< Return to Classroom

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Pitch a Product Vision
                                  REVIEW
                                                                                                              HISTORY
            Meets Specifications
            Great effort Anthony, and congratulation you have passed your first project in this nanodegree
             Y
             It's a great pitch deck and pitch because your messaging is very clear. Just loved this clear Our Advantages communication:
                • Tailored to the client using existing health records
                • Discounts from partner insurance providers
                • Lots of partner benefits for food, fitness and mental health care services
            Three special callouts at my end:
             What an amazing pitch journey for me (and I am sure for your stakeholders as well) - you're a great storyteller.
             Your sentence structure are clear and concise, making it easier for your stakeholders to get the central messaging right away.
            Well done.
             You're able to capture the commercial side of building a product.
            Congratulations again Anthony 👘 from
             Business Case
                         Have you outlined a problem worth solving? This isn't just a fun product to build, it should be a
                         product that solves someone's pain.
                         Have you clearly articulated what that pain is? For example, in our sample project, we articulate the
                         pain of "we are wasting 33 million a year in health care costs on diabetes care that could be saved".
                         That's pain, and it's pain that someone might be interested in solving.
                            • Included specific metrics to back up your claim
                            • Included potential cause(s)
                            • Included a call to action that would resonate with stakeholders
                         Brilliant!
                         That's the awesome call to action, it pushes your stakeholders forward and get them interested. Just
                         loved specific problem statements, and call-to-action, definitely help to increase your pitch credibility -
                         well done.
                         REFERENCE MATERIAL
                         Pitching is hard, here's a select few articles for you:
                         On a good few reminders of how to pitch well #1
                         On a good few reminders of how to pitch well #2
                         On a good few reminders of how to pitch well #3
                             The savvy with stats elevator pitch
                                     Start with an
                                                                         60% of workers' time is spent on
                              attention-grabbing statistic
                                                                         work coordination.
                                    Personalize it to
                                                                         That might be why you're
                                     your audience
                                                                         struggling with productivity issues.
                                 Connect your solution
                                                                         Project management tools can
                                    to the statistic
                                                                         help shorten the time spent on
                                                                         work coordination.
                         Have you quantified the size of the opportunity? It can't be something as all-encompassing as "the
                         market for diabetes treatment is $300B".
                         What piece of this market are you approaching? How big is it? Why only this piece? TAM (Total
                         Addressable Market) should usually be counted in billions. Anything with a B in front of it is probably
                         a good TAM. That said, your focus area will have a return significantly lower than the total TAM.
                         Use links and sources where possible. This doesn't need to be comprehensively footnoted, but
                         quotes and numbers are always more believable when the source is mentioned
                         This is awesome TAM work!
                         That's good storytelling in getting to your potential opportunity.
                          A different take on presenting TAM (from a different scenario):
                            • 320 million people in the US
                            • 10.4% of the adult population is in college
                            • 6 million (18%) students eventually graduate from college.
                            • $29.99 per month
                         - TAM = (6 million graduates) x ($29.99 per month) x (12 months per year) x (5% growth rate) = $2.2
                         Billion (approx.)
                          P A bit more write-up around calculating TAM ( https://www.productplan.com/glossary/total-
                         addressable-market/)
                            • A top-down approach to calculating TAM starts with the total number of people (or businesses,
                               schools, etc.) in the world and then narrows that down based on factors like geography and
                               demographics until reaching the target market. This inverted pyramid-style method requires
                               making a lot of assumptions and heavy reliance on data from third parties who may or may not
                               define things the same way. It also doesn't account for truly disruptive products that actually
                               change or create markets due to their popularity.
                            • The bottom-up approach, conversely, starts with an ideal target market on a small scale and then
                               blows it out to a total. This could be based on looking at a small sample size of theoretical
                               customers and then extrapolating it, however, it is far more useful when it is based on an initial
                               set of customers (say, from a limited pilot test) and then projecting that out over an entire
                               industry, country, or market. Because the data is generated in house and based on real-world
                               experience vs. educated guesses, it is generally given more credence than top-down estimates.
                            • The value-theory approach is the wild card of Total Addressable Market calculation and is best
                               applied when a truly novel product is creating a new category, and there is, therefore, no real
                               market data to base things on. It begins by asking what a typical buyer would be willing to pay for
                               a product or service based on the additional value it brings. This is then multiplied by the total
