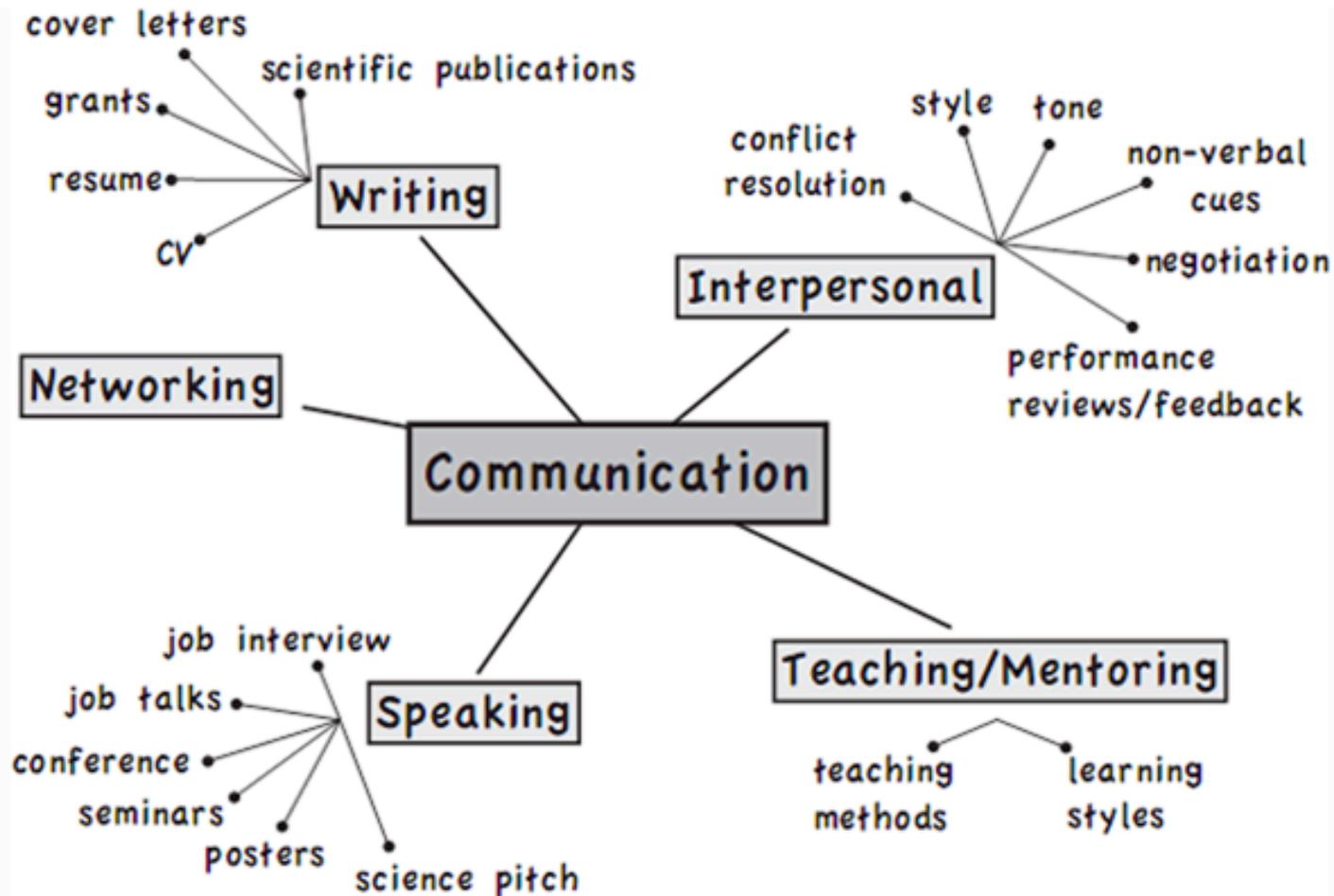


Pitch Seminar

Argonne 052114

Types of Communication?



