PRESENTED BY WOMEN IN COMPUTER SCIENCE AT UC DAVIS

Perfecting your Project Pitch...

Skills Workshop + Opportunity to Pitch to an Audience (Win a Prize!)

</♀>

You have 30 seconds with a stakeholder...

The Task:

Introduce yourself and sell your idea with a (30 second max.) elevator pitch!

Many Different Scenarios + Reasons:

- Who are your stakeholders?
  - A potential investor, a client, a user?
- What are you promoting?
  - Yourself, your company, a product, an idea?
- What is the ultimate goal?
  - Funding, influence, impact, profit?

Elements of a Well-Crafted Pitch...

A Well-Crafted Pitch:

- Establishes a connection by introducing yourself and acknowledging the person of interest
- Conveys your mission + the purpose of
- Describes the value proposition you have to offer
- Appeals and relates to the person of interest

A Well-Crafted Pitch:

- Establishes a connection by introducing yourself and acknowledging the person of interest
- Conveys your mission + the purpose of
- Describes the value proposition you have to offer
- Appeals and relates to the person of interest

Intro + (Mission + Value Prop. + Appeal)

Some Noteworthy Examples...

#Individual #Investor #Impact

"My name is <Name> and I specialize in developing software for social-good out of the San Francisco Bay Area. Since graduating from UC Davis with my bachelor of science in <computer science> and as former <Leadership Role>, I've wanted to <share my start-up ideas with the world>. Today, I am looking for an <angel investor> to support my mission of <creating innovative technology solutions> that drive <positive social impact>."

#Company #Investor #Profit

"In 2022, the <HealthTech> world surpassed $1 billion in investment from global venture capital firms, meaning that more attention is being paid to <effective healthcare solutions> than ever before. Our company, <Transparency>, has created a mobile app for <identifying skin abnormalities in early stages for preventative care>, receiving reliable feedback from testers in the beta phase. We are searching for <an angel investor> who will not only help us get this important product to the global marketplace, but will <bring their expertise to foster business growth thereafter>. "

Improving upon your Pitch...

Pitch, please ✨

- Utilize storytelling to illustrate the problem
- Show empathy for the person of interest
- Demonstrate a "Proof on Concept" i.e. User Testimonial, Data Statistics
- Draw upon future opportunity

Things to avoid when Pitching...

</♀>

Pitch, don't 😐

- Exceed a 30 second pitch
- Use excessive jargon
- Leave room for uncertainty

Remember the ultimate goal...

Remember the ultimate goal...

Leave them curious!

Practicing with Prompts!

Prompt 1: DreamTeam

An online platform that provides membership for freelancers, connecting them with businesses looking for fresh talent, and providing both parties with a simple and efficient way to collaborate and get work done.

Intro + (Mission + Value Prop. + Appeal)

Prompt 1 Example: DreamTeam

"DreamTeam is the ultimate platform for freelancers and businesses looking for fresh talent. Our membership-based service connects freelancers with companies in need of their expertise, offering a seamless and efficient way to collaborate and get work done. Join DreamTeam today and start building your dream career."

Prompt 2: TravelGem

An online platform that connects travelers with local hosts who can offer them unique, personalized travel experiences, helping them to discover hidden "gems" and avoid tourist traps.

Intro + (Mission + Value Prop. + Appeal)

Prompt 2 Example: TravelGem

"Looking for unique and personalized travel experiences? Our online platform connects travelers with local hosts who can offer them insider knowledge and guidance, helping them to discover hidden "gems" and avoid tourist traps. With TravelGem, you can explore new destinations like a local, gain a deeper understanding of the culture, and create unforgettable memories. Whether you're looking for a foodie adventure, a cultural immersion, or a wilderness retreat, TravelGem has something for everyone. Join our platform today and start exploring the world like never before."

Prompt 3: YOUR Ideas!

- Could be an idea you have had for a while!
- Could be a pitch that you want to improve upon!
- Could be your HackDavis project (prepare to ~wow~ the judges)!

Got a Pitch? Come on up!

Upcoming Events @ WiCS!

Mondays @ 6:00 PM in TLC 1010!

May 22nd: CS Professor Panel
May 29th: Managing Passion Projects
June 5th: WiCS End of the Year Celebration!

Get your WiCS Stickers! 1/$3, 2/$4!