

**Elevator Pitch Competition Workshop**

**Elevator Pitch Writing- Made Simple**

**Presenter: Professor Pirog**

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**Learn how to write an elevator pitch (60 seconds)**

1. **Your name**
2. **Name of company (Be passionate, enthusiastic)**
3. **Hook (Catchy- concrete)**
4. **Product or service description (1 sentence – think about your value proposition)**
5. **Your credentials (school, certifications, work experience, industry experience)**
6. **Industry trend or data (According to….: state the actual trend.) (Survey results.)**
7. **Problem you are solving- Pain Point (What is your differential advantage?)**

1. **Target customer (Who are you serving- customer base.)**
2. **Competitive Analysis (How are you different than your competition?)**
3. **Sales Projection and/or Profit Projection (Selling Price)**
4. **Funding needed (Start -up capital or money to buy equipment- be specific.)**
5. **Closing (Where you are located? Catchy ending. Website)**

JUDGING CRITERIA

1. PROBLEM: Solves a real problem; there is strong customer pain or desire

2. SOLUTION: Superior or less expensive than alternatives, or serves new market niche

3. TARGET MARKET: Clearly defined; adequate size to support business

4. MANAGEMENT: Knowledgeable about industry; Convincing

5. FINANCE: It's clear how the company will make money

6. FUNDING: It's clear how much the company needs to launch or grow. (If company does not
 require funding at this time, it may have an alternate need, such as customers or talent.)

SAMPLE PITCHES. The first two are of in-person presentations; the second two are video selfies.

Jessica Kerr https://www.youtube.com/watch?v=3xn88qYx0OQ

Aaron Pugh https://www.youtube.com/watch?v=2sE5UXVIkz0

Taisha Cruz https://www.youtube.com/watch?v=dn\_WWjDNgwA&feature=youtu.be

Mariah Rodriguez https://youtu.be/lROSG3hQDpo

My student pitched and won 1st place. She is now pitching in an HCC class to showcase how to write an effective pitch. (Listen for the content.) https://www.youtube.com/watch?v=a5USXs0gzsY&amp%3Bfeature=youtu.be