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Pitch Training

Today's Topics

Pitch Training

1. HACC Presentation Judging Criteria
2. Pitch Fundamentals
3. HACC Tips & Tricks

Our Goal: Learn the fundamentals to pitch a HACC solution

Presentation Judging Criteria

Category	Description	Max Points
Requirements	How well does the system satisfy the requirements of the challenge?	5
Originality & Design	To what extent is the solution or application creative and innovative?	5
Utility & Impact	Do the functional components of the solution or application seem user-friendly or would it have a positive impact on users?	5
Presentation & Delivery	Did the team provide a well-executed and engaging presentation within prescribed time limit and incorporate required information to help judges evaluate their solution?	5
TOTAL	Maximum points that can be awarded by a Presentation Judge	20

2 Minutes

https://hacc.hawaii.gov/hacc-judging-criteria/

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01 **Fundamentals**

Short Pitch, Elevator Pitch, HACC Pitch

Learning these fundamentals will help your form your HACC pitch :)

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Short Pitch

20-Seconds

You bump into a stranger, an old friend, a relative, etc... and they ask

"What does your app do?" or
"What is your HACC solution?"

This needs to be **basic** and **straight to the point.**
The goal is to also build **excitement** and **interest** from the person you are talking to.

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Short Pitch

App Name / Solution Name

Is a **product / service**

that helps **a particular audience**

do **something that brings value to that audience (Value Prop)**.

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Short Pitch

airbnb

Is an **online platform**

that helps **homeowners***

rent out the extra rooms in their house.

*Know your audience

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Short Pitch

airbnb

Is an online platform

that helps **travelers***

rent rooms from local homeowners.

*Know your audience

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Short Pitch

slack

Is an **app**

that helps **organizations**

communicate & **share files***

via instant messaging.**

*Two separate value props
** How we achieve the value prop

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My HACC Short Pitch

LoveMilkTea

Is a **map app**

that helps **UH Manoa students**

navigate the UH Manoa campus & **get info on new events***

through crowdsourcing.**

*Two separate value props
** How we achieve the value prop

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Let's Practice the Short Pitch!

Team / App Name

Is a **product / service**

that helps **a particular audience**

do **something that brings value to that audience (Value Prop).**

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Quick Formula for Short Pitches

(also can be used for interviews and resumes)

We do X
For Y
By doing Z

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Elevator Pitch

60-Seconds

You're in an elevator with a VIP,
and you only have one minute
to get their attention and setup the next meeting.

Knowing your Short pitch helps you create
your elevator pitch.

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Elevator Pitch

(60-Seconds)

1. Introduction
2. Problem
3. Ask

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Elevator Pitch

(60-Seconds)

1. **Introduction**
   a. Who you are / What you do
   (This is your Short Pitch)

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Elevator Pitch

(60-Seconds)

1. **Introduction**
   a. Who you are / What you do
   (This is your Short Pitch)
2. **Problem**
   a. **What** is the problem?
   b. **Who** has the problem?
   c. **Why** is this problem important?

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Elevator Pitch

(60-Seconds)

1. **Introduction**
   a. Who you are / What you do
      (This is your Short Pitch)
2. **Problem**
   a. **What** is the problem?
   b. **Who** has the problem?
   c. **Why** is this problem important?

Pro-Tip: Put your audience in the shoes of your users...

...because everyone will have the same question:

"***Why should I care? What do I get out of this?***"

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Pro Tip:

The Mom Test

Can your mother, grandpa, niece, etc. understand your elevator pitch?

Can they then repeat it to their friends the next day?

Example Problem Statement

(60-Seconds)

2. Problem

a. **What** is the problem?
b. **Who** has the problem?
c. **Why** is this problem important?

Example

Digital maps of UH campuses are inaccurate.

This problem prevents **current and prospective students** from experiencing all that UH has to offer.

Failing to solve this problem leads to **decreased retention** and **decreased enrollment** from both in-state and out-of-state students.

No formula just hit those points :)

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Let's Practice Problem Statements!

This is just practice, no pressure :)

1. **Introduction**
2. **Problem**
   a. **What** is the problem?
   b. **Who** has the problem?
   c. **Why** is this problem important?

Example Problem Statement:

Digital maps of UH campuses are inaccurate.

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Elevator Pitch

(60-Seconds)

1. Introduction

a. Who you are / What you do

(This is your Short Pitch)

2. Problem

a. **What** is the problem?

b. **Who** has the problem?

c. **Why** is this problem important?

3. Ask

What do you want to get out of this pitch?

Funding? App download ? Next meeting?

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HACC Pitch

2-Minutes Presentation + 2-Minute Live Demo

Your mission is to convince the judges that **your unique solution** is the best.

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HACC Pitch

Intro + Short Pitch + Elevator Pitch + Details

Take everything we've worked on already, put it together, and **elaborate**. Give details.

Talk about the specific pain points, who is affected the most, why a solution is needed, why your team rocks, what technologies and data were used to build your solution, etc.

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HACC Pitch Breakdown

1. **Introduction + Short Pitch**
   - Who you are.
   - What you do. / What your solution does.
2. **Elevator Pitch**
   - What is the problem?
   - Who has the problem?
   - Why is this problem important?
3. **Details about Solution**
   - Why does your solution **actually solve the problem?**
   - How is your solution **creative / innovative?**
   - How is your solution **user-friendly**?
   - What is the **impact** of your solution?
4. **Demo**

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HACC Tips & Tricks

Practice, Practice, Practice

Practice with those that don't know the problem you're solving.
Get feedback. Iterate.
Practicing on Zoom will also help iron out any technical difficulties on the day of the presentation.

Make Them Feel Something

If you can make the audience laugh or cry, they'll remember you.
Be creative. Be engaging.
Try to have fun with it :)

Think Impact. Think Value.

Think about that impact and value your solution brings to users.
Think about how your solution can scale and empower others outside of your problem space.

Thank You and Good Luck!

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