



Technovation iridescent
CANADA

Unit 7 – Marketing Plan and Pitching

Review

- ➔ Mid-point check in!
- ➔ Share with the group your progress
- ➔ What are you most proud of?
- ➔ What are you looking forward to?



Learning Objectives

- ➔ What a marketing plan is used for
- ➔ The parts of a marketing plan
- ➔ How to develop a marketing plan



What is a Marketing Plan?

A document that describes a company's marketing, brand, and advertising efforts

- ➔ Goals - what you aim to achieve
- ➔ Strategy - how you plan to achieve your goals
- ➔ Assessment - how to determine whether or not you have achieved your goals

Setting Goals

- ➔ What are the things you need to do to support your business plan?
- ➔ Use your market research to help determine your goals
 - What type of market are you entering?
 - What are your competitors doing?
 - How do you reach your customers?
- ➔ Measurable!

Sample Goals

- ➔ Increase number of new downloads
- ➔ Increase customer awareness of products
- ➔ Increase [open and/or click rates](#) on emails or online campaigns
- ➔ Increase number of likes on social media
- ➔ Enhance image, name recognition, reputation
- ➔ Increase revenue, number of customers or members

Setting Your Own Goals (5 Min)

- ➔ “What would make my app appear distinctive?”
- ➔ Brainstorm goals with your team
- ➔ Pick top 2-3 goals to work on



Create your goals page 35
In your *workbook*

Marketing Strategy

- ➔ **Marketing strategy** is a roadmap of how you will get to your goals
- ➔ Core components of your marketing strategy are the 4P's



Product & Price

- ➔ Product – the app that you are making!
- ➔ Price – the price that you plan to sell it at
 - Consult your revenue model
 - Price can be a competitive differentiator
 - High price can be used to differentiate on quality
 - Low price can be used to differentiate on value

Promotion



- ➔ Promotions are the ways you reach your customers
- ➔ Different promotions work for different types of customers
- ➔ Consider the cost of promotions – refer to your business plan!

Types of Promotion

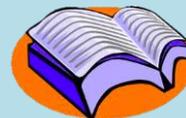
- ➔ **Discounts**- Coupons, freebies, or discounts
 - Entice customers to use your product
 - Reward customers who recommend your product
- ➔ **Media advertising** - [radio](#), [online](#), print, or television
- ➔ **Paid Social media** - [Facebook](#), [Twitter](#) paid ads, promoted posts
- ➔ **[Google Adwords](#)** - pay for your product to show up when users search, watch videos, view websites

Types of Promotion

- ➔ **Free Social media** - Setup accounts on [Facebook](#), [Instagram](#), [Twitter](#), [Snapchat](#), or [YouTube](#)
- ➔ **[Viral media](#)** – Create catchy videos or photos that gain name and brand recognition through social media
- ➔ **Networking** - Using your local connections to promote your app. Find an influencer to promote your app

Place

- ➔ Where your customers will access your product.
 - Since it's a mobile app, you are generally restricted to the Google Play or Apple store
- ➔ Make it look distinctive: strong description, using keywords your customer will relate to, and helpful screenshots
- ➔ Use your branding guidelines to make your app description consistent
- ➔ Strategy could include an online website to support your app

