



**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

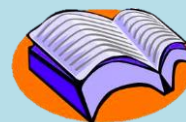
- ➔ What are the things you need to do to support your business plan?
- ➔ Use your market research to help determine your goals
  - What type of market are you entering?
  - What are your competitors doing?
  - How do you reach your customers?
- ➔ Measurable!

# Sample Goals

- ➔ Increase number of new downloads
- ➔ Increase customer awareness of products
- ➔ Increase open 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  
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 indicate quality
  - Low price can indicate value

# Promotion



- ➔ The ways you reach your customers
- ➔ Age, demographic will affect how you reach your customer
- ➔ Consider the cost

# Types of Promotion

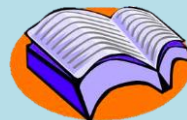
- ➔ **Discounts**- Coupons, freebies, or discounts
  - Entice customers to use your product
  - Reward customers who recommend your product
- ➔ **Media advertising** - [radio](#), [online](#), print, or television
- ➔ **Paid Social media** - [Facebook](#), [Twitter](#) paid ads, promoted posts
- ➔ **[Google 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.
  - Google Play or App Store
- ➔ Distinctive, strong description, using keywords your customer will relate to, and helpful screenshots
- ➔ Description should match your branding
- ➔ Facebook page, Website to promote your app

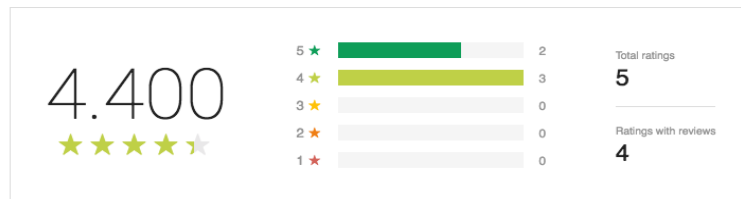


Create your strategy  
in your *workbook*

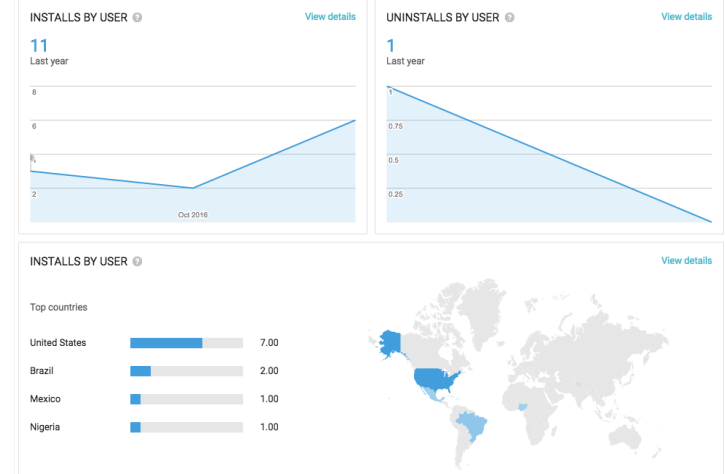
# Measurement

- ➔ Think of ways to track your goals
  - The numbers you are tracking are your metrics
  - Installs, Ratings
  - Likes, Mentions

## RATINGS



## DASHBOARD



# Review

- ➔ Set your marketing goals
- ➔ Created strategies to achieve your goals
- ➔ Found a way to track and assess your progress
- ➔ Will be part of your pitch
- ➔ Senior division: This will become part of your business plan!

# 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 12
- ➔ 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
- ➔ **Target market:** Who your customers are, how big the market is
- ➔ **Competition:** Why yours is the best solution
- ➔ **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
  - Why you chose this app, why would customers use it
- ➔ Sell the story of your company
  - It is worth investing in us because ...



