

# Pitch Tank: Entrepreneurship in Tech

Keerthi and Lloyd

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\_\_\_\_\_ for \_\_\_\_\_

**Pitch Tank: Entrepreneurship in Tech**

**tankpitch!!!**

## ACM at UCSD

[members.acmucsd.com](https://members.acmucsd.com)



# say heyooooooooo

introduce yourself to new friends  
around you!

1. name
2. pronouns
3. year
4. college



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# Break the Ice

- If you could complain about one product, business, or service, what would it be?
  - Share within your group!



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# Icebreaker activity?

- Could do an icebreaker activity which helps students get comfortable with presenting:
  - After introductions, we can form groups.
  - Give them a few minutes to think about a random tech product or service they would want to see in the world.
  - Each student has 30 seconds to pitch the idea to their group.

# Agenda

- 1 Intro to Entrepreneurship
- 2 Ideation!
- 3 Tech Startup Timeline
- 4 Pitching
- 5 Pitchfest



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# what is entrepreneurship?

- Observing -> acting on a problem
- persistence & taking risks!
- Product, service

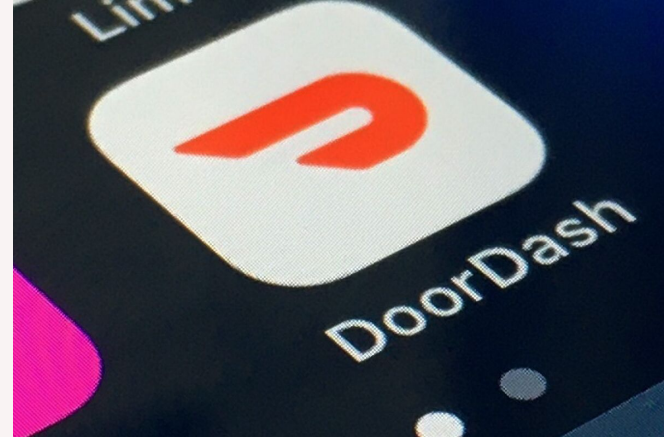


# some examples

- startups
- social entrepreneurship
- small businesses
- corporations



# startups



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# social entrepreneurship



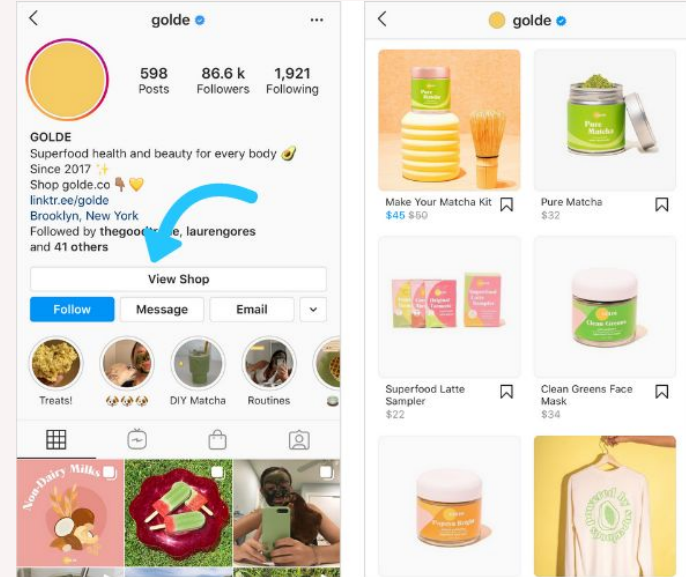
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# small businesses



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# corporations



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# Pitch prompts

- Food industry
- Sustainability
- Travel industry
- Fitness industry

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# Ideation/Braindump!!

- Choose a paper slip from the box and brainstorm tech products/services with your group that would help the industry you chose
  - We will be using this for an activity later in the workshop :)

# Ideation/Braindump!!

Food industry – Dealing with food waste, optimizing food inventory (preventing spoilage/stockouts)

Sustainability – Reducing carbon footprint, tracking water/energy consumption

Travel industry – Vehicle pollution, public transport delays, lack of EV charging infrastructure

Fitness industry – Lacking motivation/guidance to stay consistent in a health routine, dealing with and preventing exercise injuries

