

Final Assignment

Welcome to the Shark Tank!

- Prepare a pitch to present your product idea and business model to a panel of judges. The pitching session will take place at ICT City Myy.
- Please send presentation files to Kirsi Kukko (Kirsi.kukko@aalto.fi) before pitches in order to speed up the transfers between pitches.
- Please bring a 3D printed prototype of your product to class to support your presentation. You will have 15 minutes total for pitch & discussion afterwards, so try to keep your pitch around 7 minutes.

Evaluation criteria

The target market: Is the target market worth pursuing? Is the customer well defined?

The problem/need: Is the problem real, does the customer have significant unfulfilled needs?

The solution: Is it better, faster, cheaper or more convenient than what is already available? Does it make sense to produce using additive manufacturing?

Overall presentation: Clear, convincing, engaging, passionate, handled Q&A, knows facts & numbers, honest, likeable