

Elements of a CO★STAR Value Proposition

The Hook: Begin with a compelling question, fact, or statement that generates curiosity about your solution.

Customer **Who are the intended Customers, and what are their important unmet needs?**

- ★ Describe your target customers (business, consumer, government, warfighter, users...) and their needs in terms of the problem you are trying to address.
- ★ Gather and present supportive customer insights from observation, interviews, surveys.

Opportunity **What is the full size of the Opportunity?**

- ★ Provide info on market size/trends, money saved, non-\$ impacts (e.g. lives saved).
- ★ Always quantify above with data and numbers.

Solution **What is your proposed Solution for capturing the opportunity?**

- ★ Succinctly describe how your solution works, key features and functions.

Team **Who needs to be on your Team to ensure your solution's success?**

- ★ Describe the unique people and skills that you have (or need), to show you are the best team for the job.

Advantage **What is your solution's competitive Advantage over alternatives?**

- ★ Compare your solution against alternatives (show a competitive matrix).
- ★ Describe the unique capability or "secret sauce". What differentiates your idea from others?

Results **What Results will be achieved from your solution?**

- ★ Describe the top rewards (savings, ease of use, safety, royalties...) from your solution for the sponsors, buyers, end-users, investors, INL.
- ★ Emphasize the rewards that the group you are pitching to, cares about.

The ASK: Conclude with a specific request regarding next steps (meeting, support, resources...).

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RIIS Exercise

Reminder of the Roles

Innovator

- Pitch must be in CO★STAR Framework.
- Speak loud and clear, keeping to allotted time.
- After your pitch, listen to feedback **Silently**

Teammate (optional)

- Take notes; record the comments and feedback.
- Support the Innovator

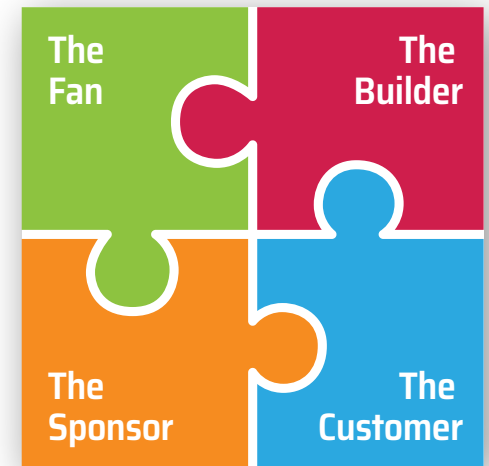
Assigned Roles

- Fan** See the best in what was presented.
 - What was most valuable?
 - What did you like, and why?
 - What should not change?

- Builder** Optimize
 - What would make the idea stronger?
 - What could improve the value of the idea?
 - What should be emphasized in future pitches?

- Customer** The end user
 - What things were unclear, or missing?
 - What could be done to improve the pitch, or value of the idea?
 - "I liked your idea because _____ and it would be stronger if _____."

- Sponsor** The investor
 - I liked your idea because _____ and would be more willing to fund it if _____.



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