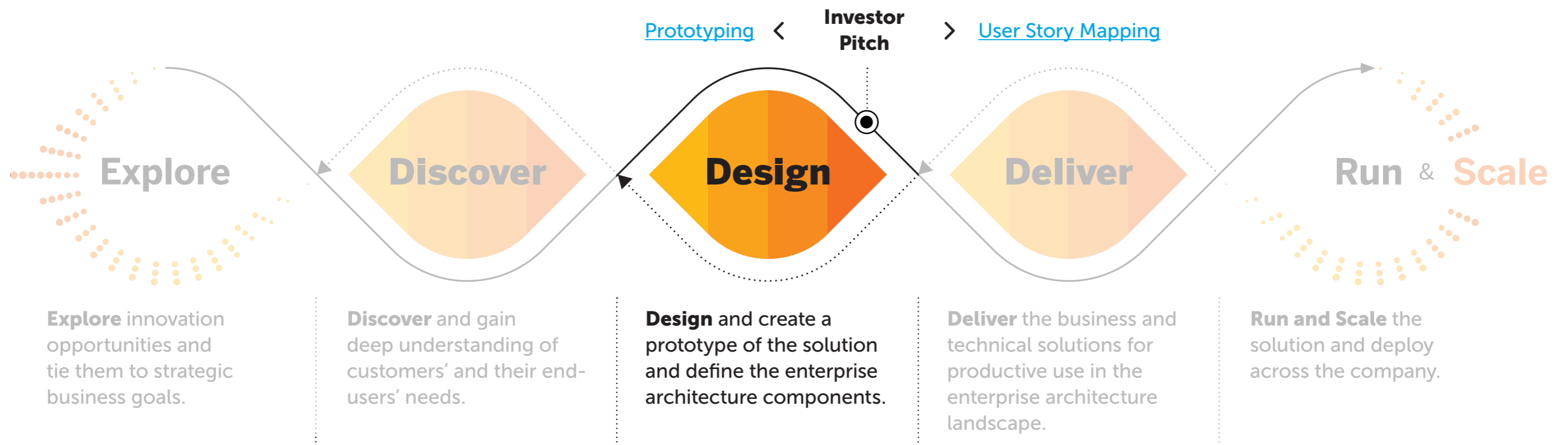
The investor pitch summarizes what the solution is about, the problem it solves, and the value it generates for the target audience.

It is a short and compelling description of the solution and its value proposition that can be presented to project sponsors to get their buy-in.

# When to create an Investor Pitch?

The Investor Pitch takes place in the Design phase of the Human-Centered Approach to Innovation, usually after a prototype of the solution has been

created. At this point, the solution has been worked out in such detail that its value becomes clear and can be presented convincingly.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to create an Investor Pitch?



Duration  
**15 - 30 minutes**



Participation  
**3 - 5 participants**



Roles  
**Designers, Design Thinking Experts, Product Owner**



Use Input from

- [Idea Napkin](#)
- [Vision Storyboard](#)
- [User Experience Journey Map](#)

## Steps

1

**Reflect** on your current solution by referencing previous artifacts such as the [Idea Napkin](#), [User Experience Journey Map](#), [Vision Storyboards](#), Screen sketches, etc.

2

To help you to prepare your pitch, **synthesize** your current solution into one sentence indicating:

- Customer for the solution
- Need
- Solution
- Market Category
- Key benefit
- Competition
- Unique differentiator

3

**Rehearse** the presentation of the pitch. You can use previously created artifacts such as prototypes to support your pitch.

## Expert Tips

If it is not possible to hold the pitch in front of the high management, ask a few colleagues outside the workshop to play the investor roles for the session.

# Example Investor Pitch

Prepare your Investor Pitch

**For** *A MID-SIZED COMPANY'S MARKETING AND SALES DEPARTMENT*



(Customer)

**Who** *NEEDS BASIC CRM FUNCTIONALITY,*



(Need)

(Solution Name) *THE CRM-INNOVATOR*

**is a** *WEB-BASED SERVICE*



(Market Category)

*PROVIDES SALES TRACKING, LEAD GENERATION, AND SALES REPRESENTATIVE SUPPORT FEATURES THAT IMPROVE*

**that** *CUSTOMER RELATIONSHIPS AT CRITICAL TOUCH POINTS*



(Key Benefit)

**unlike** *OTHER SERVICES OR PACKAGE SOFTWARE PRODUCTS,*



(Competition)

**the solution** *PROVIDES VERY CAPABLE SERVICES AT A MODERATE COST.*



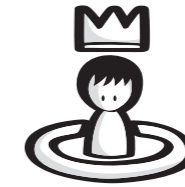
(Unique differentiator)



# Template for Print

*Prepare your Investor Pitch*

**For** .....



*(Customer)*

**who** .....



*(Need)*

*(Solution Name)* .....

