



# Pitch Training

November 6th, 2021



# Today's Topics

## Pitch Training

01 **Fundamentals**

02 **Storytelling**

03 **Tips and Tricks**

# 1. Introduction

- Who you are
  - Why should we listen to you?
- Challenge Requirements
  - What is the problem you're solving?
  - How big is this problem?
  - Why should anyone care?

# 2. Unique Approach

- Creative approach
- Innovative technology
- Originality & design

# 3. Impact / Positive Change

- Utility and Impact
- Positive impact on current / new users
- User Friendly

# 4. Team

- Who we are
- How we split up the project
- How we collaborated w/ subject matter experts

# 5. Demo

- Live demo or Video





01 **Fundamentals**

Bar Pitch, Elevator Pitch, HACCC 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 app do?" or "What is your HACC solution?"



# Bar Pitch\*

## Team/App Name

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



# Bar Pitch



Is an \_\_\_\_\_ online platform  
that helps \_\_\_\_\_ homeowners\*  
\_\_\_\_\_ rent out the extra rooms in their house.



\*Know your Audience

# Bar Pitch



Is an \_\_\_\_\_ app \_\_\_\_\_  
that helps \_\_\_\_\_ organizations \_\_\_\_\_  
\_\_\_\_\_ communicate & share files\* \_\_\_\_\_  
\_\_\_\_\_ via instant messaging \_\_\_\_\_



\*Two separate value props



# Bar Pitch\*

## Team/App Name

Is a generic product / service type  
that helps buying audience  
do value prop (not a feature list).



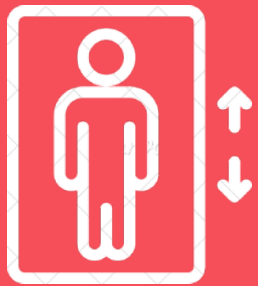
# What is my Value Proposition?

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

# Elevator Pitch

## 60-Seconds

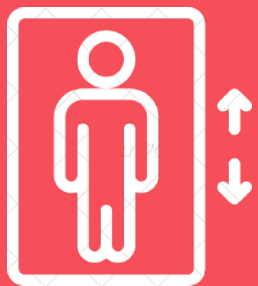
You're in an elevator with a VIP, and you only have one minute (or less) to get their attention and setup the next meeting.



# 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:* Bar Pitch



# Elevator Pitch

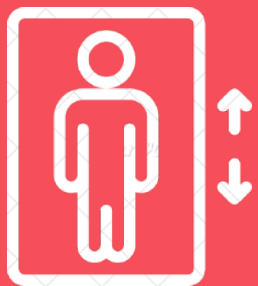
(60-Seconds)

## 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. Ask

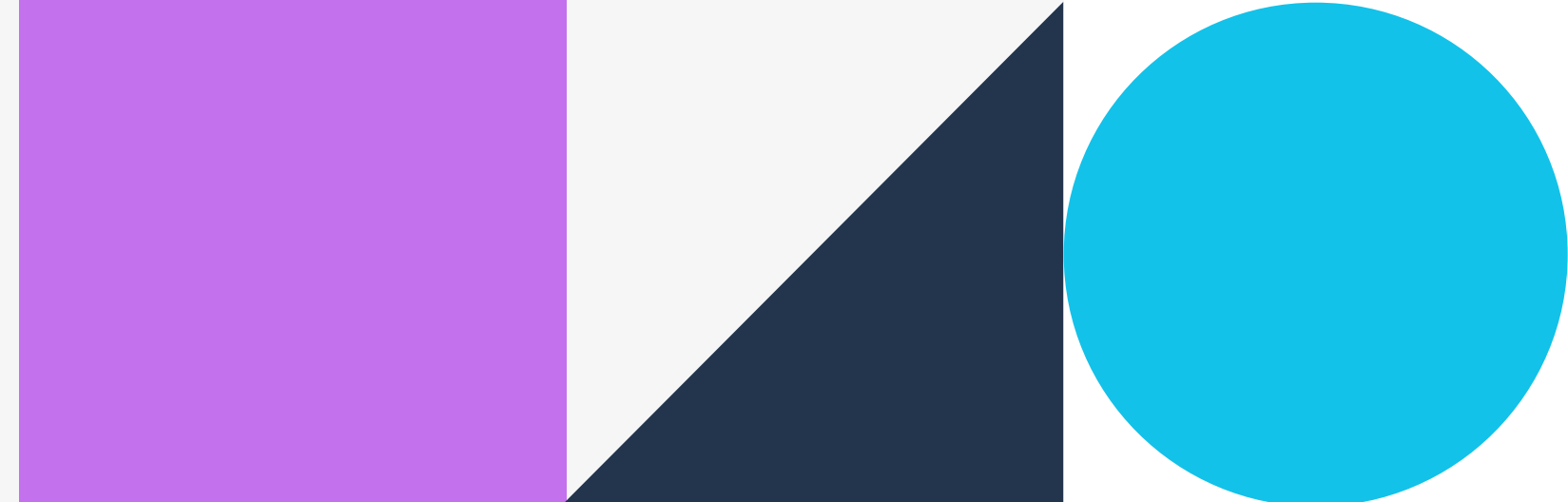
- a. Idea + Technology + Execution = Solution



