DREXEL UNIVERSITY
Charles D. Close
School of Entrepreneurship

IDEA PITCH COMPETITION INFO SESSION

DREXEL UNIVERSITY
Baiada Institute
for Entrepreneurship

Bad pitch example

Good pitch example

Idea Pitch Competition Goals

- Communicate "*new*" ideas / businesses
- Help you learn how to effectively present your idea
- Get feedback on your idea, work and business model
- Make new connections to potential partners, customers, team members
- Prizes, recognition and rewards

What it’s not

A full-blown investor pitch (though there are elements)

A business plan presentation

A product demo

EVENT DETAILS

- Friday March 4 10a-1pm in the Paul Peck Alumni Center
  - Lunch provided
  - Must register (www.drexel.edu/baiada/news/events)

- Two round format
  - Two minutes for initial pitch
  - ~Five teams selected for final pitch
  - Three minutes for final pitch with judge Q&A

- No slides (handouts for judges ok)

Competitions Model

Idea pitch

- Effective idea communication
- Winter term (also during Startup Day)
- Students only
- $500 prize

Commercialization plan

- Provide evidence of commercial viability
- Spring term
- Students only
- $1000 prize

Business plan

- Full oppty analysis & plan
- LivePlan access
- Summer/fall term
- Startup Day
- Students and recent grads
- Significant cash prizes & services

IDEA PITCH DESIGN TEMPLATE

PITCH ELEMENTS

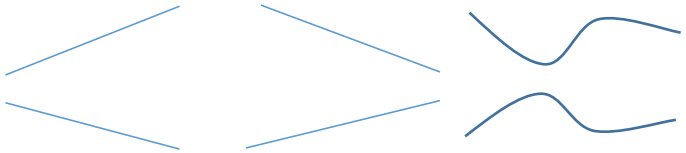
P	M	C	I	S	V
Problem	Market	Customer	Innovation	Solution	Value
(or unmet need)	(size & competition)	(target segment)	(uniqueness)	(specific)	(capturing $)

Optional elements (team, funding, milestones)

PITCH CONSTRUCTION

- Element sequence
- Element emphasis (length, depth, clarity loops)
- Design the pitch to get the best questions and pre-empt expected objections

PITCH VISUALIZATION



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LET’S PRACTICE

Additional tips

- People remember stories (ideally about you)
  - What is a shared experience that connects to the audience?
- Thank everyone for their time
- Offer something that engages the audience after the pitch

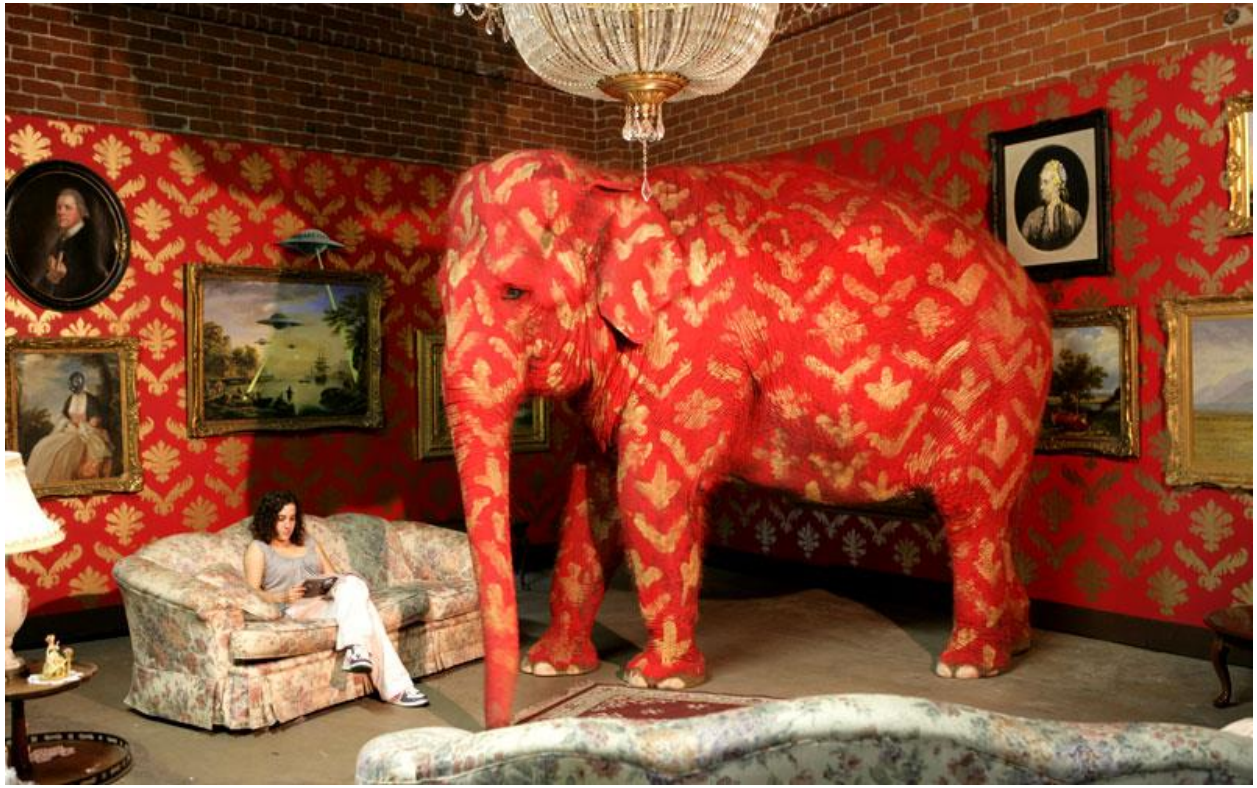
More tips…

Practice!!!

People are on your side!

Make eye contact (because you'll get respect)

A Word on Style



Dress like your audience <u>+ 1</u>

Final points

Public speaking tops the list of things people are most afraid of **more than spiders or heights!**

It's normal…and it's a good thing

- Keeps you awake, excited, interested…

Remember…

- You're the expert!!!
- You're teaching, not presenting

GOOD LUCK!

Chuck Sacco

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