Lecture 3: Pitching your Idea
Tuesday, July 3, 2012
University of Lagos
Today’s Agenda

- Tell us about your favourite Entrepreneur
- Team Idea, pitch and critique
- The Elevator Pitch
- Pitching Contest
Elevator Pitch

- You – Your name, your company name, your background (to establish credibility)
- Your product – Name, What it does, what problem it solves and why it is useful (to establish competitive advantage)
- Your market – estimated market potential, customer segments and channels
- Your ask – Price, Investment, Sign up etc.
Team Exercise #1

Pick your product
- Ipad
- Blackberry Torch
- Simple Weather App
- Your teams app/products
Questions and Feedback
Additional Resources

- YouTube: MIT 100k Competition, MIT Bold Sell Competition
Announcements

- Team Ideas must be defined by end of the week, start thinking of company name and logo
- Team link on AITI website, you’ll be assigned a team if you haven’t formed one
- Next Class: Business Plans
- Class registration
- Wait to take a picture, if you don’t have one
- Check your emails and aiti website regularly
- Post lab assignments to aitinigeria2012@gmail.com