



# DESIGN VENTURA 2023–24

Bringing the business of design  
to life with Deutsche Bank

[ventura.designmuseum.org](https://ventura.designmuseum.org) | [@DesignVentura](https://twitter.com/DesignVentura) | [#DesignVentura](https://hashtage.com/DesignVentura)

## 3 Minute Pitch Planner

### Pitching Your Idea

Your pitch should last for around 3 minutes, so only include essential information. The people listening to your pitch can ask questions at the end if they want more information. Use these tips and the planner below to develop a pitch for your team:

### Top Tips for Pitching

Tips shared by industry experts to support Design Ventura teams to prepare their pitch.

#### Pitching top tip 1:

Everyone in your team should be involved in making the pitch. It is a good idea to use the talents of every team member, so think about how you can all contribute to the final presentation.

#### Pitching top tip 2:

Think about ways you can make your pitch stand out from the others – is there something you can give your judges to help them understand your ideas or help them to remember you?

#### Pitching top tip 3:

Have you watched Dragon's Den on TV? Try and find some clips of the programme online to see how other entrepreneurs have presented their ideas to potential investors.

#### Pitching top tip 4:

Keep it simple: don't try anything too complicated in case it goes wrong or takes up too much time on the day. **You will only have three minutes** to present your Ventura pitch.

#### Pitching top tip 5:

Practice makes perfect: try your pitch out on people who do not know much about your idea to get feedback. Test it out to make sure everything goes smoothly and do not forget to time yourselves to see how long it takes to present!

#### Pitching top tip 6:

Use the brief as a question, have you given answers to each part of it e.g. sustainability, budget etc.

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## Checklist

### Who are you?

Do you have a company name?  
Who is in your team? What are their roles?

### What is your idea?

Explain what you have designed and why. How does it meet the brief?  
Does your product have a unique selling point? What's special about your idea?

### Who is your product for?

Talk about your target market and explain why they will want to buy your product.

- addressed one of the specified target groups
- produced an original idea that 'improves everyday life'
- created an idea appropriate for the Design Museum Shop
- produced a product that looks nice (aesthetically pleasing)
- created a product that works well and meets a need
- conducted research to support your idea
- tested your idea with your target audience

### Marketing?

How will you tell your target market about your product? Describe any social media, events, posters or websites that you could use to reach potential customers before and during their visit to the Design Museum Shop.

- identified a USP (unique selling point) for your product
- created a name for your product
- persuasive marketing ideas that will attract the target audience

### Manufacturing?

In simple terms, explain the key aspects of making and packaging your product.

- identified materials for production
- identified manufacturing processes for the batch production

### Sustainability and ethics?

Outline decisions you have made to ensure your product is environmentally friendly and fair to people

- considered the ethical and environmental implications
- included steps to minimise the negative environmental impact

### Costs?

Outline your financial plan – talk about the unit cost of making your product, and the retail price you would sell your product for. It will help if you can explain how you decided on these costs, and how many products you expect to make in total.

- produced sensible and evidenced costing for your product
- shown how you will make a profit from the sale of your product

**End your pitch with something that will make your audience remember you!**

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