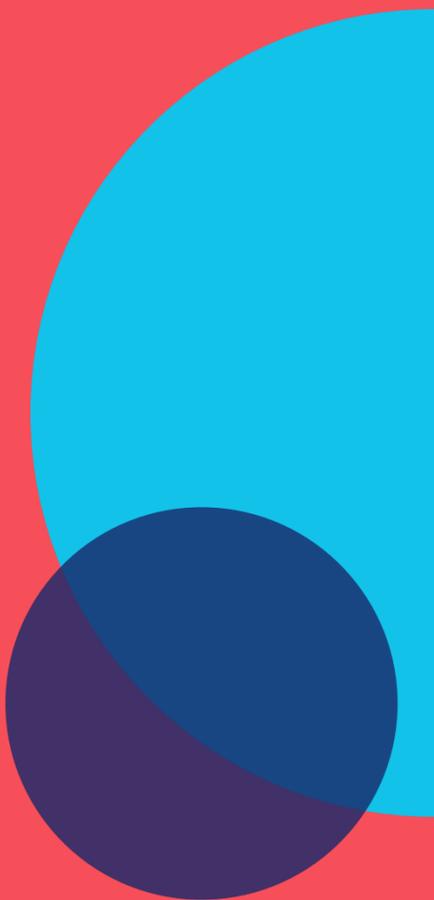


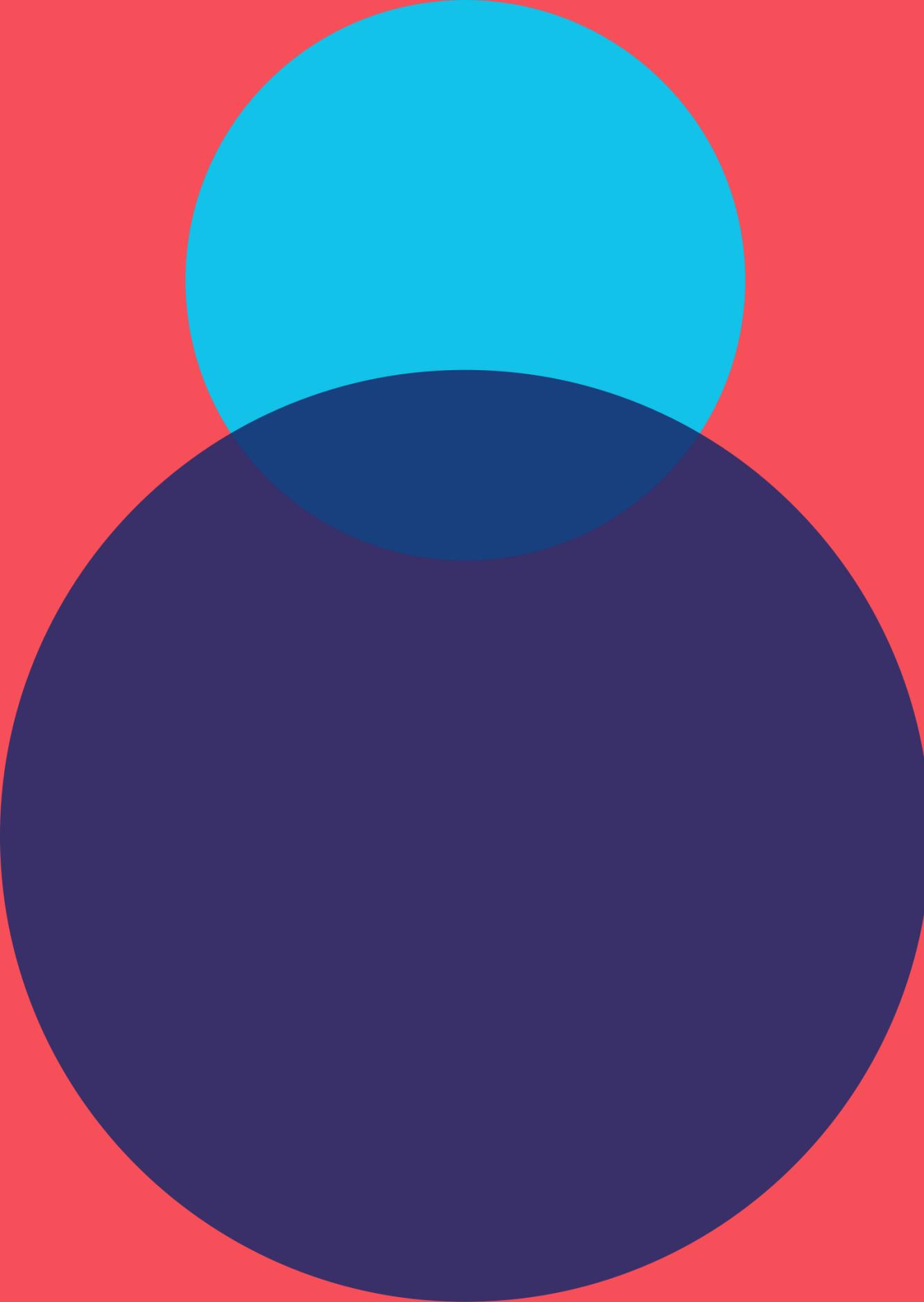


Reverse Pitch Training





About Me



Today's Topics

Reverse Pitch Training

01 **Fundamentals**

02 **Storytelling**

03 **Tips and Tricks**

1. Introduction

- a. Who you are
 - i. Why should we listen to you?
- b. What your organization does
 - i. Who does it help?
 - ii. Why is it important?
 - iii. How does it do what it does?

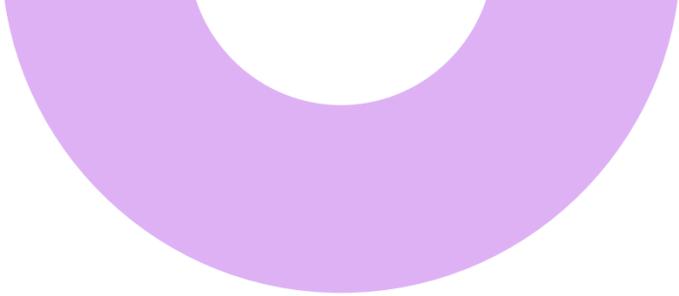
2. Problem

- a. What is the problem?
 - i. How big is the problem?
 - ii. What caused it?
- b. Who has the problem?
 - i. Who is affected by this?
- c. Why is it important?
 - i. Why should I care?
 - ii. What happens if we don't solve it?

3. Ask

- a. Proposed solution
- b. How it will be implemented
- c. Unique Data Sets
- d. Impact of the solution, ETC.





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 company do?" or "What is your HACCC challenge?"



Bar Pitch*

Organization Name

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



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*

Organization 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

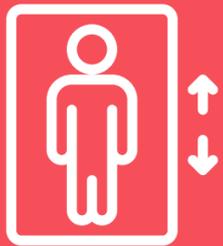


Elevator Pitch

(60-Seconds)

1. Introduction

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



Elevator Pitch

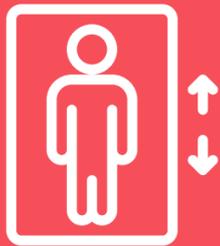
(60-Seconds)

