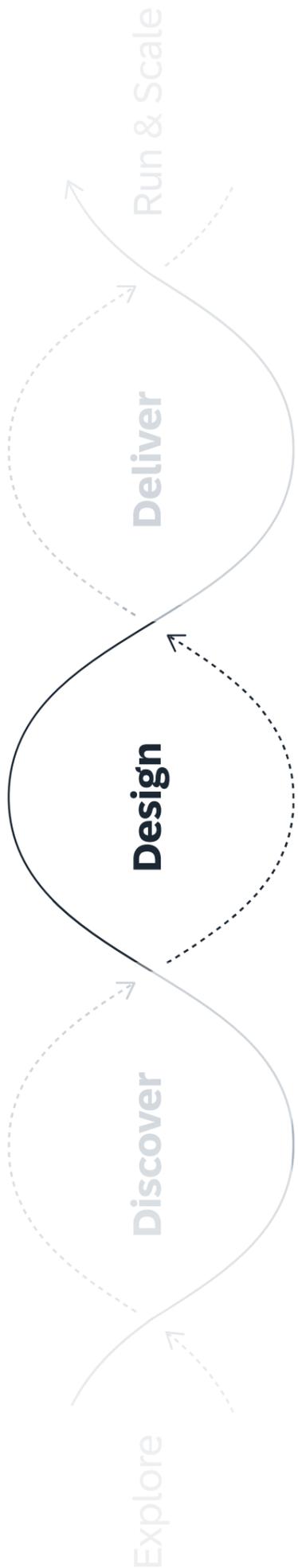# Create an Investor Pitch

Provide a brief description of your solution and the problem it addresses, to present it to management and key stakeholders for approval.

Run & Scale

Deliver

Design

Discover

Explore

Why To
Create an Investor Pitch

The investor pitch summarizes the essence of the solution, the problem it addresses, and the value it creates for the target audience.
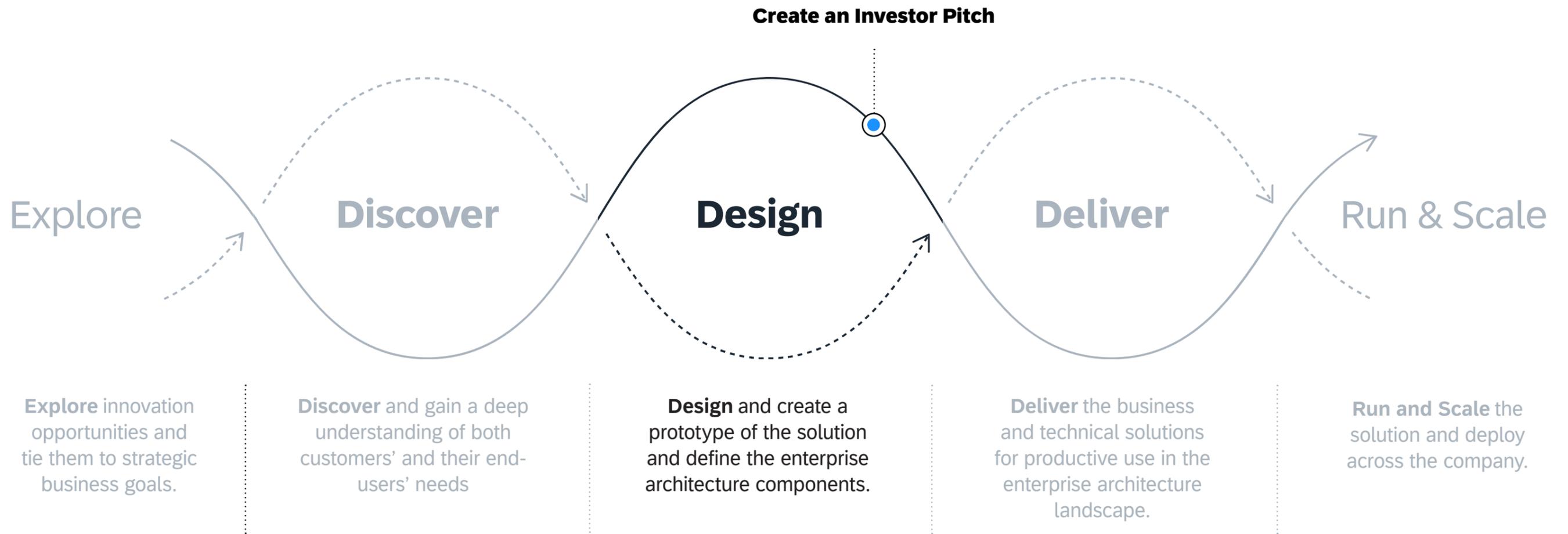
It's a concise and compelling description of the solution and its value proposition, designed to gain buy-in from project sponsors.

