BUILD YOUR START-UP



Use this worksheet to develop your idea and prepare your final pitch!

1. Your company

Start-up name:

Team members:

2. Understand the problems

Problem 1:

Why is this a problem?

Problem 2:

Why is this a problem?

3. Find the connection

What useful material, resource or opportunity is hidden in one of your problems?

How could it help solve the other problem?

4. Where does biology come in?

What biology could your idea use?

☐ Microorganisms ☐ Enzymes ☐ Algae ☐ Fungi ☐ Plants ☐ Biological materials ☐ Other:

_____

What would the biology actually do?

5. Design your solution

Describe your solution in one clear sentence:

Draw your process:

6. Build the start-up

What product, service or technology are you creating?

Who would use or buy it?

☐ Households ☐ Businesses ☐ Farms ☐ Government / councils ☐ Healthcare ☐ Food industry ☐ Other: _____

Why would they want it?

7. Think critically

What is the biggest challenge your start-up might face?

☐ Cost ☐ Safety ☐ Scaling up ☐ Reliability ☐ Getting people to use it ☐ Environmental impact ☐ Other: _____

How could you overcome this challenge?

_____

_____

GET READY TO PITCH

Scientists and innovators often need to explain complex ideas to investors, customers, governments and the public. Even a brilliant idea can struggle to succeed if its value is not communicated clearly and convincingly.

Your final challenge is to turn your research into a short, memorable pitch that your audience can understand and believe in.

Your 2-5 minutes pitch should include:

☐ Who are you? - Start with your company name and what you do.

☐ What are the two problems? - Explain them simply; do not assume your audience already understands them.

☐ What is your solution? - Explain how your idea connects the two problems.

☐ Where is the biotechnology? - Explain what organism, enzyme or biological process makes your idea possible.

☐ Why does it matter? - Tell the audience what difference your idea could make.

☐ Why should we choose you? - Finish with one strong reason your start-up deserves to win.

Pitch planner

Opening line:

The problem:

Our solution:

The biology:

The impact:

Our final selling point:

Remember: you are not just explaining your idea - you are convincing the room to believe in it.