

Instructions

Your pitch is 25 minutes:

- 15 min for presentation
- 10 min for Q&A with judges

Slides marked with “mandatory” must be included in your pitch

All additional slides have been provided to help pitch your idea, and can be used at your team’s discretion in the presentation, or in the appendix

If you have a prototype demonstration, it must happen during your 15 min presentation so be sure you leave appropriate time

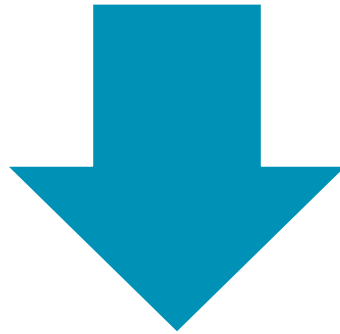
Pitch Best Practices

Compelling decks are **concise** and **tell a story**:

- **Compelling**: every slide and every point is impactful (leave the details to the appendix)
- **Concise**: enough information to capture your audience's attention but not too much to overwhelm them
- **Tell a Story**: Each slide leads to the next in a logical flow

Adhere to the 10/15/20 rule: **10 slides (max) / 15 mins / 20 point font**

REQUIRED



<*team name*>

Innovation Day Pitch Deck

Team & Skills

Who's on your team and what is their expertise?

Observation

Where and how did you first become aware of the problem?

(Think of it as your “aha” moment)

Problem & User

A statement that covers the following:

- *What is the problem?*
- *Who (user/customer) has the problem?*

Worksheet Reference

SPRINT 1 PROBLEM DEFINITION

- 5 Why's
- Problem Statement
- User Persona



Problem & User

Price is an important concern for **customers** booking travel online.

Hotels leave **travellers** disconnected from the city and its culture.

No easy way exists to book a room with a local or become a **host**.

DELETE ME!

Solution

A statement that will answer the following:

- *What is the proposed solution?*
- *How does it solve the customer/user's problems?*

Worksheet Reference

SPRINT 1 USER DEFINITION & BUSINESS DEFINITION

- Products, Services & Features
- Gains, Pains, and Jobs to be Done
- Vitamins, and Painkillers

Solution



A web platform where users can rent their space to host travelers.

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Value Propositions

Answers the following:

- *What is the value to the user?*
- *What is the value to the airline?*
- *What is the value to Boeing?*

Worksheet Reference

SPRINT 1 USER DEFINITION & BUSINESS DEFINITION

- Gains, Pains, and Jobs to be Done
- Vitamins, and Painkillers
- Value Proposition

Value Propositions



**SAVE
MONEY**

when travelling

**MAKE
MONEY**

when hosting

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Differentiator

This slide answers the following:

- *How is the proposed solution unique/better compared with existing solutions?*

Worksheet Reference

SPRINT 1 USER DEFINITION & BUSINESS DEFINITION

- User Persona
- Gains, Pains, and Jobs to be Done
- Vitamins, and Painkillers
- Value Proposition

Differentiator



**SHARE
CULTURE**

local connection to the city

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Prototype & Demo

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Prototype & Demo

...

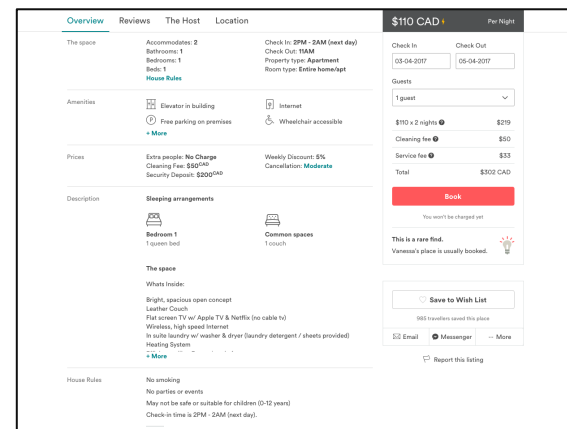
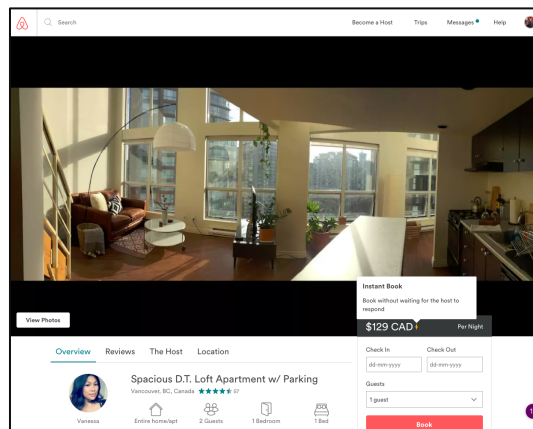
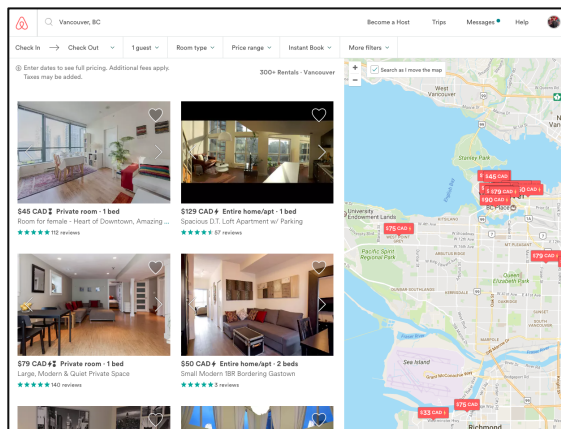
Prototype & Demo



