

California State University, Fullerton's
Center for Economic Education in collaboration with the
Center for Entrepreneurship Presents:

10th Annual

CSUF Titan Fast Pitch



Agenda for today:

Introductions & Overview



Fast Pitch: What, Why, and How?



Strategies and Tips for a LIVE Fast Pitch



Competition Rules & Judging Criteria

CENTER FOR ECONOMIC EDUCATION

Established 1965

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Overview for Titan Fast Pitch

Who can compete?

- ❑ Three tracks: middle school, high school, college/university

What do I need to do?

- ❑ Prepare and record a 90 second pitch of your idea/product/service.

Why should I participate?

- ❑ Great practice for how to communicate your ideas clearly
- ❑ Contest winners receive scholarships!

Overview for Titan Fast Pitch

Middle Schools: Winners will receive cash scholarships!



Overview for Titan Fast Pitch

High Schools: Winners will receive cash scholarships!



FAST PITCH 101

What is a **Fast Pitch**?

- Also called an *elevator pitch* or *business pitch*
- An idea, a solution to a problem you or others might have
- A shortened version of your business plan
- A 60-90 second business pitch (100-150 words)



FAST PITCH 101

Why is a Fast Pitch important?

- People are busy
- You are competing for their attention
- It's a great skill to practice and use!



FAST PITCH 101

Ice Breaker

- What is your name?
- What is something that bugs you most days?
- Can you think of a solution to this problem?
 - Ex: *I hate waiting for the shower at home*
 - *i.e. Shower timer; everyone gets 15 min*



FAST PITCH 101

Structure & Flow

10-15 sec per section

- ★ **Introduction:** You can introduce yourself and/or begin with a *hook*!
- ★ **Problem:** Define the problem/opportunity you are trying to solve
- ★ **Solution:** Introduce the solution/idea you came up with
- ★ **Customer:** Describe your customer and/or your market
- ★ **Market Research:** Explain how your solution is better/faster/cheaper
- ★ **You & Your Team:** Explain why you are best fit to lead and who else is in
- ★ **Summary:** Closing remarks & current status (optional)

HOW ARE YOU
GOING TO MAKE
MONEY?

FAST PITCH 101

Live Pitch Prompts: Example #1

The Positioning Statement

- For those (target customers), who (have the following problem) our solution is a (describe product/service) that provides (discuss the breakthrough capability). Unlike (traditional alternatives/your competitors), our solution is (competitive advantage).



FAST PITCH 101

Live Pitch Prompts: Example #2

The Pixar Pitch

- **Once upon a time,** (introduce the character and/or context).
- **Every day,** (establish the way things were) .
- **One day,** (introduce the problem.) .
- **Because of that,** (discuss the challenge) .
- **Because of that,** (discuss their search for a solution) .
- **Until finally** (discuss the solution they found) .
- **Now,** (establish the way things are better now):



FAST PITCH 101

Live Pitch Prompts: Example #3

The “Almost Real’ Pitch

- **Have you ever** (discuss the situation the customer faces) ?
(Company/Your Name) **makes** (product) for
(target customer segment) **so that they can** (primary value proposition/benefit) .
Unlike (traditional alternatives/competitors) , our solution is
(competitive advantage) .



FAST PITCH 101

Fast Pitch Example #1

Hi, I'm Jordan. I've been an athlete since I was three years old. I never imagined that during my junior softball season at this university, I would pass out running a hill. After months of doctors appointments, getting my blood drawn, and heart tests, I finally found out that I was diagnosed with iron deficiency anemia. Iron deficiency anemia is a top nutritional disorder in the world, with no cure. 80% of the world suffers from iron deficiency anemia and 20% of those are athletes. My company, Fair Test, has created a product that is portable and is like a glucose meter. With a small sample of blood, you can test your iron levels to see if they are low or high, and work from there. Athletes from the ages of 17-24 are at extremely high risk as iron is lost through sweat, skin and urine. Fair Test is a product that can help athletes continue to play the sports they enjoy so much.


