

CSUF FastPitch Competition Boot Camp

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Agenda

Overview of the competition



Strategies and tips for how to create an effective elevator pitch



Competition rules and judging criteria

FastPitch Competition

Who can compete?

- Open to all university students

What do I need to do?

- Prepare and record a 90 second pitch of your product/service

Why should I participate?

- Great practice for how to communicate your ideas in a succinct manner
- Contest winners receive scholarships

FastPitch = Elevator Pitch

What is an elevator pitch?

- A very brief version of your business plan
- 60-90 seconds (100-150 words)

Why is it important to have one?

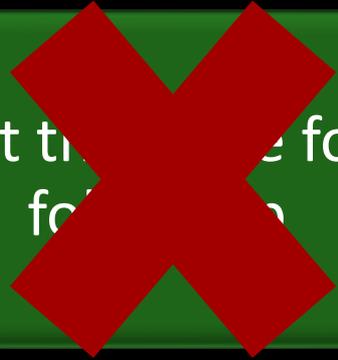
- People are busy and you are competing for their attention

Elevator Pitch Goals

Get the attention
of the listener

Convince them
there is the
potential of
mutual benefit

Set the stage for
follow-up



(for this competition only)

Questions your pitch must answer

What problem are you solving?

What is your solution?

Who is your customer? (and how large of a market do they represent?)

How is your solution better / faster / cheaper?

Who is on your team?

What is your venture's current status? (optional)

Brainstorming Your Pitch, Option #1: Positioning Statement

For _____, **who** _____
(target customers) (have the following problem)

our solution is a _____ **that**
(describe the solution)

provides _____. **Unlike**
(discuss the breakthrough capability)

_____, **our solution** _____.
(the competition) (key points of differentiation)

Brainstorming Your Pitch, Option #2: The Pixar Pitch

Once upon a time, _____.
(introduce the character and the context)

Every day, _____.
(establish the way things were)

One day, _____.
(introduce the problem)

Because of that _____.
(discuss the challenge)

Because of that _____.
(discuss their search for a solution)

Until finally _____.
(discuss the solution they found)

Now, _____.
(establish the way things are better now)

Brainstorming Your Pitch, Option #3: The “Almost Real” Pitch

Have you ever _____?

(discuss the situation the prospect faces)

_____ **makes** _____
(company name) (product)

for _____
(target customer segment)

so that they can _____.
(primary value proposition / benefit)

Unlike _____ ,
(traditional alternatives / competitors)

our solution is _____.
(competitive point of difference)

Suggested content and timeline

Item	Time
Describe the opportunity or problem that needs to be solved. (What problem are you solving?)	20-30 seconds
Describe how your product/service meets the opportunity or solves the problem. (What is your solution? How is it better / faster / cheaper? Who is your customer? How large of a market do they represent?)	20-30 seconds
Discuss your team's qualifications	10 seconds
Discuss the venture's current status (and/or next steps)	10-20 seconds

Elevator Pitch Example #1

Everyone has a story. Few people however have the passion, patience and most importantly the time to write those stories. At GhostPub, a boutique ghost-writing firm, we want to focus on writing your stories for you. With services ranging from ghost-writing to book content development and even writing resources, GhostPub can turn your stories into a page-turning reality. Whether you are someone who wants to write a book about your business or someone who has a great life story or maybe someone who just has a dynamic idea for a book, GhostPub can write your stories while you wait. And it's simple. You visit our website. Tell us all about what you want to write. And we will pair you with an experienced author. Think of us as your personal ghostwriters. Remember, the world is waiting to hear your story. Let GhostPub end that wait.

Elevator Pitch Example #2

Hi, I'm Jordan. I've been an athlete since I was three years old. I never imagined that during my junior softball season at this university, I would pass out running a hill. After months of doctors appointments, getting my blood drawn, and heart tests, I finally found out that I was diagnosed with iron deficiency anemia. Iron deficiency anemia is a top nutritional disorder in the world, with no cure. 80% of the world suffers from iron deficiency anemia and 20% of those are athletes. My company, Fair Test, has created a product that is portable and is like a glucose meter. With a small sample of blood, you can test your iron levels to see if they are low or high, and work from there. Athletes from the ages of 17-24 are at extremely high risk as iron is lost through sweat, skin and urine. Fair Test is a product that can help athletes continue to play the sports they enjoy so much.

Elevator Pitch Example #3

When your shoes wear out, you get some new ones. But when your body's joints wear out, no drug treatments can bring them back. So what can you do? Stem cells can regenerate your joints. I'm John Chi and at Synova Life Sciences, our mobile stem cell processing cart makes it possible for the 27M Americans who are spending \$185B a year on arthritis treatments to get treated with their own stem cells by their own doctors. Doctors, with Synova, can offer stem cell services without taking on any initial overhead, costs or staff. We bill patients directly, and then revenue share with the doctors. Our go-to-market strategy covers customer education, thought leaders, direct sales and lobbying insurers. My partners are a medical doctor and a CA health care administrator. \$700K gets us to market, and we are projecting \$35M in sales, \$10M in profits and at 10x ROI in year 5.

Elevator Pitch Example #4

The most widely manufactured material on the planet is concrete. On average, each person uses more than 3 tons of concrete a year. Unfortunately, concrete manufacturing processes contribute to more than 10% of the CO2 emissions worldwide. However, we have been able to develop a concrete that not only cuts the CO2 emissions by half, but also it is 5x stronger than normal concrete. Our design is unique because we have discovered how to change the very nanostructure of concrete. This approach is environmentally-friendly and at the same time it reduces the cost of concrete manufacturing by 40%. The US market for concrete is \$100B/year. We are a team of five researchers, including three super-star professors at MIT, that are looking to make concrete kinder to the planet.

Tip #1: Focus on an idea that
meaningfully improves the lives of a
large number of people

Tip #2: Start your pitch with a hook

A question

Did you know that the emissions produced when making concrete contribute to 10% of the world's CO2 emissions?

A provocative statement

The concrete driveway in the front of our houses is one of the biggest contributors to global warming.

A surprising fact

On average, each person uses more than 3 tons of concrete a year – making it the most widely manufactured material on the planet.

A statement that illustrates a problem

The 3 tons of concrete each person uses (on average) each year is contributing 10% to the world's CO2 emissions.

Tip #3: Close your pitch with a statement summarizing the impact of your solution

Tip #4: Use the brainstorming
templates!

Judging Criteria

Pitch Content

- What is your market?
- How is your product special?
- What is your value proposition?
- Is the technology compelling?
- Can your concept scale?

Pitch Communication

- Articulation
- Energy
- Eye Contact
- Confidence
- Cohesive Story

Additional Tips

Speak in a straightforward manner (so that your grandparents would understand). Don't expect the listener to be an expert in your field.

Don't memorize ... internalize. (This happens when you practice a lot!)

Competition format



Register at: <http://bit.ly/TFP2020competition>

Competition rules

90 seconds maximum for the pitch

No slides, posterboards, CGI, music, or other editing is allowed

Handheld and/or wearable props and prototypes are acceptable

Teams (up to 5 members) are permitted and can participate in the video

Must be 19 years of age or older to participate

The end.

Best of luck!

Feel free to email me with questions: ateckchandani@fullerton.edu