



Pitch Your Solution

HACC - Nov 7, 2020
Stefan Opsal

About Me



Entrepreneur

Co-founded and led venture-backed software startups and small businesses.



Investor

Former Venture Capitalist, Accelerator Analyst, & "Angel Investor"



Mentor

Worked with 40+ startups on Pitching, Fundraising, Strategy





Today's Discussion

Pitch Training

- 01 Bar Pitch
- 02 Elevator Pitch
- 03 HACCC Pitch
- 04 Tips & Tricks

**If you build it,
they will come.**



**If you build it,
they will come**

FALSE



What is my Value Proposition?

We do **X**
For **Y**
By doing **Z**



Painkillers



Vitamins

Painkillers



I fell and broke my leg in two places, injured my back in the fall, and need immediate medical attention. Give me painkillers RIGHT NOW.



Vitamins

I should start taking more Vitamin D. Maybe if I eat more Kale, I'll get more Potassium. Remind me to take a look at the vitamins next time we're at Costco



01

Bar Pitch

Bar Pitch*

20-Seconds

You're at a bar with an old friend, a stranger, a relative, etc.... when they ask "What does your solution do?"



*Credit to Joey Katzen

Bar Pitch*

Team Name

Is a generic product / service type
that helps buying audience
do value prop.



Bar Pitch



Is an _____ online platform _____
that helps _____ homeowners*
earn money from the extra rooms in their house.



*Know your Audience

Bar Pitch



Is an _____ app _____
that helps _____ organizations _____
_____ communicate & share files* more _____
_____ efficiently via instant messaging _____



*can have two separate value props

Bar Pitch*

Organization Name

Is a generic product / service type
that helps buying audience
do value prop.





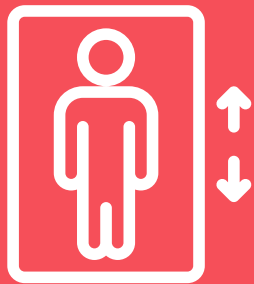
02

Elevator Pitch

Elevator Pitch

60-Seconds

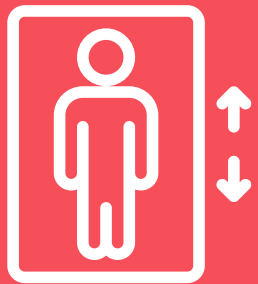
You're in an elevator with a VIP, and you only have one minute (or less) to get their attention and setup the next meeting.



Elevator Pitch

(60-Seconds)

1. Introduction
2. Problem
3. Ask

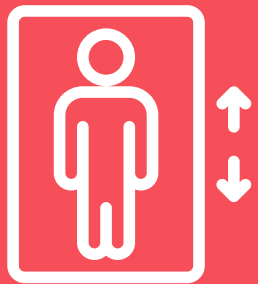


Elevator Pitch

(60-Seconds)

1. Introduction

- a. Who you are / What you do
- b. *Pro tip:* Use Your Bar Pitch



Elevator Pitch

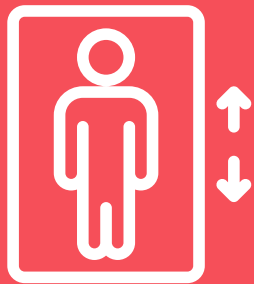
(60-Seconds)

1. Introduction

- a. Who you are / What you do
- b. *Pro tip:* Bar Pitch

2. Problem

- a. **What** is the problem?
- b. **Who** has the problem?
- c. **Why** is it important?



Elevator Pitch

(60-Seconds)

1. Introduction

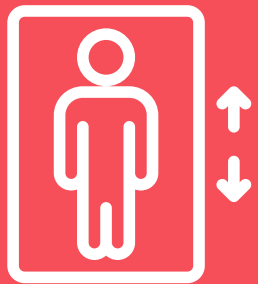
- a. Who you are / What you do
- b. *Pro tip:* Bar Pitch

2. Problem

- a. **What** is the problem?
- b. **Who** has the problem?
- c. **Why** is it important?

