

IEEE Idea Pitching Workshop

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Outline for the afternoon

- Why is this relevant / when can I use it
- Assignment 1: Rocket deck!
 - 3 minutes
 - 3 slides (paper or ppt)
- Assignment 2: Elevator pitch
 - 30 seconds (spoken only)
 - Distill to pass “cashier test”

Why is this relevant

- There will always be situations where you want something from a person/organization with limited attention.
 - Interviewing for a job (“Tell me about yourself” “Uh...”)
 - Submitting a grant proposal to an agency
 - Suggesting a project to a manager
 - Seeking funding for a new company
 - Expanding Student Branch membership
 - ...

The questions are the same...

- What's the opportunity?
 - If it's obvious, why hasn't it been done?
 - If it's not obvious, are you sure it matters?
- Why should I believe you?
- Why should I care / what's in it for me?
 - Difference in credibility between “I've worked really hard at...” vs “I saved the company \$X by implementing a prototype of...”

The rules are the same ...

- Do your homework — know what they need to hear
- Respect people's time — guide the meeting efficiently
- Tell a story — develop a narrative with unique insights
- Demonstrate traction — show execution experience
- Reduce risk by delivering small, early wins — explain how you will add value immediately
- Ask for the right amount — can you do it in less time or with less money

- Practice, refine, test

... but the context is different

	<i>VC/Angel</i>	<i>New project for manager</i>	<i>Interviewing for a job</i>
<i>How to start</i>	<i>Warm intro or <u>previous relationship</u></i>	<i>Known quantity by personality & reputation</i>	<i>Internal refs stronger than blind application</i>
<i>How to make this an easy decision</i>	<i>In the business of giving away money</i>	<i>Promoting their own career & corp. bottom line</i>	<i>Looking for new colleague who won't cause work</i>
<i>What does "traction" mean?</i>	<i>Users. \$\$.</i>	<i>(Over)-performing +++ executing new idea</i>	<i>Parallels between existing experience and requirements</i>
<i>What do they need to hear?</i>	<i>"Billion-dollar market"</i>	<i>"1% improvement to fab process"</i>	<i>"I can take this off your hands"</i>
<i>What to bring</i>	<i>Working demo</i>	<i>Detailed budget</i>	<i>Coherent narrative</i>

Part 1: Rocket deck

Assignment 1: 3 minutes; 3 slides

- Slide 1: Top 3 reasons {this project, hiring you, joining IEEE} is a good opportunity for {the agency, the company, the student}
- Slide 2: Top 3 reasons you are ideal to lead it
- Slide 3: Top 3 possible obstacles/objections and how you will overcome them.

- Resources:
 - <http://venturehacks.com/pitching> (pdf)
 - <http://startupclass.samaltman.com/> (video)

Part 2: Elevator pitch

Assignment 2: Ruthless focus

- 30 seconds total
 - Literally three sentences, but please breathe :)
- What do you do?
 - Apply the “cashier test”
- How big is your market?
 - Or, how big is the upside? Preferably specific \$.
- How much traction do you have?
 - For investors: X% growth with Y users
 - For interviewers: Open sourced Z projects
 - For recruits: Won N competitions; placed M interns

For later: the competition version!

- IEEE has made \$1500 prize money available to eligible student participants across Region 6
- Upload a 1-2 minute video somewhere public (youtube) and tell us about it. We'll promote on FB, IEEE website, etc
- Pitch anything — get teammates for an upcoming hackathon; get users for a game you made; pitch IEEE & use the video as a membership drive for your branch
- Winners present live onstage at Rising Stars Conference, Jan 2 - 4, 2016, in Las Vegas!



Thank you!