                               number of people that would also perceive that value and adopt it in place of existing alternatives.
                         REFERENCE MATERIAL
                         Sizing the market is a good skill to have, here's a few good articles for you to read through:
                         On a good reference on top-down and bottom-up TAM calculation
                         On a good reference on top-down and bottom-up TAM calculation
                         On a good reference on top-down and bottom-up TAM calculation
                         On a good reference on top-down and bottom-up TAM calculation
                         On a good reference on top-down and bottom-up TAM calculation
                         State what you want to build. Give brief details at a high level of functionality, just enough for
                         readers to understand the proposal
                         Have you outlined a clear solution to that problem? Will a reader or viewer understand what you're
                         proposing to build? It can't be something vague like "I will build a marketplace!" It has to be specific.
                         What kind of marketplace? What does it do? How is it special? What audience does it address?
                         Great articulation!
                         Loved it, clear and concise understanding of what to be developed. And you have provided
                         convincing benefits rationale as well.
                         REFERENCE MATERIAL
                         Here's a few specific guidelines on how to pitch your product features:
                         On product pitching as a PM #1
                         On product pitching as a PM #2
                         On product pitching as a PM #3
                         What do you think this will cost? What do you think this will produce in terms of revenue or cost
                  /
                         savings? What is the return on investment?
                         You don't need to provide an extremely detailed business case here, that's usually provided as
                         supporting material. Detailed spreadsheets are often too brittle because they rely on numerous
                         assumptions, any one of which being wrong will throw the entire ROI calculation off. Think simple
                         calculations instead. X months of development * 10k each / some simple measure of return.
                         A logical ROI calculation, well done!
                         This looks good. Well done.
                                                              ROI = \frac{(amount \ saved - amount \ spent)}{}
                                 Reduction in Diabetes
                            Year
                                    Cases (%)3
                                                                                 amount spent
                                      35%
                                      27%
                                                                            Year 1
                                                                                                            Year 10
                                      23%
                                      17%
                                                                  $441,744,288 - $277,500
                                                                                                   $2,600,447,061 - $1,500,000
                                                    ROI =
                                      13%
                                                                             $277,500
                                                                                                              $1,500,000
                                      11%
                                      8%
                                                                      1,590 %
                                                                                                         1,733 %
                                                   ROI =
                                      7%
                            ¹ Figure obtained from CDC Diabetes Prevention cost calculator. URL: https://nccd.cdc.gov/Toolkit/DiabetesImpact/Dashboard
                            See slide notes for amount spent breakdown, based on internet average cost research
                           <sup>3</sup> Kaiser Permanente presentation for Tableau revealing actual diabetic patient count in 2017. URL: https://www.tableau.com/learn/webinars/kaiser-permanente-improving-diabetes-care-data-informed-insights#video
                         How will you measure the success of your idea? What is the goal for the first year?
                         Perfect!
                         Logical and balanced metrics. Loved the specific, tangible call out 
                            • 25% less new diabetic Kaiser Permanente patients than the predicted 10% annual increase
                            • 500,000 Health First Regular App users
                         REFERENCE MATERIALS
                         Hitting targets, and knowing what targets to hit is crucial for product managers, here's a few triggers
                         articles for you:
                         On The 5 Key Measurements of Product Success
                         On How to Measure the Success of a New Product
                         On 5 Product Metrics You Need to Measure, to Ensure Business Success
                         On Defining Product Success
             Competitors
                         Outline at least two competitors. Remember that these don't need to be exact competitors but
                         might be companies in the same general field. For example, YouTube competitors might be Amazon
                         Video but they may also be traditional TV networks. You may want to highlight a category of
                         competitors instead of a specific one (e.g. Traditional TV networks as opposed to NBC)
                         For each competitor give a brief overview of at least 4 features. Provide enough so that the audience
                         can understand their offering.
                         Comprehensive analysis - great work!
                         This looks great - very comprehensive, this helps to build your credibility.
                            Apple Health App
                                                                                               See more of yourself
                                                                                                    in Health.
                                Competes with offering patients a holistic
                                                                                             The Health app was created to help organise your important health information and make it easy to access in a central and secure place
                                  health view and changing habits
                                                                                             iOS 16 brings a new way to track your medications, enhancements to

