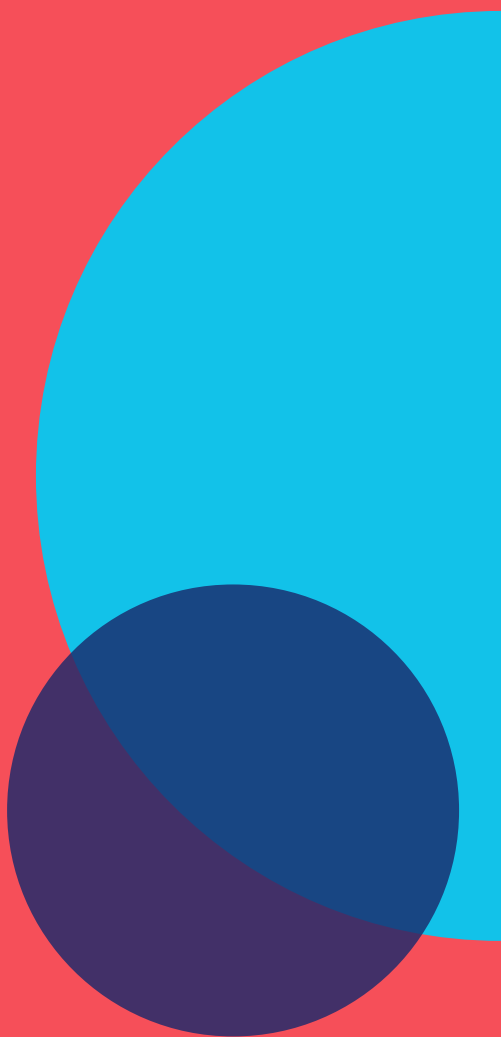




Pitch Training



Who is Christopher Nguyen?



Program Manager 2 Microsoft (2021 - Present)

- Working to make Windows the best home for developers
- Product management for Windows Terminal
- Product management for Win Dev Virtual Machines

UH Manoa Alumni

University of Hawaii at Manoa (2014 - 2018)

- Did a lot of Software Engineering internships
- Did a NASA funded project to find ice on the moon
- Won first prize with my team at HACC 2017!

I'm also a proud alumni of Farrington High School :)

```
Windows PowerShell
Copyright (C) Microsoft Corporation. All rights reserved.

Install the latest PowerShell for new features and improvements! https://aka.ms/PSWindows

Loading personal and system profiles took 514ms.
chrnguyen ~ ♥ 01:33 cd powertoys
chrnguyen powertoys → (chrisBranch) ♥ 01:33 git status
On branch chrisBranch
nothing to commit, working tree clean
chrnguyen powertoys → (chrisBranch) ♥ 01:33 cd src
chrnguyen src → (chrisBranch) ♥ 01:33 cd logging
chrnguyen logging → (chrisBranch) ♥ 01:34 ls

Directory: C:\Users\chrnguyen\powertoys\src\logging

Mode                LastWriteTime         Length Name
----                -
-a-----          10/20/2022   1:12 AM         11923 logging.vcxproj
-a-----          10/20/2022   1:12 AM         9877 logging.vcxproj.filters

chrnguyen logging → (chrisBranch) ♥ 01:34 wsl
chrnguyen@DESKTOP-LT7NSCG:/mnt/c/Users/chrnguyen/powertoys/src/logging$ ls
logging.vcxproj  logging.vcxproj.filters
chrnguyen@DESKTOP-LT7NSCG:/mnt/c/Users/chrnguyen/powertoys/src/logging$
```



Today's Topics

Pitch Training

1. HACCC Presentation Judging Criteria
2. Pitch Fundamentals
3. HACCC Tips & Tricks

Our Goal: Learn the fundamentals to pitch a HACC solution

Presentation Judging Criteria

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
Utility & Impact	Do the functional components of the solution or application seem user-friendly or would it have a positive impact on 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	20



3 Minutes

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



01 Fundamentals

Bar Pitch, Elevator Pitch, HACCC Pitch

Learning these fundamentals will help you form your HACCC pitch :)

Bar Pitch

20-Seconds

You're at a bar with a stranger, an old friend, a relative, etc... and they ask

"What does your app do?" or
"What is your HACC solution?"

This needs to be **basic** and **straight to the point**.
The goal is to also build **excitement** and **interest** from the person you are talking to.



Bar Pitch

App Name / Solution Name

Is a product / service

that helps a particular audience

do something that brings value to that audience (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 online platform
that helps travelers*
rent rooms from local homeowners.



*Know your audience

Bar Pitch



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

*Two separate value props

** How we achieve the value prop



My HACCC Bar Pitch

LoveMilkTea

Is a map app

that helps UH Manoa students

navigate the UH Manoa campus & get info on new events*

through crowdsourcing.**



*Two separate value props

** How we achieve the value prop

Let's Practice the Bar Pitch!

