Welcome to ADD Basics!

We’ll start at 15:15

Mark your attendance here

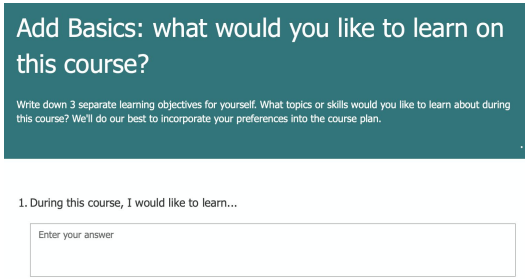
Aalto-yliopisto
Aalto-universitetet
Aalto University

Today’s agenda

15:15 Possibilities of 3D printing:
Jouni Partanen

Break

17:15 Final assignment brief:
Meri Kuikka



What is possible with additive manufacturing

Learn more about the process of additive manufacturing, and it’s opportunities.

How to pitch the final product.

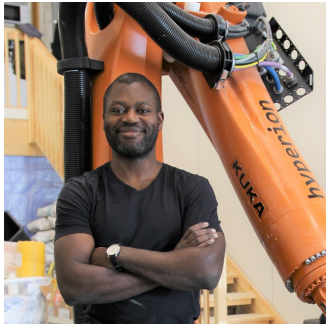
How to pitch products to the dragons and learn to convince them with my ideas.

Break until 16:40

Attendance

For your final assignment, you will pitch your product idea to experts

Jouni Partanen
Professor, Mechanical Engineering



Wycliffe Raduma
Design engineer

Anton Schubert
Sustainable business designer

ADD Basics class
Your competitors!

What exactly is a pitch?
What makes for an effective one?

The purpose of a pitch is to get someone interested enough to want to hear more about your product

How to make the most of it?

- Stick to the format
- Show us the product
- Explain why YOU have the right team
- Ask for something
- Practise
- Be honest

(Bradshaw & Pohjavirta, 2015)

The pitch format

What should you include in your pitch?

…it depends on your audience

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowd funder	Airbnb Pitch Deck
Slides	11	10	11	15+	12	13
Executive Summary				•		
Problem	●	●	●	●	●	●
Solution/Value Proposition	●	●	●	●	●	●
Market Validation/ Why Now?			•	•	•	•
Product	•		•			•
Market Size	•		•	•		•
Business Model	●	●	●	●	●	●

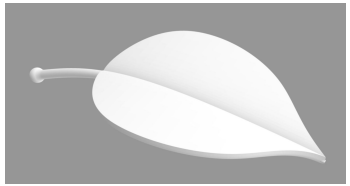
Underlying Magic	•	•		•		
Competition	●	●	●	●	●	●
Competitive Advantage	•					•
Marketing Plan / Go-to Market	•			•	•	•
Founding Team	●	●	●	●	●	●
Board/Advisors			•	•		
Traction / Milestones	•	•		•	•	
Press / User Testimonials				•		•
Fundraising	●	●	●	●	●	●
Financial / Use of Funds		•	•	•	•	

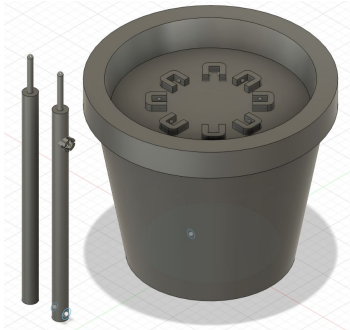
Aalto-yliopisto
Aalto-universitetet
Aalto University

Who is it for?

Problem: Who has the problem? What is the problem? (e.g. gap to fill, something wrong)

Opportunity: is there an unmet need that your product could fill?





1. Who is your product for?

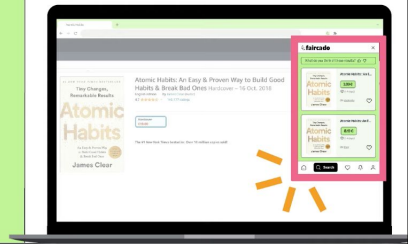
Our product is designed for high-income earners, students, children, and interior design firms, particularly those focusing on office spaces. Additionally, it targets working adults seeking stress relief tools and individuals who are allergic to real plants.

What is it?

What is the product description & main features?

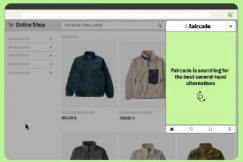
What are its benefits?

Browser plugin that automatically finds the best second-hand alternatives.

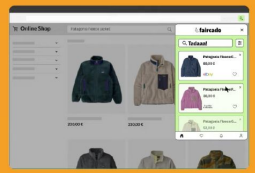


Using machine learning to match text and images.

2.



3.



Our product is a customizable tactile pendant. In essence, it is a metallic (if prototyping goes our way, else plastic) pendant that has the face of your loved one.

