

22. Pitching Your Innovation with NABC

1) Magnetic NABC Pitching

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<http://st.inf.tu-dresden.de/teaching/saab>

Obligatory Literature

2 Software as a Business

- ▶ [Www.techcrunch.com](http://www.techcrunch.com)
- ▶ [Www.tech-talks.eu](http://www.tech-talks.eu)
- ▶ <https://www.ted.com/>
 - https://www.ted.com/talks/alan_kay_shares_a_powerful_idea_about_ideas

22.1. Magnetic NABC Pitch

NABC in 4 Sentences “Sensipers”

- ▶ Babies do not feel well when their diapers are wet too long.
 - Often, you cannot decide whether to change the diapers because it feels as if it was dry, but it is not
- ▶ Our “Sensipers” Diapers measures how dry your baby really is
- ▶ And tells you on your smartphone how dry your baby really is
 - And gives you a statistics over the last 2 weeks when the baby felt comfortable
 - Because you can change the sensor to a new diapers, the cost is about only 10% higher than with our competitors Bampers.
- ▶ “Sensipers” is unique all over the world.

NABC Sentence

- ▶ To avoid that babies do not feel well when their diapers are wet,
- ▶ our world-unique “Sensipers” Diapers informs you on your smartphone how dry your baby really is and gives you a statistics over the last 2 weeks,
- ▶ Making you happy at a cost of 10 Cent more than our competitors Bampers.

- ▶ // Conclusion
- ▶ Never ever made 10 Cent you so happy.

NABC in 4 Sentences “KidsWatcher”

- ▶ Kids prevent parents in love to do their evening promenade
 - Often, the only time of the day when couples could talk is spoiled
- ▶ Our “KidsWatcher” app uses a camera to control your sleeping kid from remote
 - And transfers your selfie video to the kid’s room if it wakes up and cries
- ▶ The kid will immediately be quiet if it hears you life
 - You can return immediately to your home
 - And 5 minutes later the crisis is over
- ▶ Our “KidsWatcher” app is unique – no competition

Hooks

- ▶ Anecdote
 - “My mother used to say...”
- ▶ Joke
 - “What is the difference of a dry and a wet diapers? - An unhappy mother.”
 - “What is the difference of a wet and a dry diapers? - A happy husband.”
- ▶ Citation
 - “Already Churchill said...”
- ▶ Personal experience
 - “When my wife and I got the first baby...”

Conclusion

- ▶ Repeat Pain or Gain
- ▶ Need-payoff question

Hint

- ▶ Use a Competitive Positioning Canvas to elaborate the fields Benefit4Cost and Competition.

The End