1. Introduction

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

2. Problem

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

3. Ask

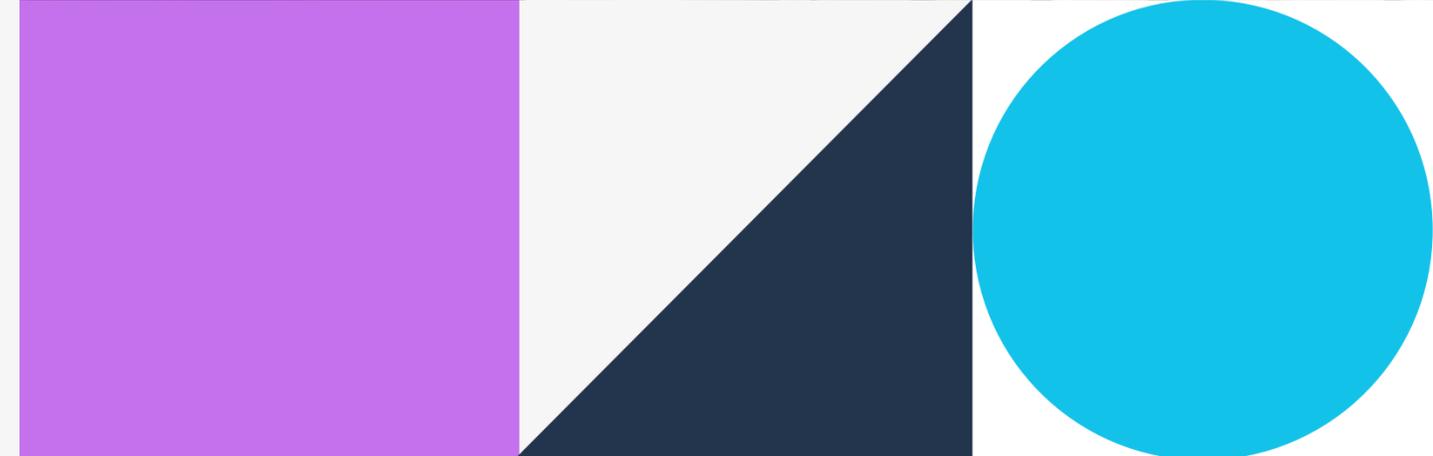
- a. Idea + Data = Solution



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

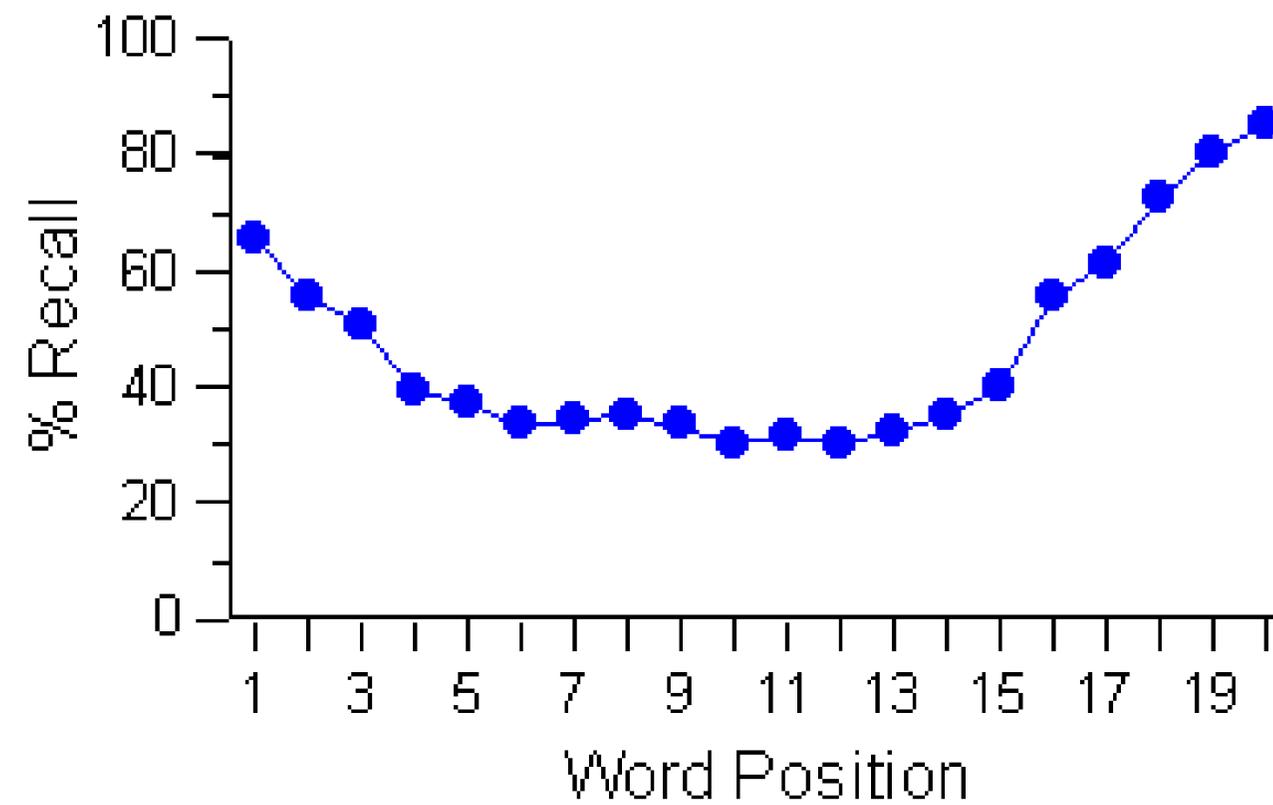
- I will read a list of 20 words at a rate of 1 word per second
- Your job is to remember as many of the words as possible.
- After I'm done, you'll have 60 seconds to write down as many as you can

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 begging for the next question.





HACC Reverse Pitch

10-Minutes

Challenge Sponsors will be pitching to a group of "hackers" one after the other. Your mission is to convince them to work on your problem and build the **best solution** possible.



HACC Reverse 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, what data can be used to build a solution, etc.

1. Introduction

- a. Who you are
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 - iii. How does it do what it does?

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- a. Proposed solution
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- d. Impact of the solution, ETC.



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.

Great free tools

Loom

Freemium: Quick Video + Audio Recordings for demo

OBS Studio

Open Source: Screen Recording

Audacity

Open Source: Audio Recording

OpenShot Video Editor

Open Source: Video Editing

Pitch.com / Canva.com

Freemium: Create Beautiful Slide Decks and Presentations

Contact Info

Social



Thank You!

**QUESTIONS? CONCERNS?
FEEDBACK?**