3. Solution

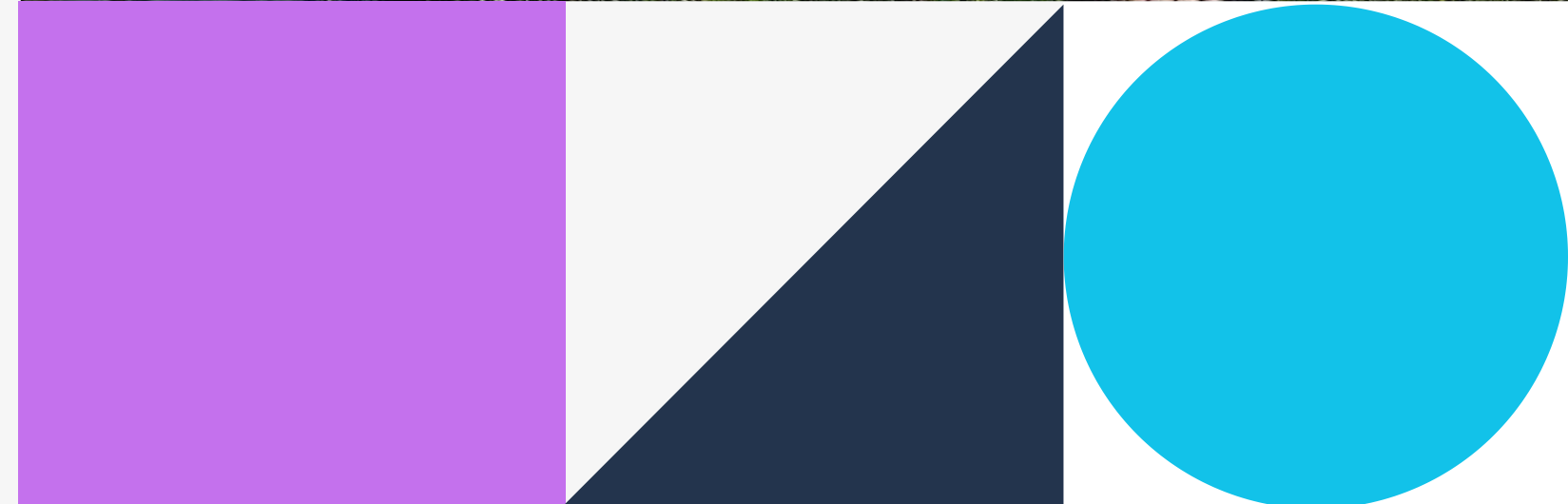
- a. Idea + Data = Solution



Pro Tip:

The Mom Test

Can your mother, grandpa, niece, etc. **understand** your elevator pitch?
Can they then repeat it to their friends the next day?