**Tell a real customer story**



**Pare it down to the essentials**



**Outline your business model**



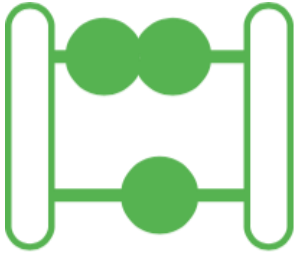
**Make sure its clear**



**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

# Watch at home and reflect

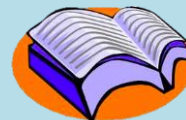
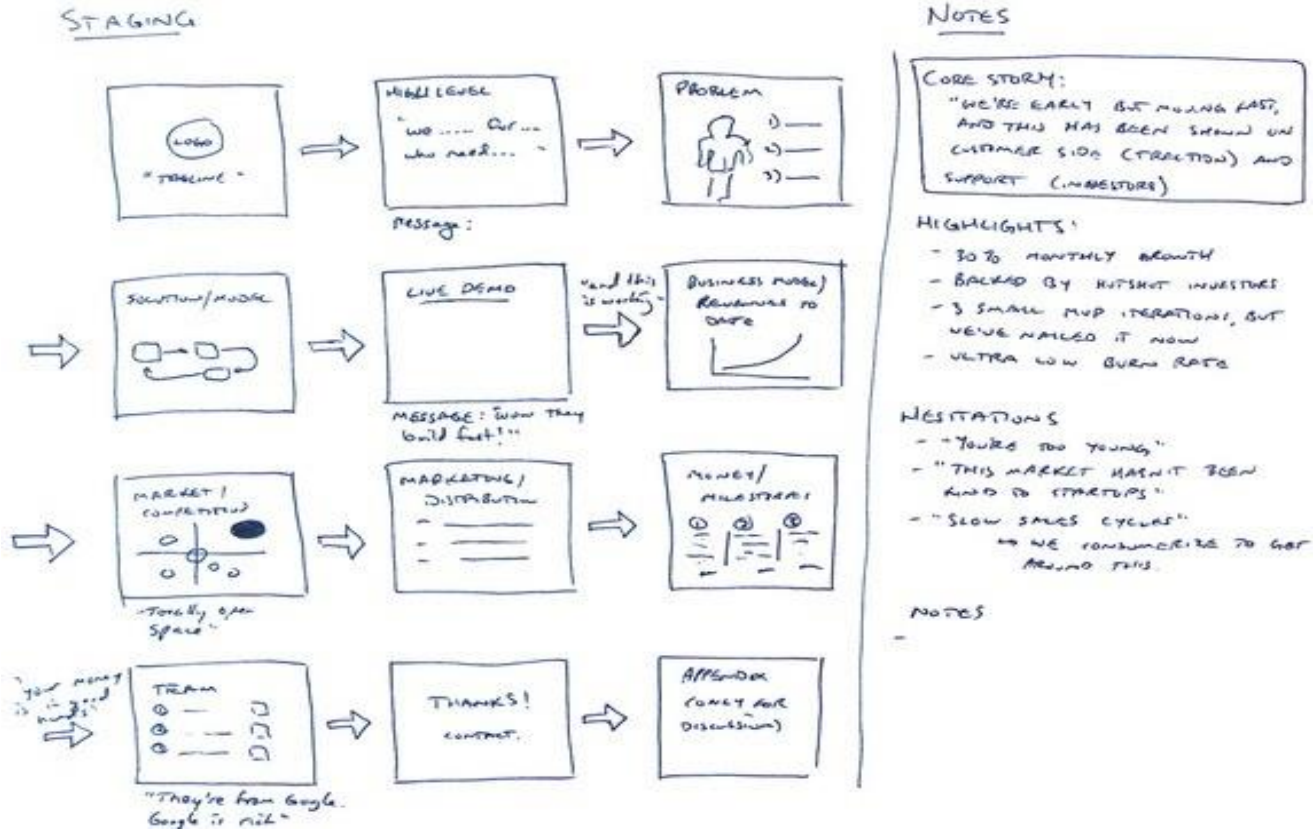
- ➔ What makes their pitch stand out?
- ➔ Is their message strong? Is it clear?
- ➔ Does the team seem knowledgeable? Have they done their homework?
- ➔ Do they clearly explain why their app solves their problem?
- ➔ Does the team portray confidence? How?
- ➔ Does the video make you believe their business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

# 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!



# Activity: Storyboard



Storyboard  
in your *workbook*

# 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

# 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.
- 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.

# Next Steps

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

