Pitch Seminar

Argonne 052114
Types of Communication?

[Diagram showing types of communication, including Writing, Interpersonal, Networking, Speaking, and Teaching/Mentoring.]

http://thepostdocway.com/content/elevator-pitches-scientists-what-when-where-and-how
Purpose of a Pitch

• Convey information?
• Impress?
• Get a commitment?
• Tell everything about a subject?
Keys to Effective Pitch

• Clear
• Concise
• Memorable
• Powerful
• Active
• Story
Modified Hero’s Journey

- Life is normal
- Something happens to change that
- Things REALLY suck
- Hero overcomes bad things
- Add helpful side-kicks and mentor
- Return to a new normal
Result of a Successful Pitch

Audience will:
Understand, Believe and Act
How to make an Effective Pitch

- Know your “WHY”
- What gets you up in the morning?
- Dream BIG

- It’s not about you!
- It’s about the BENEFIT to someone else!

- PRACTICE, PRACTICE & PRACTICE MORE
VALUE PROPOSITION

For... target consumer
Who... customer need/desire
We provide... offering/service
That... delivered benefits
Unlike... alternatives available
We... distinguishing advantages of offering
Let’s Play!

Pitch this!
30-60 second pitch to include:
- Your product name
- Description of your customer
- Your customer’s problem
- How your product solves the problem
- Comic quotient

open
Your Personal Pitch
Your Research Pitch

Research

Target

Benefit 1

Benefit 2
Questions??

Thank You!

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