Brain Game*

Rules

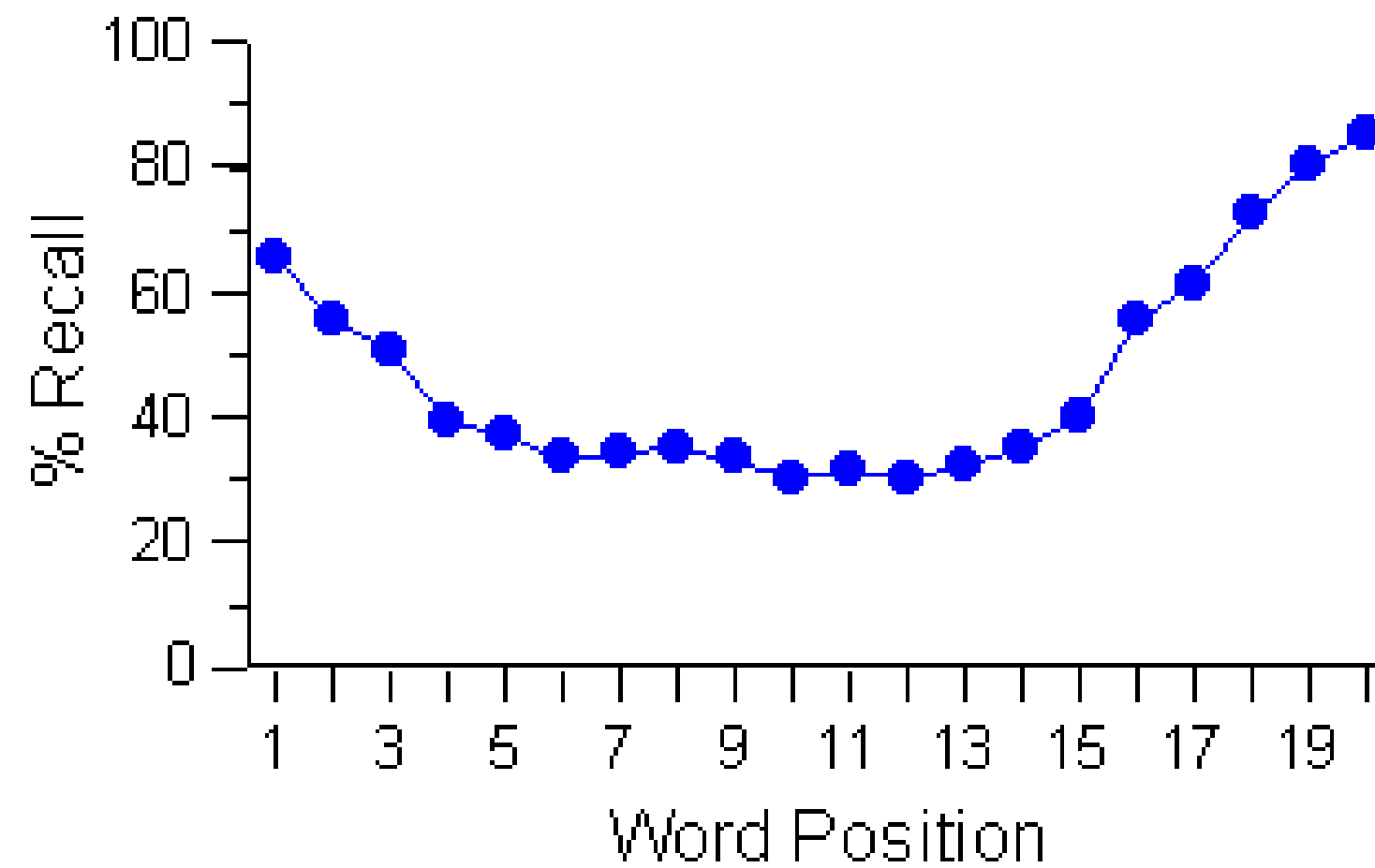
- 20 words → 1 word/second
- Your job is to remember as many of the words as possible.
- After I'm done, you'll have 60 seconds to write down as many as you can

Brain Game*

Cat	Apple	Ball	Tree	Square
Head	House	Door	Box	Car
King	Hammer	Milk	Fish	Book
Tape	Arrow	Flower	Key	Shoe

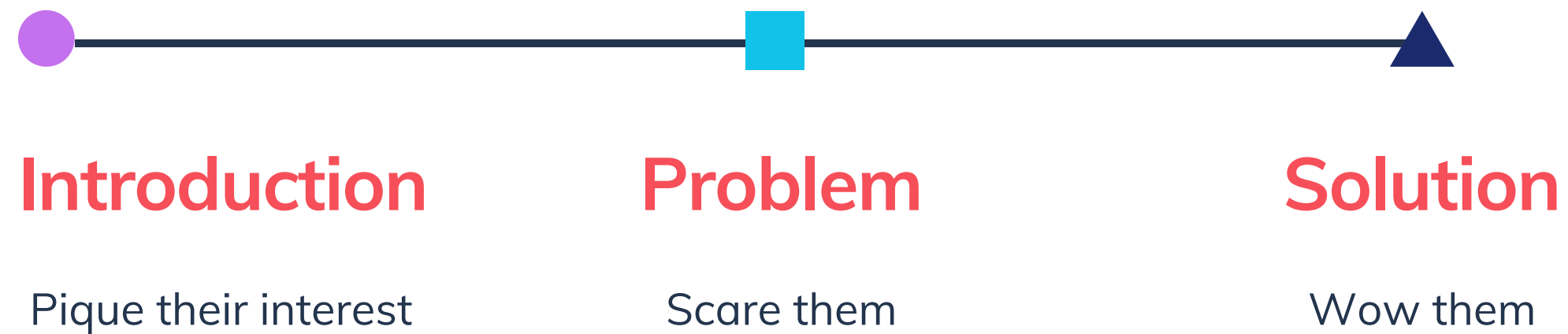
Brain Game*

The "Recency/Primary" Effect



PULL

Say just enough that your audience is begging for the next question.