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

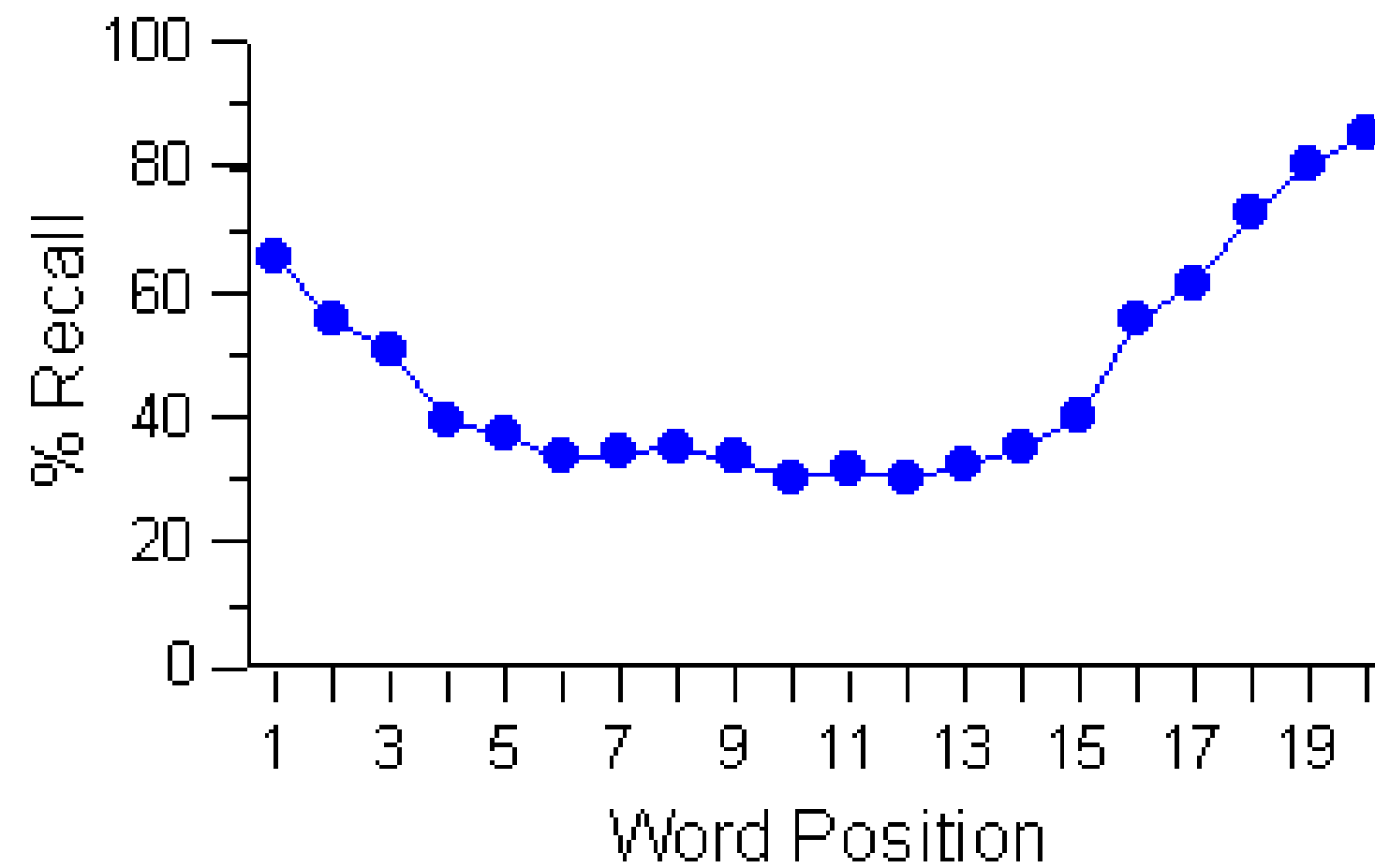
- I will read a list of 20 words at a rate of 1 word per second
- Your job is to remember as many of the words as possible.
- After I'm done, you'll have 60 seconds to write down as many as you can

