

“60 Seconds to Startup: Pitch Workshop”

With ATX Hack4Change right around the corner, come define your pitch and knock people’s socks off with your awesome idea!



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- We believe there's a better way to educate
 - Become a software engineer in 3 months
 - Enrolling now. Join us?
-

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"60 Seconds to Startup"

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**“People don’t buy what you
do, they buy why you do it.”
– Simon Sinek**

-Sean Duffy

-Michael Scott



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How to not screw up:

- 1. Get to the point quickly.**
- 2. Keep the message simple.**
- 3. Ask for what you need.**

THANKS FOR COMING EVERYONE.

A solid green horizontal bar at the bottom of the slide.

How to allocate your time:

Who are you? (5-10 seconds)

What is the problem? (10 – 20 seconds)

What is your solution? (10-20 seconds)

Who/what do you need? (5-10 seconds)



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Who are you? (5-10 seconds)

Ethos – appeal of credibility

Be memorable, but not over the top

Example: I'm Sean and I'm passionate about various forms of illumination and I want to change the way people think about illuminating their shower.



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What is the problem? (10 – 20 seconds)

Pathos – appeal of emotion

Describe the problem simply.

DON'T ASK PEOPLE TO RAISE THEIR HANDS (eg: “raise your hand if you hate crappy printer ink!”)

Example: Don't you enjoy romantic, candle-lit dinners? Ever notice how boring, mundane, and uninspiring showers have gotten lately?



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What is your solution? (10-20 seconds)

Logos – logical ideas (how to solve the problem, DUH!)

Your solution is plausible, and you know how to get it done.

Don't go crazy with all of the details of how your solution will work.

**Example: What if I told you that showers could have the same
ambiance and romance as a candle-lit dinner? Now they can, with
Shower Candles™**



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Who do you need? (5-10 seconds)

Everyone will say “developers.” You want people who are passionate about your domain (some will be developers, I promise.)

Be the best version of yourself and be sure to network beforehand!

Example: I would love to build a talented team of socially-minded folks who either know how to build a web platform or want to learn how.

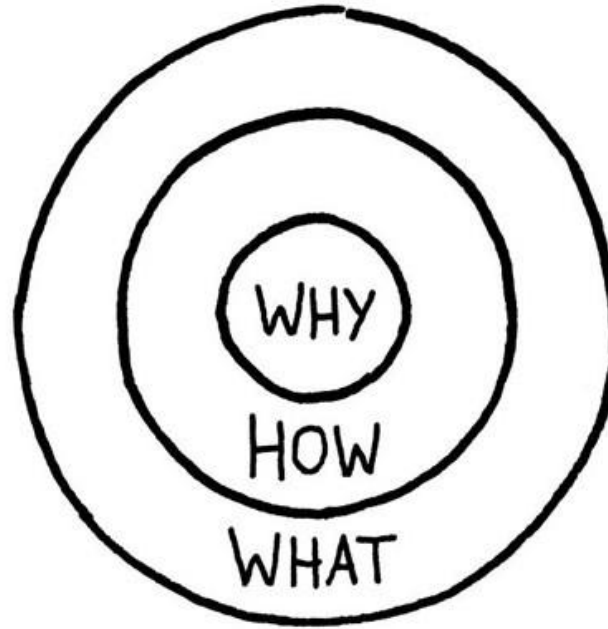


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Starting with why – brief overview:



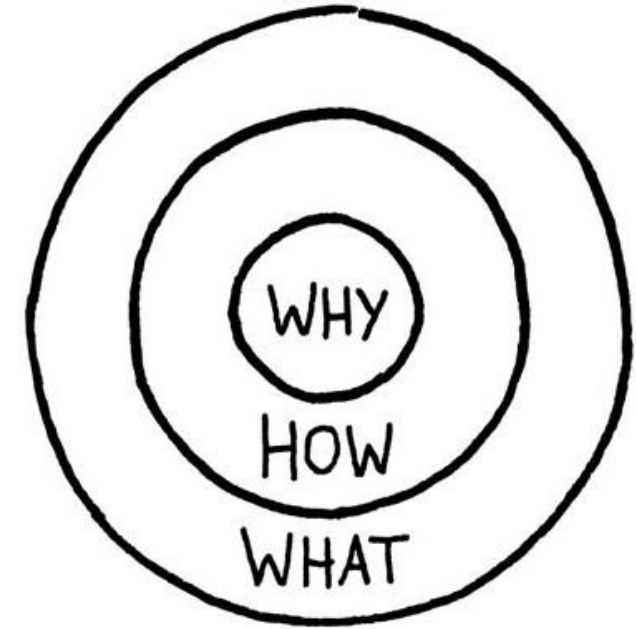
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Starting with why – brief overview:

- Decisions – how do we make them?
 - “Mom, I want a bb gun.”
 - Belief in the company/product
- Examples:
 - Apple vs. Microsoft
 - Wal-Mart vs. Publix
 - Whole Foods
- “I don’t care, just get whatever.”



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4 Chapters to making your case:

- Chapter 1: The story of the problem
 - A REAL person has this problem (or we have it.)
 - How big?
 - Chapter 2: Imagine if...
 - A.) they imagine the solution isn't that great
 - B.) they imagine the solution is way better than it is
 - Chapter 3: The solution or platform
 - Demonstrate how your solution works
 - Chapter 4: Credibility
 - Take me seriously.
 - Financials, expertise, why YOU can deliver
-



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