**is a** .....



*(Market Category)*

**that** .....



*(Key Benefit)*

**unlike** .....

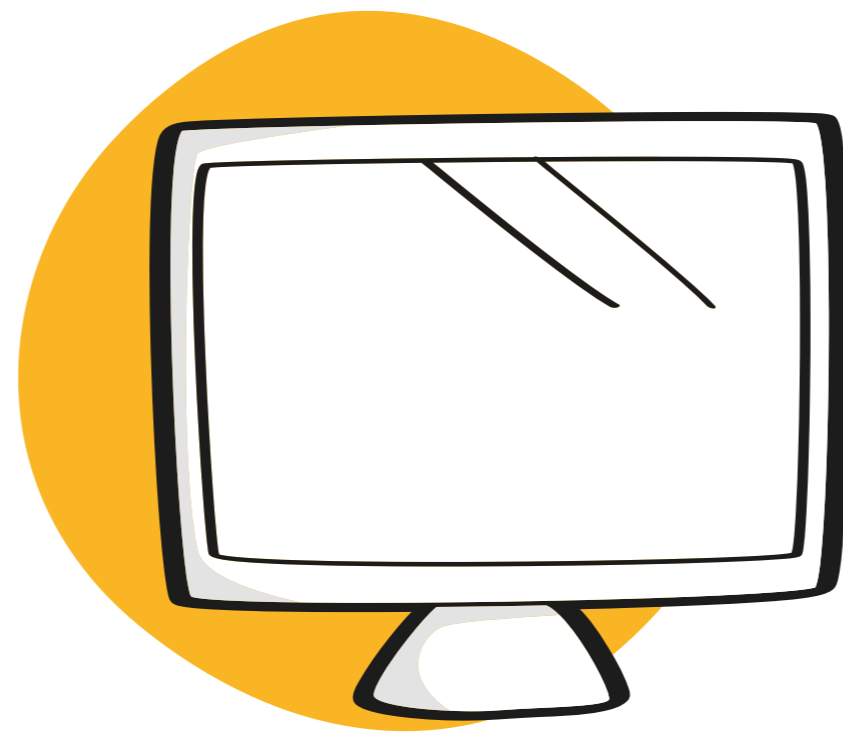


*(Competition)*

**the solution** .....



*(Unique Differentiator)*



# Virtual Collaboration Template



# MURAL Template

## Investor Pitch

Investor Pitch

Summarize the value of your solution idea in a short statement.

AppHaus

**1. Read the paragraph to complete and the examples in small grey text for guidance**

**For [customer], who [need], the [solution] is [category], that [benefits]. Unlike [competition], our product [advantage].**

a mid-sized company's marketing and sales departments	need basic CRM functionality	CRM-Innovator	a Web-based service	provides sales tracking, lead generation, and sales representative support features that improve customer relationships at critical touch points	other services or package software products	product provides very capable services at a moderate cost
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**2. Silent Braindump (10 mins.)**

Select the area you will work in and enter your name. Brainstorm silently to complete the pitch sentence. The group can decide to whether brainstorm on the whole sentence individually or split up with the group to brainstorm section(s) of the pitch.

**3. Share and decide (15 mins.)**

Share your completed investor pitch sentences here to vote for an agreement.

**Example of completed pitch**

For who the is that  
Unlike our product

**[Name Participant 01]**

For who the is that  
Unlike our product

**For who the is that Unlike our product**

Bring your ideas here

**[Name Participant 02]**

For who the is that  
Unlike our product

**[Name Participant 03]**

For who the is that  
Unlike our product

Bring your ideas here

**[Name Participant 04]**

For who the is that  
Unlike our product

**[Name Participant 05]**

For who the is that  
Unlike our product

Bring your ideas here

**[Name Participant 06]**

For who the is that  
Unlike our product

**[Name Participant 07]**

For who the is that  
Unlike our product

Bring your ideas here

**4. Define the Final Investor Pitch (5 mins.)**

Drag the final agreed pos-its to the specified area below.

**For**

final idea

**who**

final idea

**the**

final idea

Access the MURAL template: <https://app.mural.co/template/0bb9daf0-0e83-492b-b81c-a6880ee2a707/7a98dc8d-14a4-4d40-9773-62f2053493db>