# Brain Game\*

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

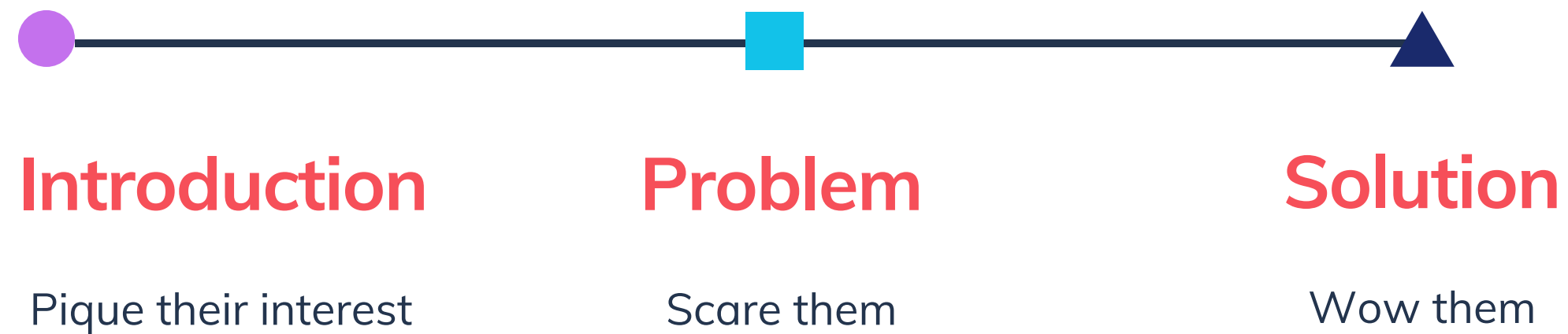
# Brain Game

The "Recency/Primary" Effect



# PULL

Say just enough that your audience is eager for the next section.





# HACC Pitch

## 5-Minutes

All the hacker teams will be pitching to a panel of judges, one after the other. Your mission is to convince the judges that **your unique solution** is the best.



# HACC Pitch

## 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 technologies and data were used to build your solution, etc.

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## Judging Criteria

Category	Description	Max Points
<b>Requirements</b>	How well does the system satisfy the requirements of the challenge?	5
<b>Originality &amp; Design</b>	To what extent is the solution or application creative and innovative?	5
<b>Resilience</b>	Do the chosen technologies incorporate modern design and appear to be flexible and durable to provide a long-term solution for the State?	5
<b>Utility &amp; Impact</b>	Do the functional components of the solution or application seem user-friendly or like it would have a positive impact on users?	5
<b>Presentation &amp; Delivery</b>	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
<b>TOTAL</b>	Maximum points that can be awarded by a Presentation Judge	25

<https://hacc.hawaii.gov/hacc-judging-criteria/>



# Pro Tips:



## Practice, Practice, Practice

Try the mom test, practice in front of a mirror, pitch the UPS guy when he drops off your amazon package, etc.



## Add Eye-Catching Visuals

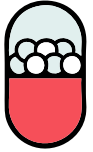
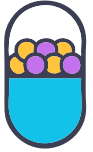
Appeal to every type of listener.  
A picture says a thousand words.



## Make Them Feel Something

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

**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 I'm at Costco

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



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

**FALSE**



# Great free tools

## Loom

Freemium: Quick Video + Audio Recordings for demo

## Pitch.com / Canva.com

Freemium: Create Beautiful Slide Decks and Presentations

## OBS Studio

Open Source: Screen Recording

## Audacity

Open Source: Audio Recording

## OpenShot Video Editor

Open Source: Video Editing

## Contact Info

[www.stefanopsal.com](http://www.stefanopsal.com)  
Hacc Slack: @StefanOpsal

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# Thank You!

QUESTIONS? CONCERNS?  
FEEDBACK?