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

Add helpful side-kicks and mentor

Life is normal

Something happens to change that

Things REALLY suck

Hero overcomes bad things

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

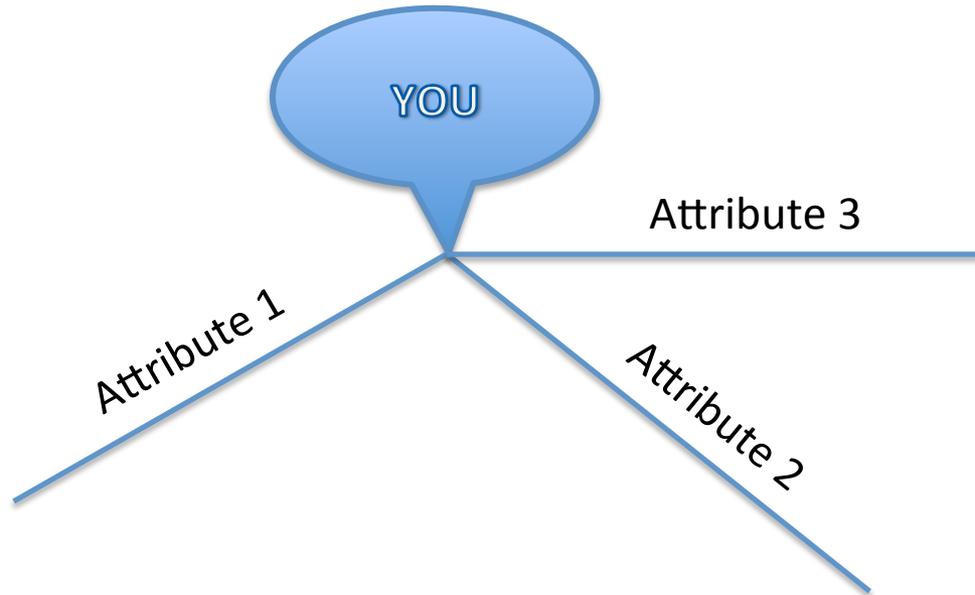
Unlike...alternatives available

We...distinguishing advantages of offering

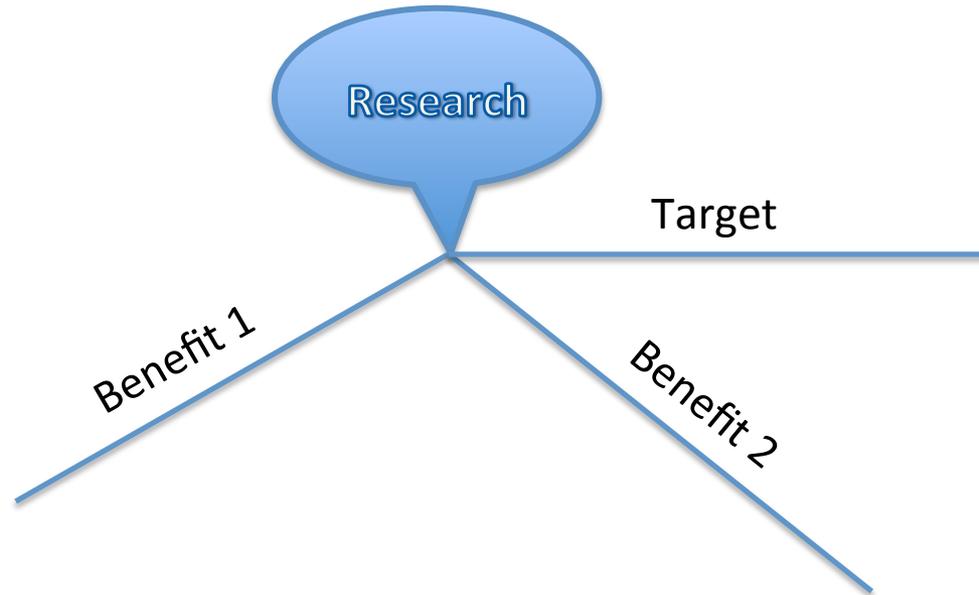
Let's Play!



Your Personal Pitch



Your Research Pitch



Questions??

Thank You!

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