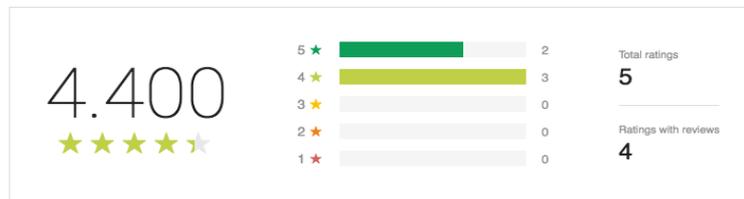


Create your strategy page
35-37 in your *workbook*

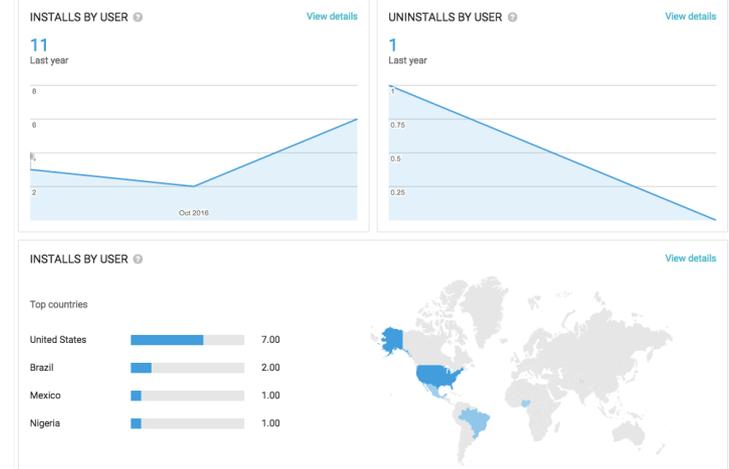
Measurement

- ➔ Think of ways to track your goals
 - The numbers you are tracking are your metrics
- ➔ Google Play and the Apple Store provide metrics
 - Installs, Ratings

RATINGS



DASHBOARD



Review

- ➔ Set your marketing goals
- ➔ Created strategies to achieve your goals
- ➔ Found a way to track and assess your progress

- ➔ Senior division: This will become part of your business plan!
- ➔ Both divisions: Part of your pitch

Pitching



Creating a Pitch Story & Video

- ➔ A **pitch** is how you try to persuade someone to buy or accept something.
 - All teams submit a pitch video.
 - You will also prepare a live pitch for the Ottawa competition May 7
- ➔ Your pitch tells the story of how your app started as an idea and became a business.

Elements of a pitch

- ➔ **Problem:** Identify the problem and who has it
- ➔ **Solution:** Describe your solution, alignment to UN theme
- ➔ **Target market:** Who your customers are, how big the market is
- ➔ **Competition:** Why yours is the best solution
 - Why you are better than your competitors
 - If there are no competitors, compelling reason for your customers to adopt it
- ➔ **Team:** Who you are, what role each of you have
- ➔ **Financial & Milestones:** How you plan to make revenue. What your revenue opportunity is. If you are a non-profit, why you chose it and how you would get funding

How do you make a great pitch?

- Start with a hook to grab people's attention
- Tell the story of your app
 - *Who, What, Where, When, Why, How*
- Sell your company to whomever is listening.
 - How would you persuade a customer to purchase your app?
 - How would you finish the sentence "It's worth investing with us because...".
 - Connect potential customers/investors with an idea and not just the app



