

PITCH PRACTICE
EVENTS

Fall 2019 ▶▶▶



The Collegiate Entrepreneurs' Organization
AT GEORGIA STATE UNIVERSITY



The Elevator Pitch

TOPICS TO BE COVERED

What is an Elevator Pitch?

TedEd Video

Atlanta Tech Village Guidelines

CEO Pitch Competition Guidelines

How to Handel Nerves

Workshop Time

Pitch Practice!



What is an Elevator Pitch?

BRIEF SPEECH THAT OUTLINES AN IDEA FOR A PRODUCT, SERVICE OR PROJECT TO GET YOU A MEETING!

<https://ed.ted.com/on/knLuMf8r#watch>

Atlanta Tech Villiage Guidelines

VERY BASICS OF “THE ELEVATOR PITCH”

NAME

COMPANY
NAME

PROBLEM
YOU'RE
SOLVING

YOUR
CUSTOMER

YOUR
SOLUTION



CEO PITCH COMPETITION GUIDELINES

HOW WILL THE COMPETITION BE JUDGED?

Judges will evaluate on content, delivery, viability of the venture, and the problem the company solves.

WHAT SHOULD I INCLUDE IN MY PITCH?

A good elevator pitch is clear, emphasizes your passion and expresses a need. All contestants must include what they plan to use the first place winnings of \$5,000 for and how it will advance his/her venture.

HOW LONG IS MY PITCH SUPPOSED TO BE?

The pitch is no longer than 1 minute and 30 seconds - 90 seconds total.



CEO PITCH COMPETITION GUIDELINES

CAN I USE A POWERPOINT TO ASSIST MY PITCH?

No, however you can bring any small props or prototypes

CAN I PRESENT WITH MY CO-FOUNDER?

No. The competition is for individuals who wish to pitch an idea or product. If a partner is involved in the business, they may participate in all components of the competition, with the exception of your pitch, duos are not permitted.

WHERE CAN I FIND THESE GUIDELINES?

<https://www.c-e-o.org/page/globalpitch>

PRESENTATION NERVES

1. Practice.
2. Transform Nervous Energy Into Enthusiasm
3. Meet and Greet
4. Use Positive Visualization
5. Take Deep Breaths.
6. Smile.
7. Work on Your Pauses.
8. Use a Power Stance.
9. Drink Water
10. Stop thinking about yourself.

Let's Work!

WRITE OUT YOUR PITCH!

MAKE SURE YOU INCLUDE,

Name

Company Name

Problem you're solving

Your customer

Your solution

Intentions with seed funding



PUTTING IT ALL TOGETHER
LET'S PITCH