



Elevator Pitch Contest
(AITI Olympics Event #2)

Entrepreneurship Component

- **Understand the Basics**
 - JOURNEY: How do startups get established and grow?
- **Prepare Your Mind**
 - PSYCHOLOGY: What should be my attitude?
 - ETHICS: How will I honor my values?
- **Define Your Value**
 - PROBLEM: What problem am I solving?
 - MODEL: How will my startup make money?
 - POSITIONING: How can I compete?
- **Build An Organization**
 - TEAMS: How do I choose my co-founders?
 - RECRUITING: How can I attract talent?
 - LEADERSHIP: How can I motivate my team?
- **Build Your Product**
 - TECHNICAL CURRICULUM
- **Sell Your Product**
 - MARKETING: Who exactly is my target customer?
 - SALES: How can I get customers to buy my product?
- **Build Relationships**
 - MENTORS: How do I find advisors who can help?
 - FUNDING: How can I raise money to get started?
 - PARTNERS: How can I negotiate the best partnerships?

Today's agenda

- Elevator Pitch Introduction
- Practice Time
- Elevator Pitch Contest

What is an Elevator Pitch?

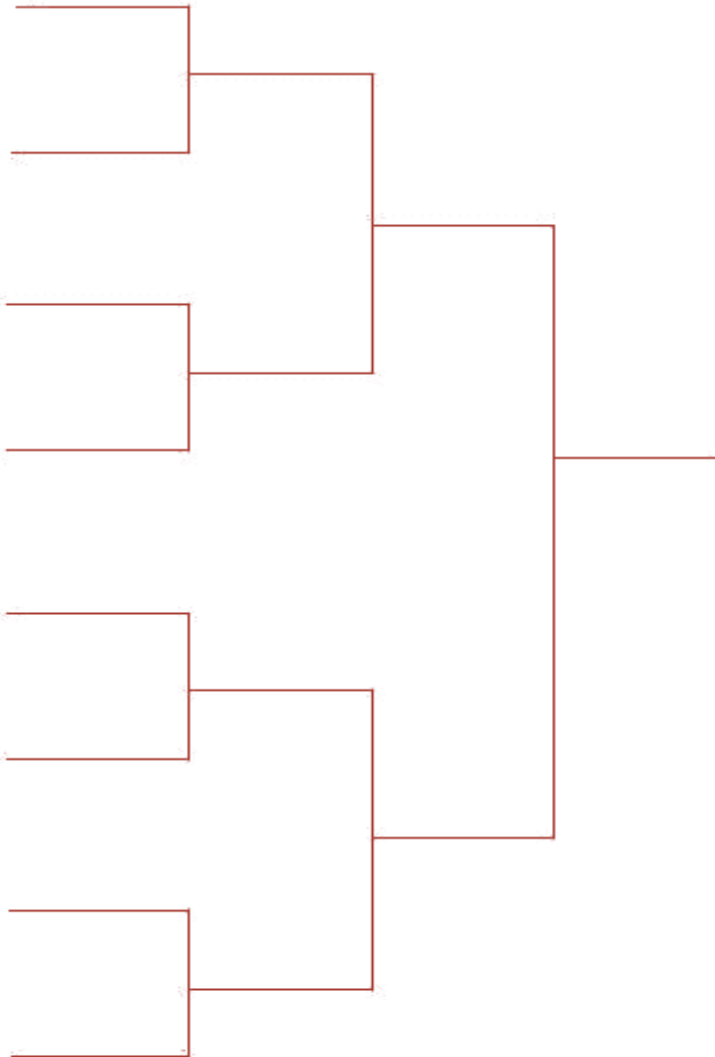


- A simple and inspiring speech explaining what your company does and why it is valuable
- Typically 30 seconds long
- **Goal: Get the listener excited about your startup**

Why prepare an Elevator Pitch?

- Used to explain what your company does to:
 - Potential Investors
 - Potential Customers
 - Potential Employees
 - Friends & Relatives
- People have very short attention spans....
- You never know if the person you meet will change the course of your company forever!

