Pitch Training

Mia A. Gomez Legarda
magomez46@miners.utep.edu
An elevator pitch is a concise, persuasive speech designed to spark interest in your business idea within a very short time frame, typically 30-60 seconds.

The purpose is to grab attention, generate interest, and leave a lasting impression, making the listener want to know more about your venture.
Components

1. Hook (Story / Fact)
2. Problem
3. Solution
4. Customer Segment
5. Lessons learned from Customer Discovery
6. Existing Alternatives
7. Revenue / How do you make money?
8. Team
9. Add MVP

What’s next for this venture?
Problem/Introduction

- Know your audience
- Hook them in immediately by generating an emotion:
  - A startling fact
  - Interesting personal story
  - Humor
  - A contradiction to conventional wisdom
  - Fear
Solution

- One sentence elevator pitch with clear nouns.
- Show not just tell: mockups, collage, diagram, video, etc.
- Can talk about the long-term vision then the current phase of development.
Customer Segments

- Who are your customers? Who are your users? Is it the same “person” or are they different?
- Have you done primary research? What are some insights uncovered?
- What are some of the Lessons Learned from Customer Discovery?
Existing Alternatives

Positioning maps!
Talk about how you're better, not how competitors are worse.
Revenue

- How do you make money?
  - Subscription, freemium, direct sales, ad-based, affiliate, B2B/B2C, etc.
- Multiple customer segments? Who will you target first (beachhead market)?
- Simple unit economics?
- Can you borrow numeral assumptions from competitors?
- Realistic?
Expanding on your pitch

For (customers) that have (problem), we provide (solution).
Expanding on your pitch

For (customers) that have (problem), we provide (solution).

Unlike (existing alternatives), we provide (unique value proposition).

(Org. name) makes money by (Revenue Streams).

PRACTICE PRACTICE PRACTICE PRACTICE!!!!!!!
Expanding on your pitch

For people who need to get places without using their own car, we provide a ride-sharing app.

Unlike taxi services, we provide more availability and easy communication through an app.

Uber makes money by getting a commission from each ride.
Pitch Components Cheat-sheet

Your pitch should include the following information:

1. **Hook**: Tell your audience an attention-grabbing fact or story related to the problem you identified.
2. **Problem**: State the specific problem you identified in a clear and concise manner.
3. **Solution**: State the solution you plan to offer your customer. How is this unique? (Tip: Make sure it is actually solving a problem for your customer and is not just a nice idea.)
4. **Customer Segment**: Who is your customer segment? Be specific about who exactly it is that you are targeting. Make sure you clearly identify users and customers separately if they are not the same. Add lessons learned from Customer Discovery, if any.
5. **Existing Alternatives**: What solutions do customers currently have for the problem you identified.
6. **Revenue**: How will you be making money?
7. **Team**: What is your advantage over others when addressing this problem?
8. **MVP-Minimum Viable Product**: What would your MVP look like?
9. **Closing**: What's next for this venture?

What are the next steps for your venture (be realistic, set next steps and timeline according with your venture stage)
Examples

https://youtu.be/fw2XdpzW-rg?si=YqVutprk1eBQdicj
Useful Resources

Master Your Pitch: https://toolkit.techstars.com/master-your-pitch#chptr1
Pitch Worksheet: https://toolkit.techstars.com/master-your-pitch-worksheet
Pitching in front of investors or people you don't know can be overwhelming. Here's a quick 5-minute affirmation video to help you reduce your anxiety and remind you of how incredible you are!

https://youtu.be/mQE0sfnNFEw?si=okVj7aqgVyQOP-XH
Thank you!

Email: magomez46@miners.utep.edu
LinkedIn: www.linkedin.com/in/miaaneshka