Team / App Name

Is a product / service

that helps a particular audience

do something that brings value to that audience (Value Prop).



Quick Formula for Bar Pitches

(also can be used for interviews and resumes)

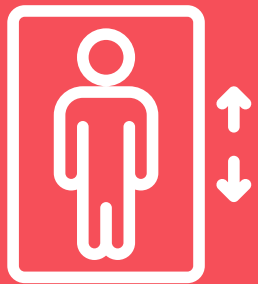
We do **X**
For **Y**
By doing **Z**

Elevator Pitch

60-Seconds

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

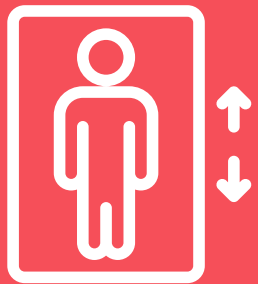
Knowing your bar pitch helps you create your
elevator pitch.



Elevator Pitch

(60-Seconds)

1. Introduction
2. Problem
3. The Ask

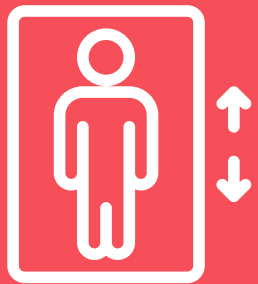


Elevator Pitch

(60-Seconds)

1. Introduction

- a. Who you are / What you do
(This is your Bar Pitch)



Elevator Pitch

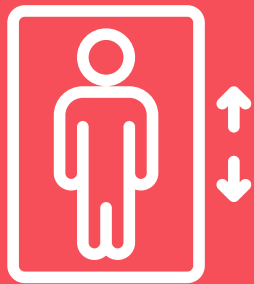
(60-Seconds)

1. Introduction

- a. Who you are / What you do
(This is your Bar Pitch)

2. Problem

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



Elevator Pitch

(60-Seconds)

1. Introduction

- a. Who you are / What you do
(This is your Bar Pitch)

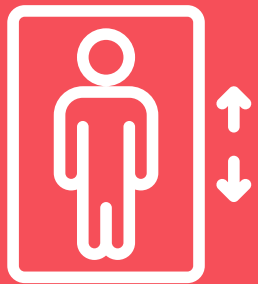
2. Problem

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

Pro-Tip: Put your audience in the shoes of your users...

...because everyone will have the same question:

"Why should I care? What do I get out of this?"

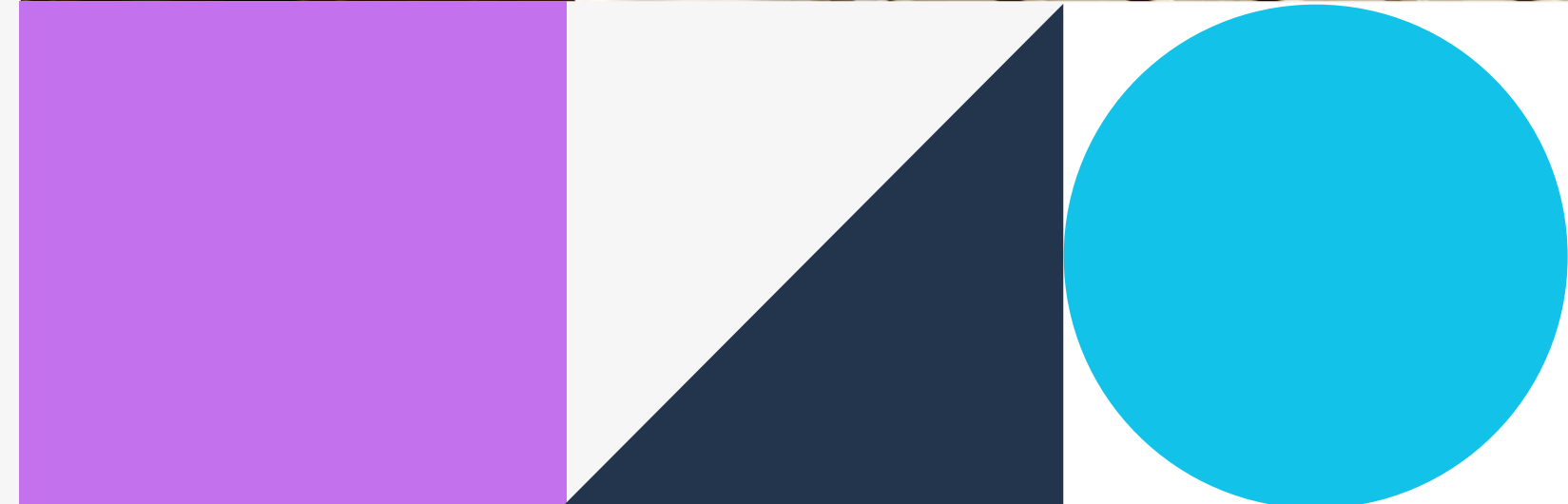


Pro Tip:

The Mom Test

Can your mother, grandpa, niece, etc. **understand** your elevator pitch?