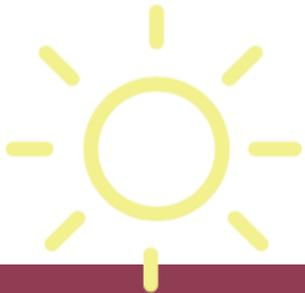
Tell a real customer story



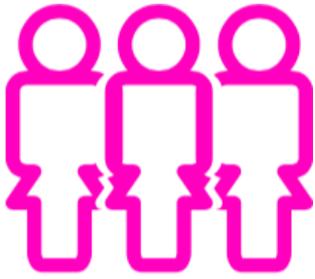
Pare it down to the essentials



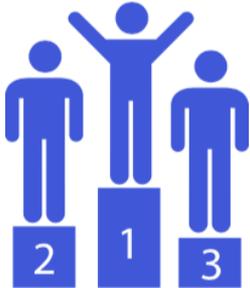
Outline your business model



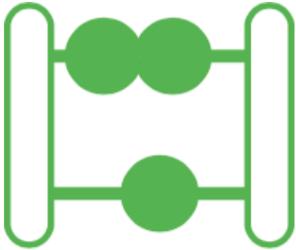
Make sure its clear



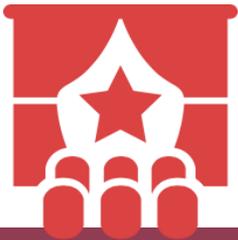
Talk about your team



Address competition head-on



**Give the numbers that are behind
your numbers**



Engage your audience

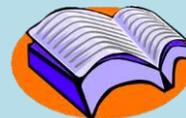
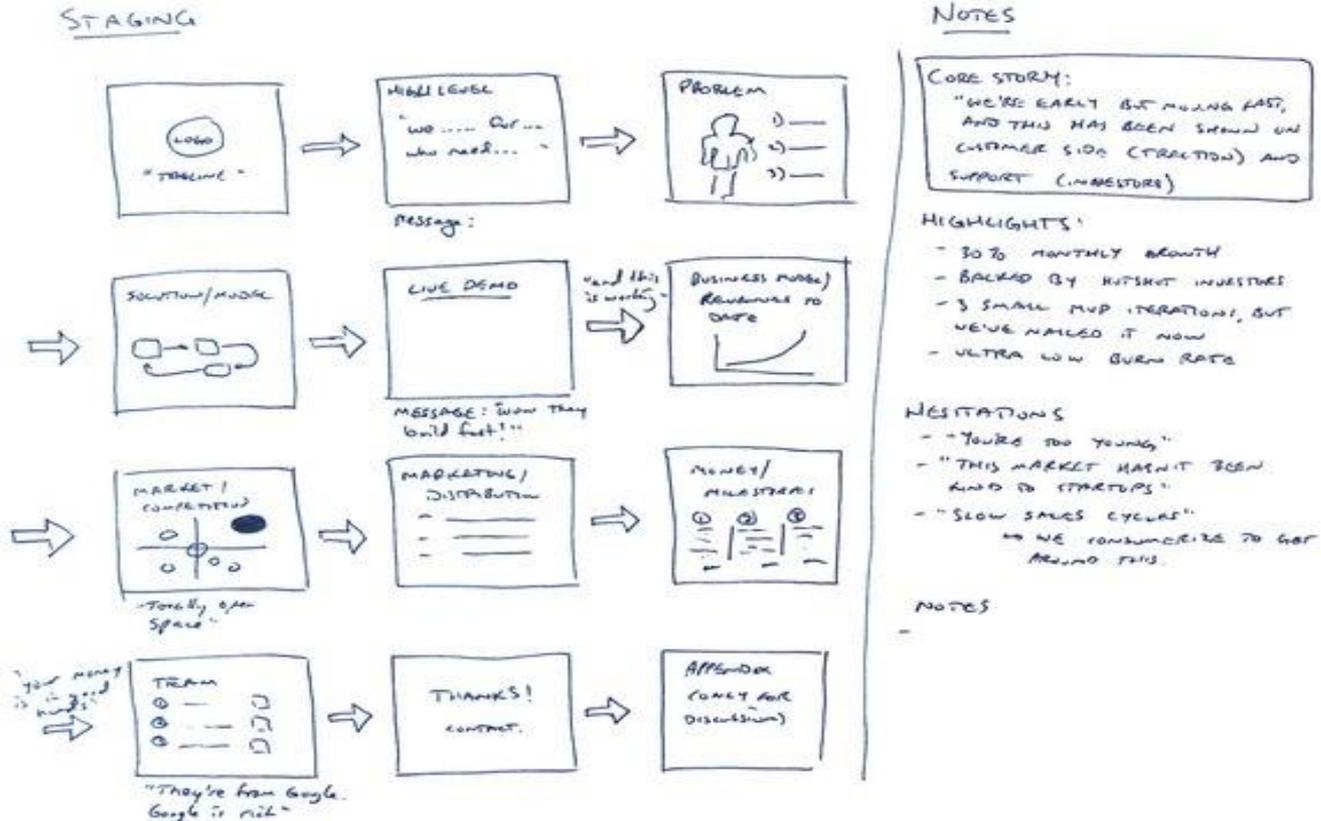
Previous Finalists

- ➔ [California Coders - Loc8 Don8](#) (2016)
 - Clearly defined problem and solution
- ➔ [Dharvi - Girls for Change](#) (2015)
 - Compelling story & illustration of problem
- ➔ [Team Ștefănești - Apă Pură](#) (2014)
 - Great introduction to the problem and good use of graphics, smart use of subtitles
- ➔ [Nightingale - Arrive](#) (2013)
 - Good use of narration and explanation of how the app works
- ➔ [FieldTripper - FieldTripper](#) (2014)
 - Clear arguments for the app, good use of interviews
- ➔ [Team Charis - Discardious](#) (2015)
 - Nice graphics and images, good enunciation, passionate, and speaks to the camera
- ➔ [Northgate STEM - Unwind](#) (2014)
 - Well organized and gives very compelling argument that is easy to understand

