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Notes from Ron Baron (SCORE) presentation of HSN American Dream program.

THE Pitch (5 minutes, strictly enforced)

- You will be pitching
 - To three HSN executives
 - All contestants will be in the audience
- HSN is interested in your story, how you developed your idea
 - You are as important as your product!
- You can have partners pitch with you
- Pitch Suggestions:
 - How are you and your product(s) different from other similar products.
 - How does your product make people feel
 - Product benefits...not product attributes
 - WSGAT - What is So Great About That??
- Bring samples of your product for the judges
- Use posters to support your pitch!
- Include information on how you are selling your products today. Having a product that already is being sold is a benefit. (HSN likes to know how you are currently selling your product.)
- Provide support materials (Product Brochures, Pictures, DVD) for the judges to take with them.
- Quality is very important to HSN. Poor quality products can be rejected.

WHAT PRODUCTS CAN BE PITCHED?

- Anything, except alcohol, sex toys, cannabis, related, or related to toilets.
- Food? YES! (Consider bringing samples for the three judges to take home)
- Board & Card Games? YES

CAN I PITCH MORE THAN ONE PRODUCT?

- YES...if the second or other products are NOT related you should sign up for a pitch session for each product.
 - Example 1: A line of skin care products could be covered in ONE PITCH.
 - Example 2: Necklaces and sweaters should be covered in DIFFERENT PITCHES.

HOW MANY PRODUCTS WILL I HAVE TO PRODUCE?

- 500 - 2,500 items
- HSN will decide based on their evaluation of the potential demand for the products



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WHEN WILL I KNOW IF HSN WANTS MY PRODUCT?

- The time frame is highly variable.
 - Some are selected within several weeks
 - Some may take up to 4-5 months to be selected
- The ENTIRE PROCESS can take up to 6-9 MONTHS.

IF YOU ARE SELECTED

WHAT HAPPENS AFTER MY PRODUCT IS SELECTED?

- If selected you will be GIVEN A DATE TO APPEAR AT THEIR CLEARWATER, FLORIDA location.
 - YOU ARE RESPONSIBLE FOR YOUR OWN TRANSPORTATION AND HOTEL ROOM.
- HSN will issue a PURCHASE ORDER with the quantity and desired date.
 - HSN is responsible for unsold products!
- HSN usually requires all products to be shipped to their Clearwater, Florida location.
 - Food products can be different.
- HSN will establish the RETAIL PRICE for your product and work with you to determine what they will pay you. Prices are negotiable to some degree. HSN has a good intelligence and experience with pricing.
- HSN will negotiate the price they will pay you
 - Do not be surprised if HSN's offer to you is about 25% of retail delivered to Clearwater, Florida
 - HSN DOES NOT WANT YOU TO LOSE MONEY! They will try to work with you!
- Products selected selected fro this AMERICAN DREAM program are also listed on HSN.COM!

MISCELLANEOUS QUESTIONS:

WHAT IF I AM SELLING MY PRODUCTS THROUGH OTHER CHANNELS (online, retail stores, etc)

- HSN may require some way of differentiating their offering.
- YOU SHOULD INCLUDE THIS INFORMATION IN YOUR PITCH.

WILL HSN ASSIST ME IN GETTING MY PRODUCT PRODUCED?

- No.