Elevator Pitch Tournament



- 60 sec pitches to a potential investor
- This is an individual activity. Each person will prepare and present a pitch for their startup.
- A tournament will determine who can deliver the best pitch
 - You will pitch against each other
 - Judges will pick the best pitches in each round
 - Winners advance to the next round
 - Until we have an overall champion
- 10,000 Rs. prize for the winners

Elements of an Elevator Pitch

- Who are **you** and what is your background?
- What **problem** is your company solving?
 - Why is this an urgent problem?
 - Why are you passionate about it?
- How does your **product** solve the problem?
 - What makes it unique or better than competitors?
- Why is your solution **valuable**?
 - What is your business model?
 - What is the market opportunity?
- What do you **want** from the listener?
- Could close by describing your **vision** (brand)

Good Elevator Pitches Are...

- Clear
- Concise
- Confident
- Clever
- Logical
- Interesting
- Inspiring



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Practicing Elevator Pitches

- Spend 15 minutes trying to write your pitch
- Gather in groups based upon role (e.g., all the CEOs in one group)
- Practice your pitches with your group
- Give each other feedback & keep practicing!

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Elevator Pitch Contest

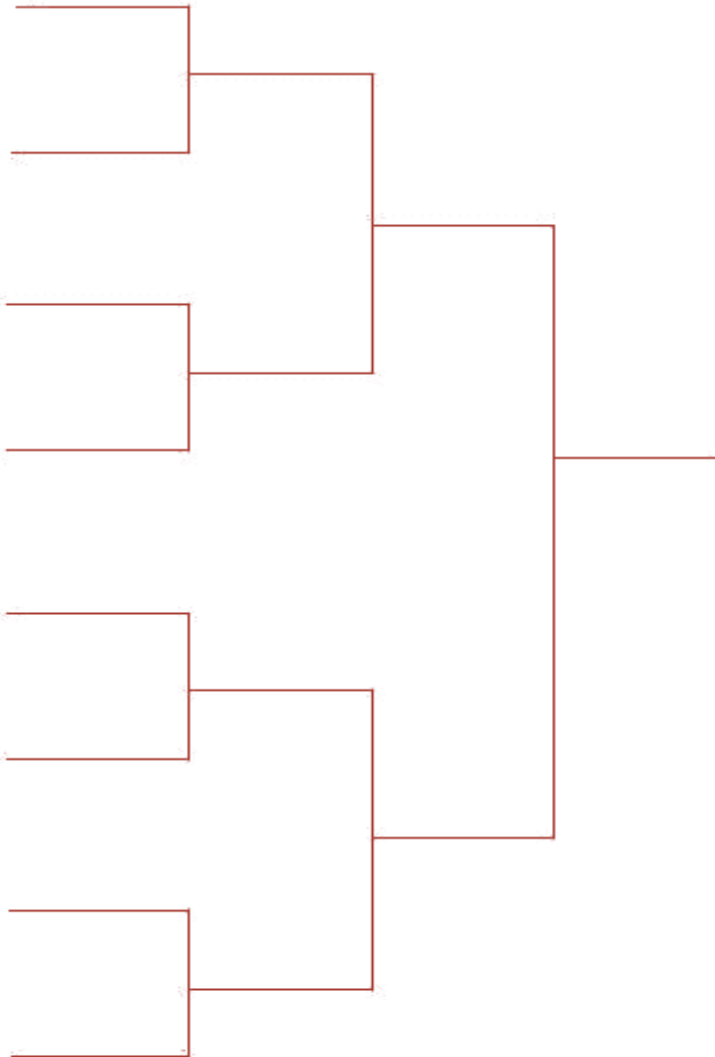
9th July 2011

What is an Elevator Pitch?



- A simple and inspiring speech explaining what a company does and why it is valuable
- Typically 30 seconds long
- **Goal: Get the listener excited about your startup**

Elevator Pitch Tournament



- 60 sec pitches to judges who will play the role of potential investors
- This is an individual activity. Each entrepreneur will deliver their own pitch.
- A tournament will determine who can deliver the best pitch
 - Pitches will be in rounds (heats)
 - Judges will pick the best pitches per heat
 - Winners advance to the next round
 - Until we have an overall champion
- 10,000 Rs. prize for the winners

About the Judging...

- Judges will each have a sum of money per round to “invest” in the startups who pitch
- Judges should ask themselves, “**In which of these startups would I be most excited to invest my money?**”
- At the end of each round, the Judges will **allocate their funds** according to the startups they wish to invest (e.g., 100 Rs to A, 500 Rs to B, etc.)
- Entrepreneurs who have **raised the most money** per round will advance to the next stage
- (All funds will be returned back to the general fund at the conclusion of each round)

Let's Go!

Ready
Set
Pitch!