SEARCH BY CITY

REVIEW LISTING

BOOK IT



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Validation

- *Were you able to test your prototype/idea with its intended customer or user?*
- *What did they say?*
- *Demonstrate how your idea has already gotten the thumbs up!*

Validation



630,000

Users on temporary housing site
couchsurfing.com

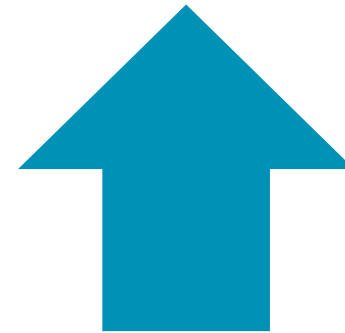
17,000

Temporary housing listings on SF & NYC
Craigslist 07/09 - 07/16

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REQUIRED



APPENDIX

(OPTIONAL)



Roadmap

Would answer the specifics of everything that would need to happen to bring your idea to life across a timeline, defining functionality, assumptions and required resources.

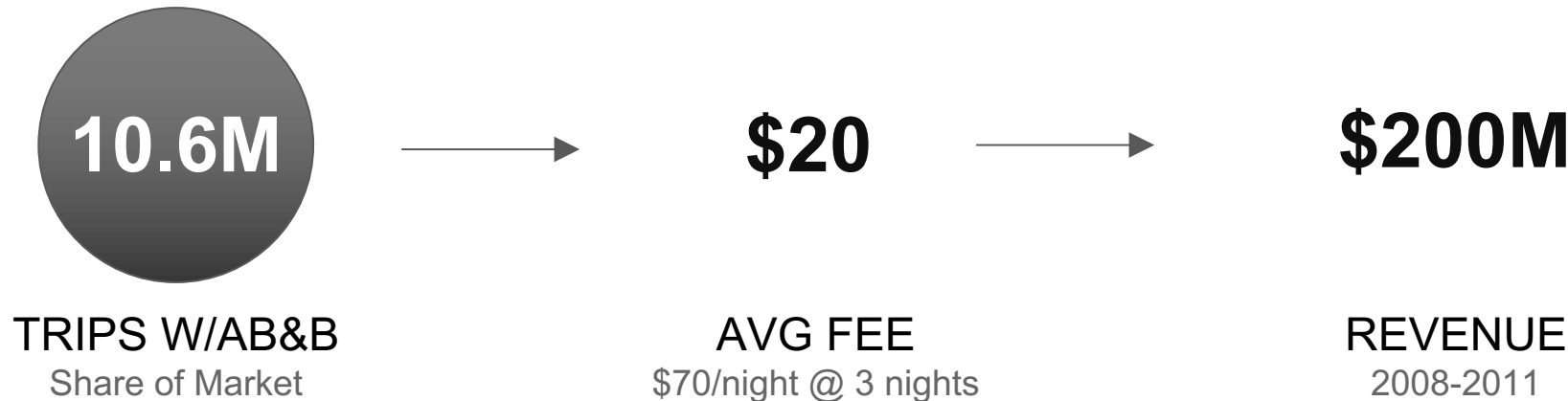
Revenue & Business Model

Would highlight key points & learnings from the business model canvas and how your idea would ultimately improve Boeing's bottom line.

Revenue & Business Model



We take a 10% commission on each transaction.



DELETE ME!

Customer Segments + Users

Defines who the customer is (e.g. Airline) vs. user (e.g. mechanic) and how the product would satisfy the jobs they would hire the product for.

Ecosystem

Looks at where the idea fits into Boeing's broader ecosystem, and what it relies on existing channels for (e.g. data generation) and how it could support others (e.g. Goldcare)

Risks, Dependencies + Assumptions

Looks at possible risks inherent with progressing with the idea, highlighting dependencies and assumptions.