

Email response to a student who is nervous about videorecording a pitch

Here's what I suggest: rely extremely heavily on the five-step pitching framework. Introduce a big pain, usually with the opening statement, "Have you ever (been in a particular situation and had this problem)....." Then you answer "I have, and I've finally found a solution." "My solution does X for Y people who have Z problem and (makes it better). "Unlike (what they're currently using), which (only does this one thing or takes too long to work,etc,) "my solution" (does the thing better, faster, cheaper, more customizable, etc.) "Some of you may be wondering why I should be the person to pursue this opportunity. I've had this problem myself and have been working on a solution for the past year. I've now developed this (offering) and am ready to share it with the rest of the world. Be part of something awesome and (join my team, fund my idea, go to my website).

Rely on the framework and you won't be so nervous. Each one should only need one or two sentences.

Hope this helps!