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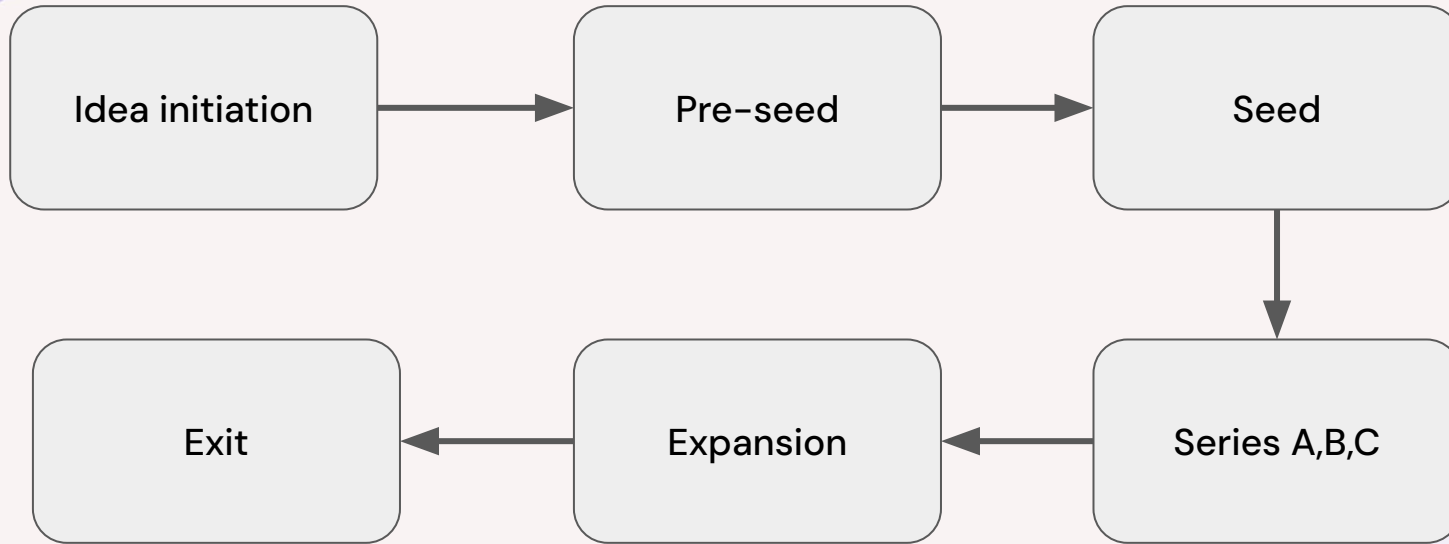
# Startup terminology

Terminology associated with startups

- What's a vc? Angel investors?
- MVP, wireframing, startup incubators, etc.

Could consider a short quiz to review terms

# Typical Tech Startup Timeline



# Idea Initiation



- **Brainstorm** ideas and explore potential solutions to **problems** in the industry
- Can come from so many places! (ex. Personal experiences, market research, etc.)
- **Idea validation** (is it a real problem consumers would pay for?)

# Pre-seed

- **Earliest** funding stage;
- **Non-external funds:** Mainly from personal ties (families and friends) without any equity attached.



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# Seed



- Seed: **Early stage**, with MVP ready, accelerators, crowdfunding, angel investors
  - **MVP** (Minimum Viable Product)
  - **Angel Investors**
  - **Crowdfunding**

# Seed



- **Accelerators:** Programs that help you get **early stage capital and network**
  - Y Combinator (YC) companies:  
<https://www.ycombinator.com/companies>
  - Google for Startups
  - Berkeley Skydeck
  - Techstars

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KLEINER  
PERKINS

andreessen.  
horowitz

MENLO

VENTURES



# Series A,B,C

- Startup seeks **VCs/investors**
- **Rounds of funding**, each with a specific purpose
- Each associated with a certain milestone
- **Venture capitalists (VC)**: Give capital in exchange for a bit of equity, usually have long term visions.

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# Expansion/Growth

- Company matures and **startup scaling** becomes possible
  - Acquire more customers
  - Win larger markets
  - Enhance product



# Exit



- **Merger:** Merging with other companies for mutual benefits
- **Acquisition:** Being acquired by a larger company
- **IPO (Initial Public Offering):** Going public for shares in the company

# Quiz

Given the following scenarios, determine which stage of a startup development it is in!

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# Q.1

A group of students identified a common problem they face daily and brainstorm an app that could solve it. They haven't built anything yet, but they're sketching out ideas and potential features.

- a) Pre-seed
- b) Seed
- c) Ideation
- d) Expansion



# Q.1

A group of students identified a common problem they face daily and brainstorm an app that could solve it. They haven't built anything yet, but they're sketching out ideas and potential features.

- a) Pre-seed
- b) Seed
- c) Ideation
- d) Expansion

## Q.2

The startup has built a minimum viable product and is now applying to accelerators for support, mentorship, and funding. They aim to refine their product and scale their operations.

- a) Seed
- b) Ideation
- c) Pre-seed
- d) Series A

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## Q.2

The startup has built a minimum viable product and is now applying to accelerators for support, mentorship, and funding. They aim to refine their product and scale their operations.

