

Pitch Focus Areas

Similar to what is emphasized in the Quad Chart and Information Paper

- The technology rather than the company
- Emphasize how it can help the warfighter. This is VERY important!
(either directly or indirectly through better situational awareness, support, capability, etc)
- What it can DO, NOT a detailed explanation of HOW it works
(enough to show plausibility)
- Intellectual Property details are NOT required.
- The uniqueness of it, how it stands out from competitors
- Communicating the potential capabilities to the DoD, NOT “selling”.
(The military personnel here are not your customers, but they may know them!)
- Graphics or figures are great, but ONLY if they enhance your presentation
- We highly encourage NO VIDEOS. They tend to give trouble and the Tech Scouts tend to not want them. If you think you must use one, talk to your tech coach about it