



# How to pitch a business in the Connected Health Domain C.H.S.S. 2017

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# 10 Rules for proper Pitch

A pitch must contain at least the following ten fundamental themes:

**Problem.** What's the problem addressed and its relevance.

**Your solution.** What your solution provide as functionalities.

**Business model.** Which are users, buyers and pricing.

**Underlying magic features.** What's the distinguish factor of your solution.

**Marketing and sales.** How do you promote it?

# 10 Rules for proper Pitch

- **Competition.** Competitor analysis, which dimension of competing market.
- **Team.**
- **Projections and milestones.**
- **Status and timeline.**
- **Summary and call to action.**

# Connected Health Domain

- *What are the specific features and problems of the Connected Health Domain you are going to address?*
- *Which strategy in such a domain to deploy innovation or to run a business ?*