- a) Seed
- b) Ideation
- c) Pre-seed
- d) Series A

## Q.3

The founders have developed a basic prototype of their product and are pitching to family, friends, and angel investors to secure their first small round of funding. They use this money to validate the idea and start user testing.

- a) Series A
- b) Pre-seed
- c) Exit
- d) Seed

## Q.3

The founders have developed a basic prototype of their product and are pitching to family, friends, and angel investors to secure their first small round of funding. They use this money to validate the idea and start user testing.

- a) Series A
- b) **Pre-seed**
- c) Exit
- d) Seed

## Q.4

The startup founders have decided to sell their business to a large corporation. They've either completed a merger or IPO, and are ready to step away or transition into new roles under the acquiring company.

- a) Seed
- b) Series C
- c) Pre-seed
- d) Exit

## Q.4

The startup founders have decided to sell their business to a large corporation. They've either completed a merger or IPO, and are ready to step away or transition into new roles under the acquiring company.

- a) Seed
- b) Series C
- c) Pre-seed
- d) Exit



## Q.5

The startup is seeking venture capital from investors, raising a formal round of funding. Each round of investment is tied to specific milestones.

- a) Seed
- b) Pre-seed
- c) Expansion/Growth
- d) Series A, B, C

## Q.5

The startup is seeking venture capital from investors, raising a formal round of funding. Each round of investment is tied to specific milestones.

- a) Seed
- b) Pre-seed
- c) Expansion/Growth
- d) **Series A, B, C**

## Q.6

After a successful growth period, the startup is now looking at international expansion and partnerships. They're focusing on increasing market share and revenue streams.

- a) Ideation
- b) Exit
- c) Series B
- d) Expansion/Growth

## Q.6

After a successful growth period, the startup is now looking at international expansion and partnerships. They're focusing on increasing market share and revenue streams.

- a) Ideation
- b) Exit
- c) Series B
- d) Expansion/Growth

# Startup Resources

- [The Basement](#)
- [Blackstone Launchpad](#)
- [Triton Startup Incubator](#)
- [Innovation Zones](#)
- [UCSD entrepreneurship center](#)
- COGS 122: Startup Studio

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# Pitching

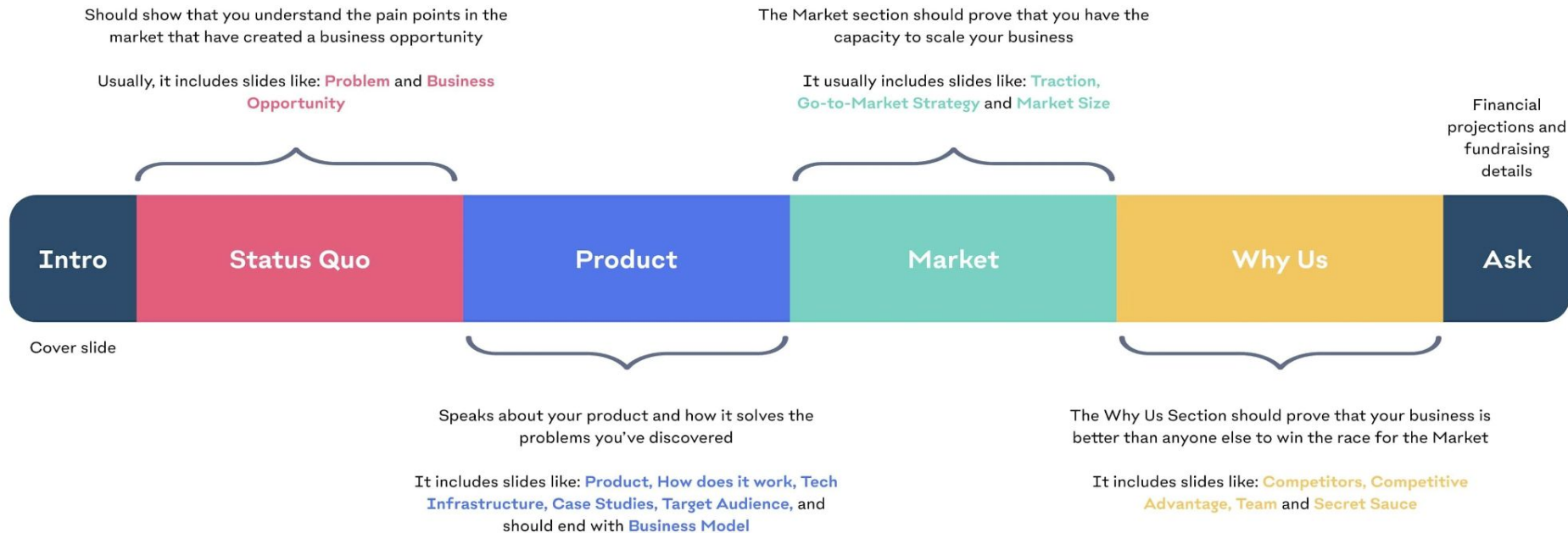
A pitch is a **concise** presentation/proposal designed to **persuade** an audience to attract investment, gain support, or sell an idea.