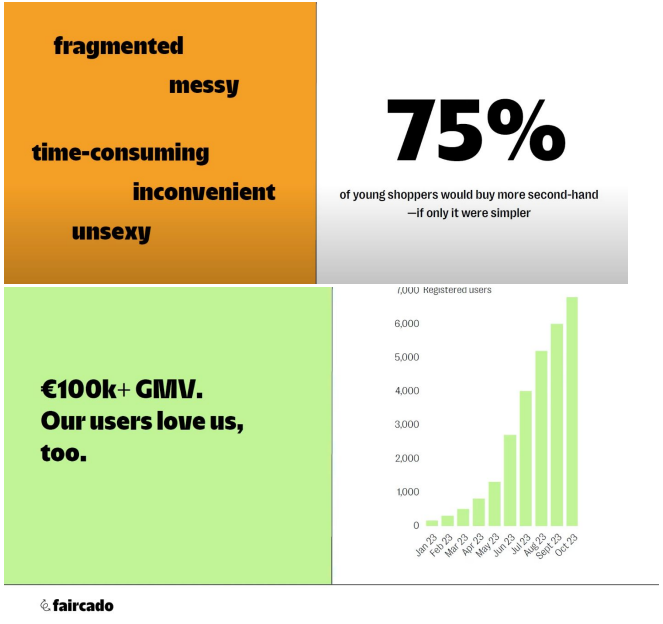
Our product enables them to keep memories in a new way or enables them to bring back memories (e.g. for guard dogs which have passed away). Also, there is an opportunity to enable visually impaired people to participate more in a world designed for seeing people.

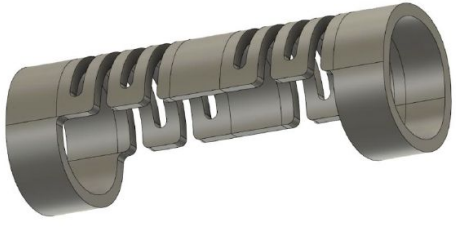
Aalto-yliopisto
Aalto-universitetet
Aalto University

Why will they want it?

Evidence that you've gathered that your idea is worth pursuing

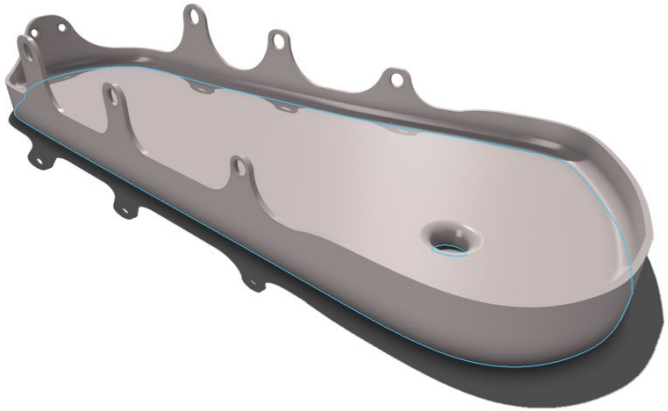
Traction
"ihan varmaan mä luulen että tälle löytyy innostusta" – She mentioned this sentiment a few times over the interview. Interviewee #3
When we asked interviewee #2 if she would be willing to test any future prototypes she responded with "Yay! I was hoping something like that to be offered" so it seems that there is a clear want for this product.
"When it comes to smaller joints like fingers it can be a bit tricky to get precise cooling." From interviewee #1, showing that we could fill a niche.

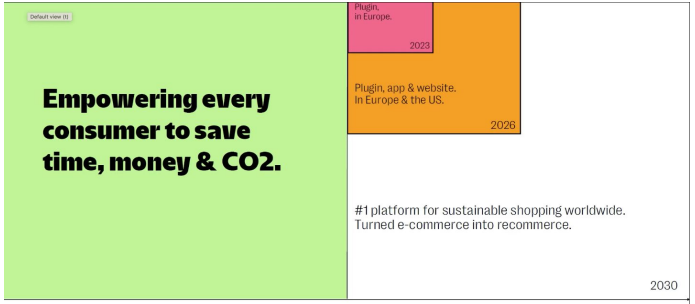




How will you deliver it?

- Most important steps to take tin the next 6 months





What are the most important things you need to get done in the next 6 months so that you can deliver the product to the customer? (Business Decision Game Session)
- develop production-ready design
  - test, iterate, repeat
  - more user and market research
- create a brand/start marketing (social media presence, website, influencer)
- design the value chain
- establish production capability (inhouse and outsourcing)
- establish sales channels

Why are you the right people to deliver it?

Who are your team members? What are their areas of expertise?

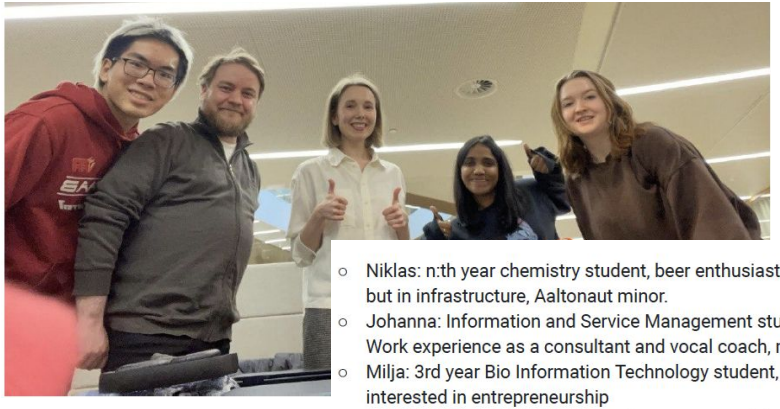
How can you establish credibility? What do your team members bring to the team?

