

# iDEA Pitch

An exciting and meaningful 30-90 second pitch of your idea that leaves people wanting more.

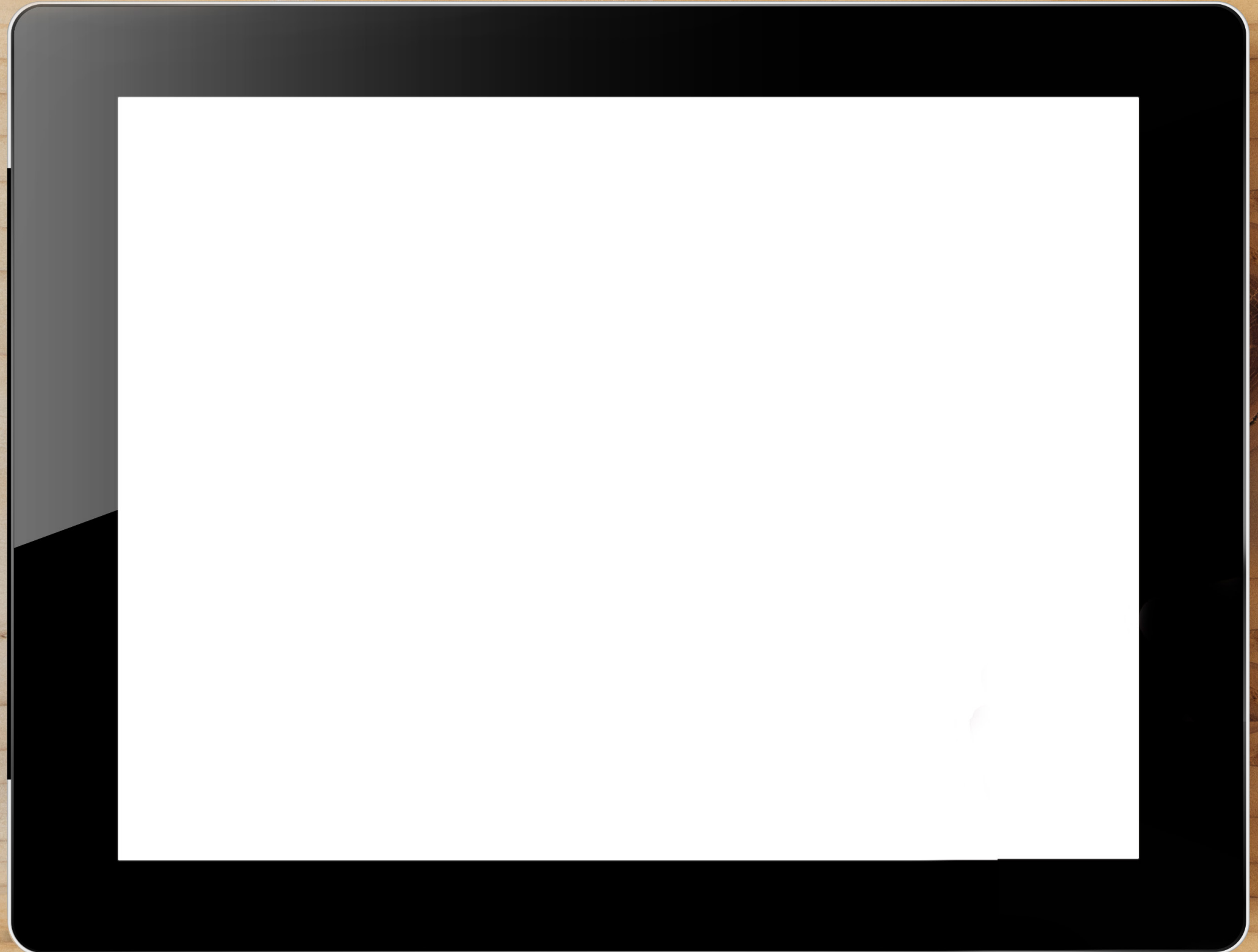
1. Address the problem/need  
(use stats)

2. Make them care by selling  
the solution - what are the  
benefits?

3. Who is the customer and  
what are their needs/desires?

4. Who are the alternatives?  
Shows you're aware of the  
competition

5. Leave them wanting more  
- why the customer needs  
your idea?



learn more about this resource - [ideastarter.co.nz](http://ideastarter.co.nz)