Can they then repeat it to their friends the next day?



Example Problem Statement

(60-Seconds)

2. Problem

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

Example

Digital maps of UH campuses are inaccurate.

This problem prevents **current and prospective students** from experiencing all that UH has to offer.

Failing to solve this problem leads to **decreased retention** and **decreased enrollment** from both in-state and out-of-state students.

No formula just hit those points :)

Let's Practice Problem Statements!

This is just practice, no pressure :)

1. Introduction
2. Problem
 - a. **What** is the problem?
 - b. **Who** has the problem?
 - c. **Why** is this problem important?

Example Problem Statement:

Digital maps of UH campuses are inaccurate.

This problem prevents **current and prospective students** from experiencing all that UH has to offer.

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Elevator Pitch

(60-Seconds)

1. Introduction

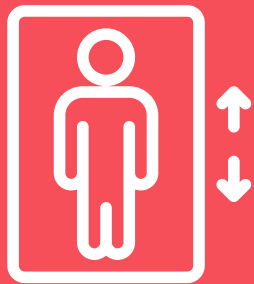
- a. Who you are / What you do
(This is your Bar Pitch)

2. Problem

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

3. Ask

What do you want to get out of this pitch?
Funding? App download? Next meeting?





HACC Pitch

2-Minutes Presentation + 1-Minute Live Demo

Your mission is to convince the judges that **your unique solution** is the best.



HACC Pitch

Intro + Bar Pitch + Elevator Pitch + 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.

HACC Pitch Breakdown

1. Introduction + Bar Pitch

- Who you are.
- What you do. / What your solution does.

2. Elevator Pitch

- What is the problem?
- Who has the problem?
- Why is this problem important?

3. Details about Solution

- Why does your solution **actually** solve the problem?
- How is your solution **creative / innovative**?
- How is your solution **user-friendly**?
- What is the **impact** of your solution?

4. Demo

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HACC Tips & Tricks



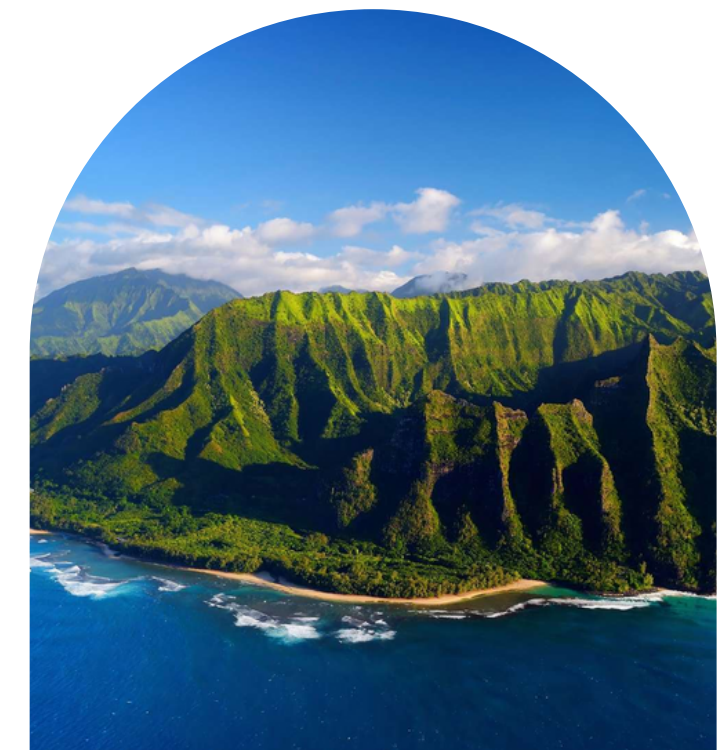
Practice, Practice, Practice

Practice with those that don't know the problem you're solving.
Get feedback. Iterate.
Practicing on Zoom will also help iron out any technical difficulties on the day of the presentation.



Make Them Feel Something

If you can make the audience laugh or cry, they'll remember you.
Be creative. Be engaging.
Try to have fun with it :)



Think Impact. Think Value.

Think about that impact and value your solution brings to users.
Think about how your solution can scale and empower others outside of your problem space.

Thank You and Good Luck!



LinkedIn: [linkedin.com/in/chrisnguyenhi](https://www.linkedin.com/in/chrisnguyenhi)

Twitter: @nguyen_dows

GitHub for Windows Terminal:

github.com/microsoft/terminal

Questions? Concerns?

Feedback?

Snarky Remarks?

**Questions for the sake of asking questions
because your teacher told you that you'd
get extra credit if you asked a question?**

(Don't worry, I've been there haha)