

PREPARING FOR THE CSUF FASTPITCH COMPETITION

(Register at

<https://business.fullerton.edu/engagement/Entrepreneurship/fast-pitch>)

Step #1: Answer the questions below about your product or service.

What problem are you solving?	
What is your solution?	
How is your solution better / faster / cheaper?	
Who is your customer? (How large is this market?)	
Who is on your team?	
What is your venture's current status? (optional)	

Step #2: Use one or more of the following templates to brainstorm your pitch.

Positioning Statement:

For _____ ,
(target customers)
who _____
(have the following problem)
our solution is a _____
(describe the solution)
that provides _____ .
(discuss the breakthrough capability)
Unlike _____ ,
(the competition)
our solution _____ .
(key points of differentiation)

The Pixar Pitch:

Once upon a time, _____ .
(introduce the character and context)

Every day, _____ .
(establish the way things were)

One day, _____ .
(introduce the problem)

Because of that _____ .
(discuss the challenge)

Because of that _____ .
(discuss their search for a solution)

Until finally _____ .
(discuss the solution they found)

Now, _____ .
(establish the way things are better now)

The “Almost Real” Pitch:

Have you ever _____ ?
(discuss the situation the prospect faces)

_____ makes _____
(company name) (product/ service)

for _____
(target customer segment)

so that they can _____ .
(primary value proposition / benefit)

Unlike _____ .
(traditional alternatives / competitors)

our solution is _____ .
(competitive point of difference)

Step #3: Create your pitch.

When doing so, keep the following tips in mind:

- Your pitch must be no longer than 90 seconds.
- Focus on an idea that meaningfully improves the lives of a large number of people
- Start your pitch with a hook to grab the listener’s attention (e.g., a question, a provocative statement, a surprising fact, a statement that illustrates a problem)
- Close your pitch with a statement summarizing the impact of your solution
- Speak in a straightforward manner (so that your grandparents will understand). Do not expect the listener to be an expert in your field.

Step #4: Practice, practice, practice!

Lots of practice will allow you to be more comfortable and present with more confidence in your FastPitch video.