



### ***FastPitch 101***

**Please note, use of PowerPoints and electronic devices are not allowed.**

#### **Six Key Questions:**

- 1) What is your technology, product or service? Briefly describe what you sell and the need it fulfills...what is the problem and what is your solution...how do you eliminate/reduce the “pain”
- 2) What is your target market? Briefly state who you are selling this product or service to...how large is the market...what industry is it in.
- 3) How do you expect to make money/what is your business model? Describe the sources of revenue and how to you intend to get the product/service to the buyer.
- 4) Who is your competition? None is the answer-competition is good thing as it confirms/verifies that a market exists...all products and services have competition.
- 5) What is your competitive advantage? What makes you different/unique...Why do you have an advantage over others...How will your company provide this product or service better than the competition?
- 6) Who is behind the company? “Bet on the jockey, not on the horse”...Explain how your experiences give you credibility...you, your team, your advisory board, etc.

#### **Key Elements:**

- when possible, tell a story
- have a “hook...an early statement that grabs listeners attention
- be passionate, powerful, and energetic
- be goal oriented...end with a specific outcome in mind...a request
- be succinct, concise and clear
- pitch your business model more than your technology...don't overwhelm with technology or statistics
- don't cram...a little less info is better than *speed talking*
- revise regularly
- practice, practice, practice...pitch a friend or spouse...record and critique yourself