Fast Pitch Prep
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Fast Pitch Prep: Key Dates

• October 30\textsuperscript{th} – Videos Due
  – Submit via YouNoodle
  – Don’t need to be fancy
• November 11\textsuperscript{th} – Feedback from videos
• November 14 – Fast Pitch Live Event, 5:30PM Davis Auditorium
  – Bring your friends, audience choice award
Who is the audience?

• Your audience is human. Make a human connection, first and foremost. This is a business pitch. Try to minimize the use of lingo, unless you’ve defined it. Use familiar analogies to explain more complex topics.

• Your judges will be investors and industry and business executives.
Who should present?

- Innovation is a Team Sport! Since you only have a short amount of time, we recommend that only 1 or max 2 people deliver the pitch.

- However, we strongly encourage your entire team to stand (not sit) at your side, at the front of the room.

- If you present your team slide (which should be towards the end), your team members can give a nod or raise their hand when you mention their names.

- During the Q&A, if there is an appropriate opportunity to direct a question to a team member you should encourage other team members to contribute a few words, *especially* if the question is in their subject matter expertise.
Overall Tips and Tricks

• More **power**, less points!
• Introduction (unmet need) is key
• Know your audience
• PRACTICE timing & body language
• Modulate your voice
• Make eye contact
Suggested Slides (pick 3)

• Unmet Need
• Addressable Market
• Envisioned Product
• Stakeholder Validation

• Value Proposition
• Competition
• Your team
Judge Score Card

Viable Idea

Defensible long-term market position
(Hard for competitors to copy)

Very clear value proposition
(no ambiguity about intended market, what the product is and how it is unique)

Stage presence and salesmanship
(presenter’s charisma and powers of persuasion)
How should you start?

• Start off with a quick intro, “Hi, my name is Maria Smith. Our team is here to talk to you about ___”. Go directly into your slides – the focus should be on your product and the business opportunity first (not on you/your team and your many accomplishments).

• If you must say something about yourself, limit it to a sound bite, i.e. “Hi, my name is Maria Smith, I’m a xxx at Columbia University
How should you end?

• TEAM: Show that your team is cross-disciplinary and has depth!

• SUMMARY: Restate what your product is and restate your value proposition. This should be 10 seconds or less.

• THANK YOU: Remember to thank everyone for the opportunity to share your idea.

• Lastly, encourage feedback from the audience: “We welcome your questions, or please come talk to us at the break – we very much appreciate your feedback!”
Handling Questions – 60 seconds

• Anticipate questions
• Understand the question
• Don’t be defensive
• Be courteous
  – Don’t be defensive
• Don’t be afraid to say “I’m not sure...”
THANK YOU

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http://entrepreneurship.engineering.columbia.edu/fast-pitch.html