

The Big Pain of The Problem You Want to Solve - A Grow Your Pitch Activity

[Students: click on File, then Make a Copy, and rename it. I suggest you just add your last name to the front of the existing filename. Then edit in your own version of the document. Go back to the course webpage and use the google form link posted next to this activity to submit your work.

1. List as many problems or unmet needs related to the big pain you want to solve as you can in the space below. Doodles, sketches, thought clouds, stick dudes, sure; but identify a bunch of problems and unmet needs that occur in your constituent's situation.
2. Think about one of those problems from above (or a group of them) and identify a plausible solution for it. It doesn't have to be perfect. The technology might not exist yet, but could by isolating a specific process. Write your solution here.
3. What are people currently using to solve the problem? (make a list). Are there any aspects about the solution they are currently using that cause additional problems?

Write out a pitch draft here. Here's an example template for game day problems: "Every game day (types of people) want to do (the thing) and have trouble because of (the big pain in the situation they encounter)." (what kind of losses or suffering occur as a result?) "That's why I've created (your brilliant solution)." NOW STATE ITS MAIN BENEFITS. Describe the features that deliver the benefits. NOW DIFFERENTIATE IT FROM WHAT THEY ARE CURRENTLY USING. "Unlike A, which causes B, my solution delivers C (effortlessly, without a mess, etc.). **State why you should be the person to pursue this opportunity.**

Use AI to help you construct your written pitch (i.e., don't rely on it to write the whole thing, AI is your assistant not you)

Tell Google AI or ChatGPT you want it to help you write an entrepreneurial pitch. Copy and paste these prompts, along with the text you wrote above, into the dialog box for Bard and hit enter.

I want you to help me write an entrepreneurial pitch. The entrepreneurial pitch consists of five main sections, in order: describing a big pain, introducing a brilliant solution to the big pain, stating how your solution is different from what your target market is currently using to solve the big pain, state why I am the person to pursue this opportunity, closing with an appropriate call to action.

Before you write the entrepreneurial pitch for me, I want you to consider some factors about the people I'm trying to help and what their big problem is, (insert your text from #1).

Now I want to describe my solution for the problem: (insert your text from #2). Feel free to embellish or add to my description of the solution.

Now I want you to state how my solution is different from what my target group is currently using (insert your text from #3 above).

Now I want you to take some facts about me to demonstrate why I should be the person to pursue this opportunity: (include here some information about your skills, insights, knowledge, experiences, etc that would qualify you to be the person to pursue this opportunity)

Now I want you to write an appropriate call to action. I am seeking investment money from an angel investor to finance my venture.”

Look at the written pitch that Bard has generated for you. Ask it to add more details or embellish in sections that you think need more. Think of using AI as an iterative process in which you focus on a piece and make it better.