

- We're looking forward to hear about your idea. This one-pager is meant as a guide for what to remember when pitching. You don't have to follow it 100% but use it for what it is – a guide.
- The ideal length for a pitch is 5 minutes. Therefore we need to avoid too much technological detail. Focus on telling a good story enthusiastically. If you have any pictures, video, prototypes etc. please remember to bring that in your pitch.
- We're looking for new-to-the-company ideas that build on the LEGO brand. Here you can read a detailed FAQ - [10 questions you might have about the Lead User Lab](#)
- It is requested to have at least a prototype or an existing business before you can pitch to the Lead User Lab.
- If your idea is about a new LEGO set, please go directly to LEGO Ideas to submit it: [www.ideas.lego.com](http://www.ideas.lego.com)

### Six guiding principles

1

**Name – Company name or a brand name of your idea**

2

**What problem are you solving?**

Outline a clear and important unmet need for specific users, if possible use a dramatic fact or personal anecdote in the pitch presentation

3

**How do you solve the problem?**

Here you describe how the business or prototype satisfies a user's unmet need. Also, describe how does it works?

4

**Who is it for and How does it add value to the fan community?**

Here you describe who your target audience is and how it adds value for the community

5

**How is the idea different?**

Explain how the idea is better or different from existing companies and products

6

**The ask**

Explain what you would like from The LEGO Group. Expertise, partnership, money etc.