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# The perfect pitch deck story arc





# Pitching



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# Pitching

- Audience awareness is a crucial factor in creating a good pitch
  - Understand how you should **phrase** your words to get it across to the **audience** effectively
  - Know how to balance technical vs. non-technical terms (how much **jargon**?)

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# Pitching



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# Pitching

Explaining to a child



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# Pitching

Explaining to a college student at NYU



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# Wireframing/prototyping/MVP

- Show examples of ones that were done before and how to do them
- Could have some design ppl present to help with this (figma tutorial; if not, google slides could work too)

# Wireframing

- Essentially an outline



# Designing a wireframe/prototype

- Insert what design teds might want to have



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# PITCHFEST!!!

- Competition time :)
- Voting for the best pitch at the end!!



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# PITCHFEST!!!

- Using the prompts from earlier:
  - Create a pitch for a potential startup!
  - Simple product/idea and basic slideshow or any format works

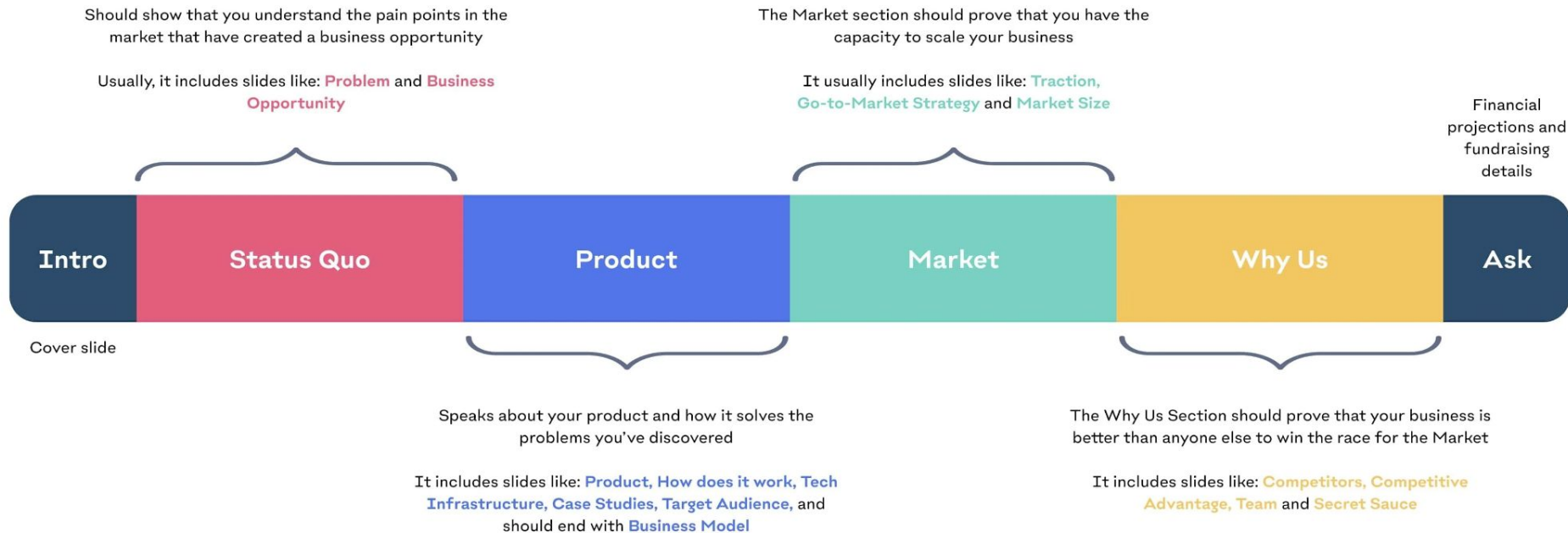


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# The perfect pitch deck story arc



- E-Jets
- StairDash
- Q
- FoodFly

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# Pitchfest

- Have members pitch in groups in front of the room or smthg with their pitches as well as maybe a simple product idea on a slideshow or whatever format they want
- Could have each group vote for their favorite pitch (winner gets merch???)

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# Pitchfest

- Either have one prompt for all groups or make multiple prompts and have them pick one randomly
- Problem, solution, target market, tech stack, business model, why now?
- \*If the vibe feels like the audience wouldn't want to do a pitch in front of the room, we could also have them work in their groups and make a Google Doc for it. Then, we can read/present the doc for them.
  - Other possible idea is a shared Doc but could get a little hectic

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# Thank You

Do you have any questions?



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