    Tracks health records, medication, activity

                            and sleep. Deep integration with other
                            apps on iPhone and apple watch.
                           · Only available on Apple devices and
                            comes pre-installed on 113.5 Million
                            iPhones in the USA
                           • 3.3 stars from 178 reviews

    Makes revenue from other addon

                            services: Apple watch, Fitness app
                            subscriptions and share of third party
                            fitness app sales
                         REFERENCE MATERIAL
                         By understanding your competitors, you will understand your relative strengthens and weakness. This is
                         a crucial skill to master. Here's a select few for you:
                         On a good competitive analysis framework
                                                       Competitive Analysis Framework
                                                             Competitor 1
                                                                                      Competitor 2
                                                                                                              Competitor 3
                                            # of employees
                                              Founded
                                              Funding
                              Company Specific
                                              Investors
                                             Acquisitions
                                            # of customers
                                             Strengths /
                                             Weaknesses
                                              Product
                                            Primary Buyer /
                                            decision-maker
                                            Secondary Buyer
                                            Target Customer
                                             Messaging
                                            Product Features
                                             Free Tier (?)
                               Product Specific
                                             Customers
                                            Product Strength
                                            Product Weakness
                                            Customer Reviews
                                             How to Win
                                            Why Customer
                                                                                                        Created by Myk Pono / @myxys
                         On Competitive Analysis Template
                         On How should product managers research competitors?
                         On Conduct an Effective Competitive Analysis Every time
                         On A Product Designer's Guide to Competitive Analysis
                         On How to use a competitive market analysis to prioritize product features
                         Then follow this up with a slide outlining why your product is better. This slide should answer the
                         question of "why us?" Why should a buyer choose your product as opposed to one of the
                         competitors?
                         Remember that the best competitive advantages are ones that are hard for competitors to match.
                         For example, network effects, unique business partnerships, and unique content are hard for
                         competitors to match. Pricing is not.
                         Great pitch!
                         This is well pitched, and this is the central messaging of your pitch deck. There is a logical flow to
                         your Our Advantage pitch.
                         REFERENCE MATERIALS
                         This is the pivotal point in your pitch, if you pitch well your advantages, your stakeholders will vouch for
                         you. Here's some articles for you to get through this critical point:
                         On The Pitch Deck: The Competitive Advantage Slide
                         On 6 Ways To Successfully Pitch An Idea To Your Boss
                         On How To Develop Your Competitive Advantage
                         On https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea
            Roadmap and Vision
                         What is your vision?
                         Is there a strategy behind the roadmap or is it simply a list of follow up items? A strategy means a
                         goal. Provide at least 2 themes corresponding to the future strategy of the product.
                         For example, your strategy might be "expand into other geographical markets by investing in UI
                         translations and regional specific features".
                         This is beautiful
                         ✓ Just loved it.
                          You can build up your roadmap with timeline, something like this:
                            Roadmap Pillars
                            Where do we go from here?
                                                                                                    Polishing and
                              Core features
                                                      Data, Al features
                                                                             Advanced features
                         For each strategic theme, provide two or three features that you want to develop for this theme
                         along with a brief explanation on each.
                         The list of features on the roadmap should flow from your vision and strategies.
                         This is brilliant!
            Presentation & Delivery
                         Use the provided template and fill out the slides applicable to your product. Don't try to invent a new
                         process where one already exists. Don't try to make what you're doing "special". Follow the process.
                         In this case, we are providing you with a template. In real-life scenarios, you can find a template
                         through other PM's at your company. Don't reinvent the wheel and don't bring an unfamiliar
                         template to your stakeholders if they're used to information being presented a certain way. It's
                         distracting and will detract from your message.
                         Additionally, pay attention to the way that you craft your presentation. Visually, this also means the
                         manner in which your slides are created. General rules for slides:
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Love the clear messaging!
Vou did well with your deck messaging - clear and you're great with storytelling.
Create a video recording of yourself giving your presentation. You'll want to make sure to do a
screen capture of your slides, as well as the audio of you explaining each slide.
On a Mac, you can use QuickTime Player.
On a PC you can use the built-in Screen Recording Tool (Windows 10).
There are also many other free apps available for recording your screen and audio (including Zoom)
Note: Make sure you are also capturing audio from your microphone
Remember, your presentation should be 10 minutes and no longer. Pitch presentations are usually
short on time and you need to practice delivering your idea in a succinct manner.
Make sure that you have smooth transitions between all slides and topics.
Make sure you are able to speak to the idea instead of just reading off bullet points? You need to
know your product. If it feels like you're reading bullet points, people will lose confidence. And watch
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Do you sound positive and confident when talking about your product idea? You are the cheerleader

for your product. You are always positive about it. You always believe in it. If you don't, no one will.

Use the three different types of persuasion when building and delivering your presentation:

• Use and cite credible sources when appropriate (at least 2)

• Include a message that makes your audience feel a specific way

• Content on each slide should be focused on supporting the key takeaway

■ Each top-level bullet should not have more than 3 sub-bullets

• Use at least 3 visuals (like graphs and images) when appropriate to make it easier to

Preferably, each bullet or sub-bullet is just a sentence fragment

• Formatting (font, sizes, etc) should be consistent. Be careful of text you copied and pasted into

■ Each bullet or sub-bullet should not have more than one complete sentence.

• A slide shouldn't have more than 5 top-level bullets

the presentation, it will frequently carry over its own formatting

Each slide should have a key take away

understand your message

Impressive pitch, brilliant.

Credibility

Emotion

Logic

/

out for pauses (unless for dramatic effect)

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Present facts
Loved the energy!
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