Reflection

- ➔ What makes their pitch stand out?
- ➔ Do they use visuals? Are they well used?
- ➔ Is their message strong? Is it clear?
- ➔ Does the team seem knowledgeable? Have they done their homework?
- ➔ Do they clearly explain why their app solves their problem?
- ➔ Does the team portray confidence? How?
- ➔ Does the video make you believe their business will succeed?
- ➔ Was their video easy to understand and clearly organized? Why?

Activity: Storyboard



Pitch Video Requirements



- Up to 4 Minutes long with all team members speaking
- The video can be any format the team wants: skit, slides, testimonials from users
- The video must be uploaded to youtube or vimeo, and the link must be shared through the Technovation submission platform

Writing a script

- ➔ **Hook** – A strong opening that is attention grabbing => makes viewers pay attention.
- ➔ **Problem & Solution** – Cover the elements with supporting evidence
- ➔ **Call to Action** – Close strong – Excite them with what's next or ask the viewer to do something -- invest in your business or join your team!

Tips for a great pitch video

- Make sure everyone is loud and clear.
- Have a strong opening.
- Speak clearly and confidently.
- Use open body language, large gestures
- *Show* us the problem (and your solution). Don't just tell.
- Make eye contact with the camera.
- Use a script. Try to pause without “ums”.
- Please don't chew gum or candy when speaking.
- Dress for success.
- **SMILE!** Be proud of your work.

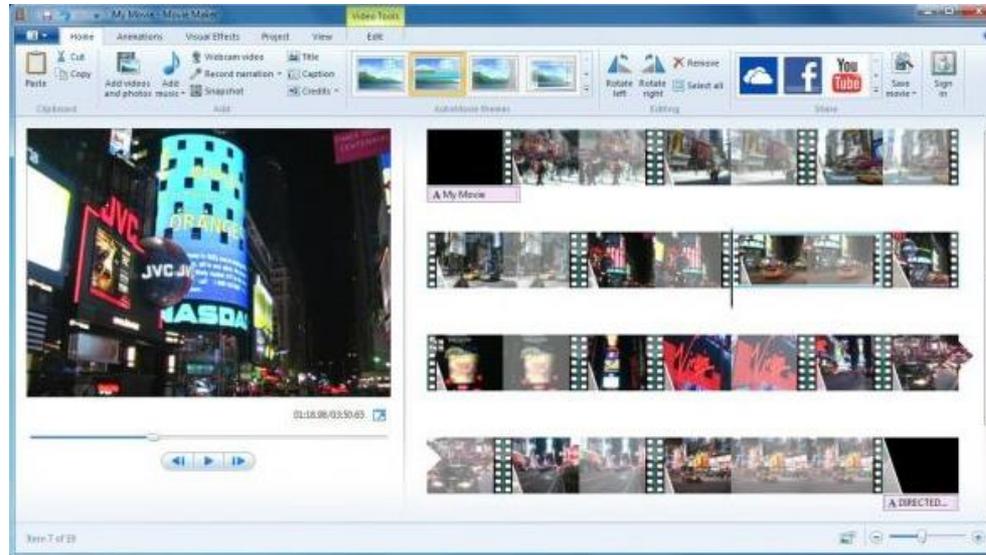
Filming

- ➔ Sound quality
 - Choose a quiet location. Test your sound quality.
- ➔ Lighting
 - Use plenty of light so the subject is well lit.
- ➔ Background
 - Make sure it does not distract from your subject
- ➔ Think about adding visuals or voice over to your video

Editing

- ➔ Leave time for video editing!
- ➔ You'll want to revisit and revise until you are satisfied with the final product.
- ➔ If you make the semi-finals the pitch video is one of the most important messages that your judges will take from your project.

Editing software



Windows Movie Maker
VSDC Free Video Editor
iMovie

Next Steps

- ➔ Keep working on your app
- ➔ Build your marketing plan
- ➔ Plan your pitch