Combining 20+ years building & growing successful tech startups.

Evoléna de Wilde, Co-Founder & CEO
Key employee in e-commerce startup that went from 0 to a 9-figures exit after 5 years. European Climate Pact Ambassador.

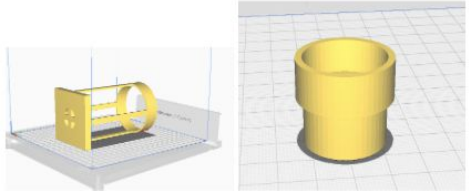
Ali Nezamolmaleki, Co-Founder & CTO
Built the first Iranian online bookstore as a teenager. Key employee at a YC-backed scaleup.

Oliver Hale, COO
Banned from PayPal for making too much money selling socks as a kid. First exit at 18 with a second-hand marketplace.



- Niklas: n:th year chemistry student, beer enthusiast, interested NOT in chem, but in infrastructure, Aaltonaut minor.
- Johanna: Information and Service Management student, Management minor. Work experience as a consultant and vocal coach, master of music.
- Milja: 3rd year Bio Information Technology student, Aaltonaut minor, interested in entrepreneurship
- Abi: manufacturing engineering, knows cat modeling and prototyping, wants to learn project management
- Ben: computational engineering, experience with cat / creo and 3d modeling.

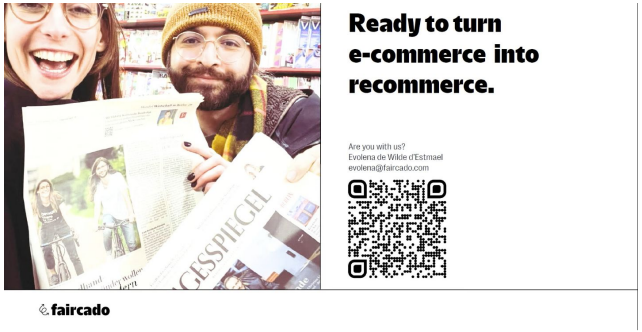
Aalto-yliopisto
Aalto-universitetet
Aalto University



What do you want from the audience?

Don’t end your pitch without asking for something. Who are you pitching to? What do you want from them?

- Feedback: do you think this is a good idea?
- Need an investment?
- Need connections in the 3D printing industry?
- At the very least, ask them to look you up or get in touch in some way



For your final assignment, you will pitch your product idea to experts

Jouni Partanen
Professor, Mechanical Engineering

Wycliffe Raduma
Design engineer

Anton Schubert
Sustainable business designer

ADD Basics class
Your competitors!

Putting it all together

An argument is built on the audience's interest and your agenda

Who's the audience?

The point of the presentation depends more on the audience than on the subject

Why should the audience care?

What makes the topic relevant for the audience, what can they use the content for?

Why do you care?

What do you want to achieve with the presentation (what do you want the audience to do?)

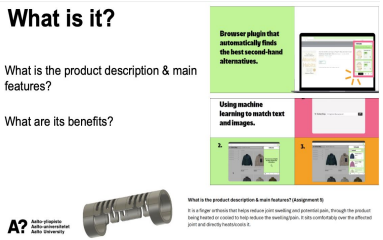
What's your point?

What is the core of your argument, given the audience, the substance, and your goals?

Presentation design is about designing the audience's interface to information

These are context for the audience

This is your actual project

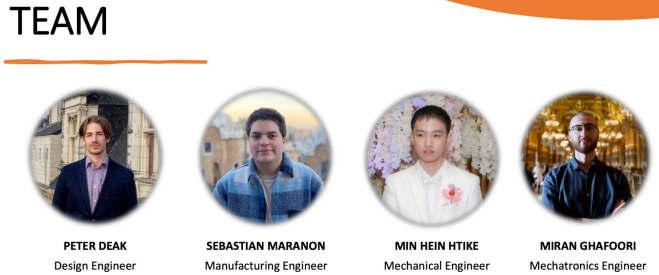


This is what you want the audience to do

Aalto-yliopisto
Aalto-universitetet
Aalto University

Use headlines communicate your key argument

- Use headlines to summarize your slide's message
- Go for "so what", not "what"
- Make the best use of your audience's attention span by not titling your slides "problem, solution, market, team" etc.



Aalto-yliopisto
Aalto-universitetet
Aalto University

Final assignment: Dragon’s den

1. Together with your team, prepare and practise your presentation. Make sure to include the following:
    - **Target audience:** Who is it for?
    - **Value proposition:** Why will they want it?
    - **Product description:** What is it?
    - **Market validation:** How can we tell that they want it?
    - **Delivery plan:** How will you deliver it?
    - **Your team:** Why are you the right people to deliver it?
    - **The ask:** what do you want from your audience?

2. Individually, complete the self and peer evaluation form (opens tomorrow)