Pitchspot: Raison d'etre

“
A startup is a temporary organisation designed to search for a repeatable and scalable business model.

Steve Blank
Innovation basics: creating value

\[
\text{VALUE} = \text{Amount a customer is willing to pay for a product / service} - \text{The cost of providing the good / service}
\]

Start with a Known Customer Problem / Need

> Find a Better Solution

Start with a Better Technology or Solution Idea

> Find Customers that Need It

Adapted from the Lean Launch Methodology
Understanding innovation

Innovation: A New & Better Way of Doing Things

Technological Innovation

• First Exploitation or Commercialisation of a NEW Scientific Discovery or Invention
• Improvement to the Cost/Performance Attributes of an Existing Technology or Design

Business Model Innovation

• First Exploitation of a NEW business method or way of organizing business activities in an existing industry
• Creating the business model for a new industry
Business model canvas: visualising your hypotheses

Adapted from the Lean Launch Methodology
Business model canvas: visualising your hypotheses

**Business Model Canvas for Uber / Grab**

**Key Partners**
- Drivers who own their cars
- Payment Service providers
- Google Map

**Key Activities**
- Operate Mobile App/Platform
- Recruit & Vet Drivers

**Key Resources**
- Mobile Hailing App; Rider-Driver Matching Platform

**Value Propositions**
- Offer Transport Service that is more responsive, cheaper, safer & more convenient to pay

**Customer Relationship**
- App User profile & transaction details

**Customer Segments**
- Riders
- Operators
- Payment Service providers

**Channels**
- Meeting at agreed place via Mobile App booking

**Revenue Streams**
- A cut of the fares paid by riders; dynamic pricing

**Cost Structure**
- Cost of Maintenance of Mobile Hailing App & Rider-Driver Matching Platform & Database

Adapted from the Lean Launch Methodology
Value proposition canvas: understanding customer needs

- What is the Customer **Jobs-to-be-Done**?
- What **Gains** do they hope to achieve?
- What **Pains** do they experience?

- Aspirations, concrete results that Users or Customers want to see
- Functional
- Social
- Emotional

- Alleviate pain points Users or Customers face
Value proposition canvas: understanding customer needs

Fill into “Value Proposition” in Business Model Canvas

Fill into “Customer Segments” in Business Model Canvas

Adapted from the Lean Launch Methodology
Pitchspot for Innovators

Collaborative ideation platform

Providing a smart toolkit of resources and ideation metrics for innovators to focus on ideation
10X growth in 6 months in 5 countries

Growing Active User Base

Global Presence
Key Partners / Clients
Our Team

Goh See Ting
Co-Founder/CEO
NUS ISS (MTech), Knowledge Engineering
Former Analyst, EntrepreneurFirst

Ryan Chong
Co-Founder/COO
NUS BBA(Hons), Finance
Co-Founder, RC4 Coffee Academy

Tan Jun Kiat
Chief Technology Officer
NUS SoC, Computer Science
Former Instructor, First Code Academy

Jae Chia
Marketing Lead
NUS FASS, Communications & New Media
Former Content Creator, NUS Enterprise

Seng Teen Fong
Junior UI/UX Designer
NUS FASS, Communications & New Media
Chief Editor, NUS Piano Ensemble

Zhiyu Ling
Full Stack Engineer
NUS SoC, Computer Science (Year 2)
Former Software Engineer, CSIntelligence
In the media

National University of Singapore
282,725 followers

NUS alumni-founded start-up, Pitchspot, is a global launchpad for ideas, helping innovators innovate better via their ideas management platform. House at NUS Enterprise’s flagship start-up facility, The Hangar, Pitchspot aims to become the world’s greatest innovation platform. #NUSEnterprise

https://medium.com/NUSEnterprise/block71-singapore-entrepreneur-feature-pitchspot-aabe2e8a55f

135 Likes · 1 Comment

In the media

联合早报

年轻人创业 来帮助他人创业

发布 / 2018年9月5日 3:30 AM
文 / 莫国豪
来源 / 联合早报

Guo (中)与友人设立顾问公司Pitchspot，利用科技帮助有创业的年轻人。 (受访者提供)


起步的中小型企业家，重视开源节流。26岁的吴熙庭看清商机，设立顾问公司Pitchspot，利用现代科技帮中小型企业降低业务成本。 资料图 / 来源与联合早报

https://enterprise.nus.edu.sg/files/download/95066e1fc6a2b22
The global launchpad for ideas

Goh See Ting
Co-Founder, Chief Executive Officer

+65 9735 5770
seeting@pitchspot.co
https://linkedin.com/in/gohseeting/
Pitchspot Toolkit Demo

With two new features

The Gain-Pain Ratio Canvas, and the AI-newsfeed to help users innovate.

https://youtu.be/Nto_rCd2KP0