FAST PITCH 101

Fast Pitch Example #2

The most widely manufactured material on the planet is concrete. On average, each person uses more than 3 tons of concrete a year. Unfortunately, concrete manufacturing processes contribute to more than 10% of the CO2 emissions worldwide. However, we have been able to develop a concrete that not only cuts the CO2 emissions by half, but also it is 5x stronger than normal concrete. Our design is unique because we have discovered how to change the very nanostructure of concrete. This approach is environmentally-friendly and at the same time it reduces the cost of concrete manufacturing by 40%. The US market for concrete is \$100B/year. We are a team of five researchers, including three super-star professors at MIT, that are looking to make concrete kinder to the planet.

FAST PITCH 101

Live Delivery

- **Body Language:**
 - Hand movement
 - Power Stances
 - Eye contact 
 - Relax & Smile
- **Breathing Exercises**
 - 4-7-8 Breathing Exercise

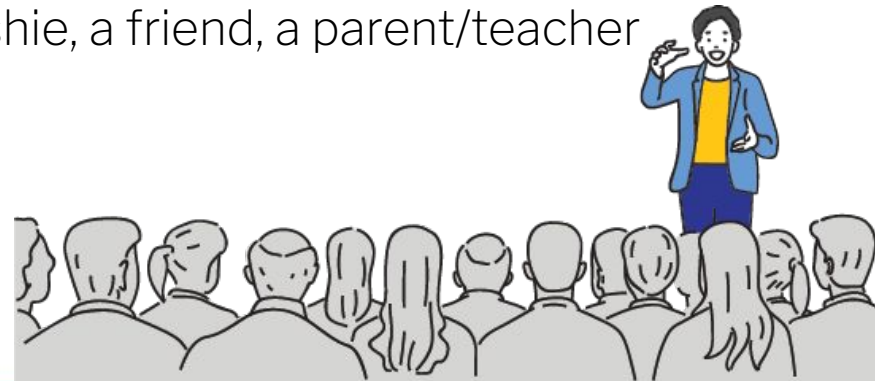
THE POSES:



FAST PITCH 101

Live Delivery

- **Vocal Variety:**
 - Change up the volume
 - Beware of talking too fast or speaking monotone
 - **The 5 P's:** Pitch, Pace, Pause, Projection & Personality
- **Practice at Home:**
 - Talk in front of a mirror, a plushie, a friend, a parent/teacher



FAST PITCH 101

Final Tips!



- **Begin your pitch with a hook**
 - A question, a provocative statement, surprising fact, etc.
- **End your pitch with a summary that captures the impact of it**
 - The goal of the fast pitch is to open the door to the next step, but for now, you can focus on an impactful statement
- **Use these resources!**



- Feel free to use this PowerPoint as a reference to help you brainstorm and develop your ideas!

FAST PITCH 101

Judging Criteria

Pitch Content

- ❑ What is your market?
- ❑ How is your product special?
- ❑ How thoughtful is your idea and its pitch?
- ❑ Is the technology compelling?
- ❑ What would growth/progress look like?

Pitch Communication

- ❑ Articulation (Clarity)
- ❑ Energy
- ❑ Eye contact
- ❑ Confidence
- ❑ Cohesive story

Note: Make sure to
INTERNALIZE!



FAST PITCH 101

Top 10 Most Important Questions:

1. How will your business idea make money?
2. Who will you compete with? How are they different?
3. What separates you? What makes your business idea unique?
4. How are you going to get the word out about your business idea?
5. How are you going to get started?
6. How did you come up with your business idea?
7. How will you measure your success or growth?
8. Have you reached out to anyone to get further expertise?
9. Has anyone helped you develop your business idea? Who might they be?
10. How much money do you need to start your business?



TFP - Competition Timeline

Record your fast pitches and upload to Youtube - DUE 11:59 PM NOV 4TH



Finalists notified Saturday, November 22nd, 2022



Live Finals event held on Saturday, Dec 3rd @ CSUF TSU Pavilion (open)

More info at:



TFP - Competition Rules

- ★ 90 seconds maximum pitch, continuous take with no editing
- ★ Video submission must be in the format of a face-to-face pitch
- ★ No PowerPoint slides/poster boards/white boards/CGI/music/etc.
- ★ Handheld and/or wearable props/prototypes are acceptable
- ★ All participants should be current middle/high/college students
- ★ If pitching as a team, 2 is recommended, any more may hinder submission

Any Questions?

Thanks for tuning in!
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or

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Send your questions here



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The End