When To
Create an Investor Pitch

The "Investor Pitch" takes place in the Design Phase, 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.

Create an Investor Pitch

Explore | **Discover** | **Design** | **Deliver** | Run & Scale

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Create an Investor Pitch

Duration
15 - 30 Minutes

Participation
3 - 5 Participants

Roles
Designers, Design Thinking Experts, Product Owner

Use Input From
- **Create an Idea Napkin**
- **Create a Vision Storyboard**
- **Map the User Experience Journey**

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 prepare your pitch, summarize your current solution in one sentence by 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.

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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)

that PROVIDES SALES TRACKING, LEAD GENERATION, AND SALES REPRESENTATIVE SUPPORT FEATURES THAT IMPROVE CUSTOMER RELATIONSHIPS AT CRITCAL TOUCH POINTS
(Key Benefit)

unlike OTHER SERVICES OR PACKAGE SOFTWARE PRODUCTS,
(Competition)

the solution PROVIDES VERY CAPABLE SERVICES AT A MODERATE COST.
(Unique differentiator)

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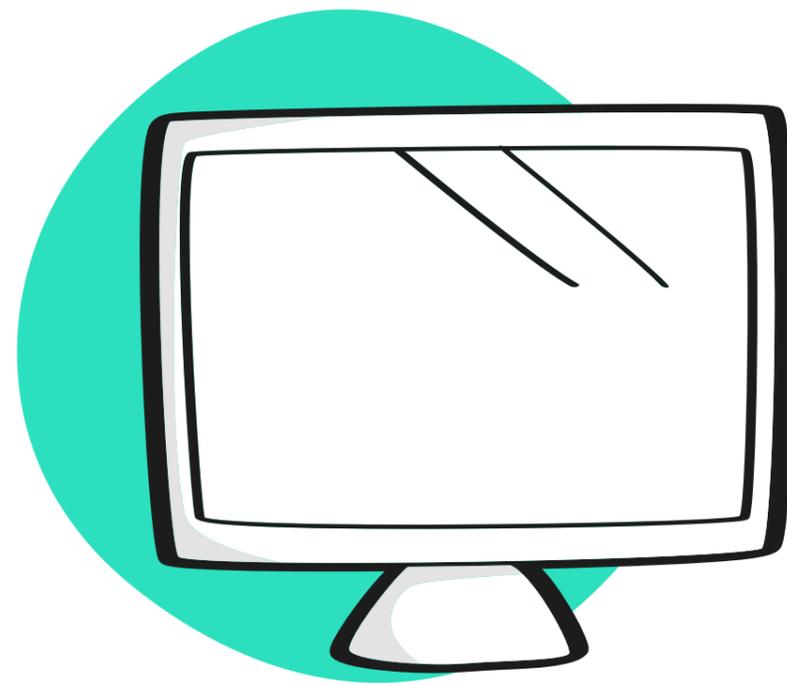
Virtual Collaboration Template

MURAL Template
Create an Investor Pitch

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

*Registration required

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