03

HACC Pitch

HACC Reverse Pitch

5-Minutes

Teams will be pitching solutions to a group of judges, one after the other. Your mission is to convince them that your team has built the **best solution** possible.



HACC Reverse Pitch

(5-Minutes)

Bar + Elevator + Details

Take everything we've worked on already, put it together, and **elaborate**. Give details. Talk about the specific pain points, who is affected the most, why a solution is needed, why your team rocks, what data was used to build your solution, etc.



1. Introduction

- a. Who you are
- b. Problem
 - i. What is the problem?
 - ii. How big is the problem?
 - iii. What should anyone care?

2. Unique Solution

- a. Creative approach
- b. Innovative technology
- c. Originality + Design

3. Usability & Adoptability

- a. Resilience
- b. How the solution will be incorporated
- c. "Implementation"

4. Impact / Positive Change

- a. Usefulness and impact
- b. Integration and end users

5. Team

- a. Usefulness and impact
- b. Integration and end users

6. Demo



Proposed Revised Judging Scoring

Category	Description	Max Points
Requirements	How well does the system satisfy the requirements of the challenge?	5
Originality & Design	To what extent is the solution or application creative and innovative?	5
Resilience	Does the solution incorporate the technologies currently in use or being considered for use by the State?	5
Utility & Impact	How well would the solution or application integrate into existing situation? Would it have a positive impact on users or new users?	5
Presentation & Delivery	Did the team provide a well-executed and engaging presentation within prescribed time limit and incorporate required information to help judges evaluate their solution?	5
TOTAL	Maximum points that can be awarded by a Presentation Judge	25

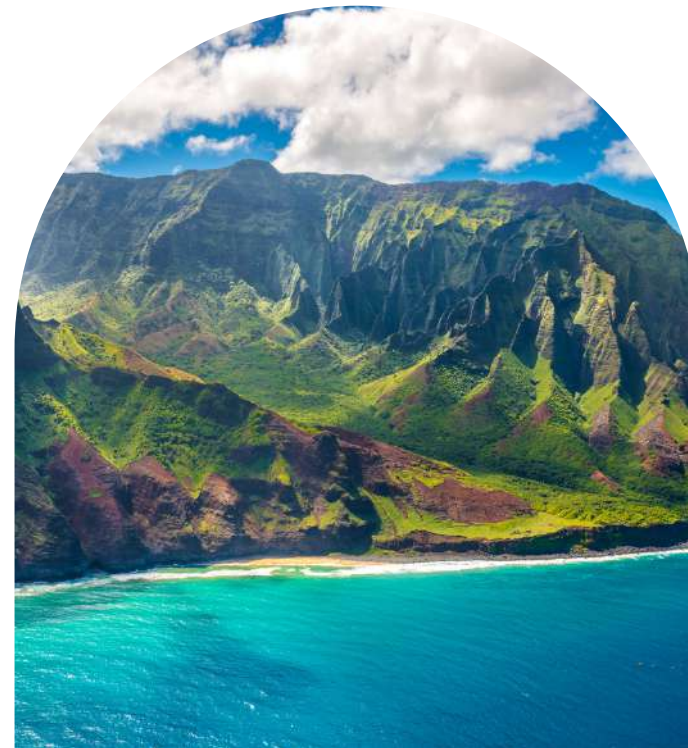


Pro Tips:



Practice, Practice, Practice

Try the mom test, in front of a mirror, the USPS guy, etc.



Add Visuals

Appeal to every type of learner and listener. Visuals > words.



Make them Feel Something

If you can make the audience laugh and cry, they will remember your pitch.

Contact Info

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Social

 /stefanopsal/

 @stefanopsal

Try the RendezView Beta:

<https://rendezview.io>



Thank You!

QUESTIONS? CONCERNS?
FEEDBACK?