

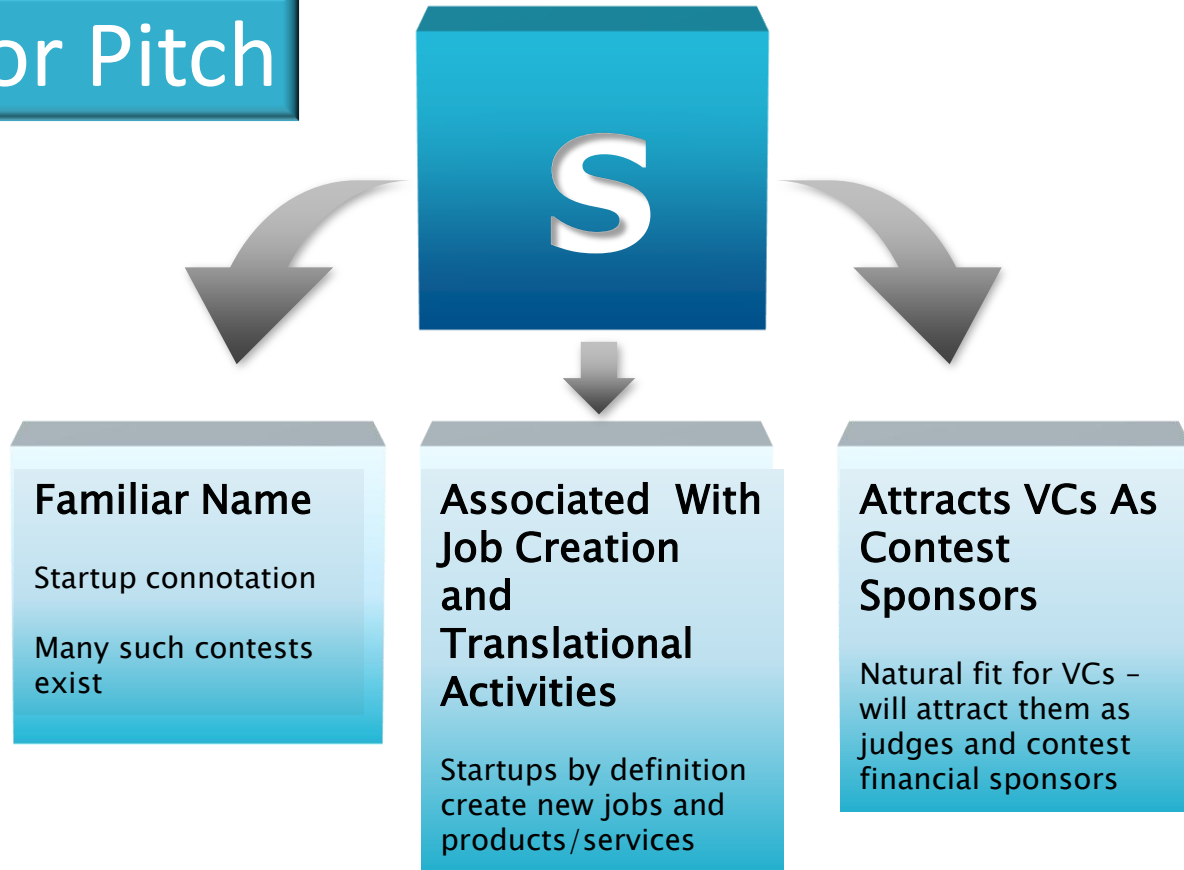
Lynn Preston  
Elevator Pitch Contest  
VS

Lynn Preston  
Perfect Pitch Contest

Importance of Semantics



# Elevator Pitch



# Elevator Pitch

Selling Ketchup In A Mustard Bottle

W

## Extra Resources Required To Clarify Scope

Needs a lot of explaining to convey broader scope to students, faculty, judges, others

## Diminished Branding Opportunity

Business schools already do this

Many state-wide competitions

Perception of duplicating efforts

Dilute contest impact

Makes it less newsworthy, harder to get PR

## Inconsistent Message With ERC Commercialization Priorities

ERC main commercialization path is member companies, startups come second. The name gives the perception that startups are most important

## Confusing Value To Students & Faculty

Most research not suitable for startups – faculty may not be supportive

Most students not interested in starting companies

## Confusing Value To Industrial Members

Interested in hiring students

Not Interested In Students Starting Own Companies

# Perfect Pitch

S

## Intriguing Name

Elicits involvement from audience – prompts “What is it?” question

## Does Not Appear Inconsistent With ERC Commercialization Priorities

Does not give impression that startups are first priority

## Branding Opportunity

ERC differentiator unique approach, clear difference from many Elevator Pitch Competitions

## Engaging For Industrial Members

Applicability to all-size industry & academia

## Engaging For Students & Faculty

Applicable to own research  
Enhanced educational opportunity

## PR Opportunity

Name facilitates raising internal and external ERC visibility

## Attracts Broader Sources for Contest Support

Appeals to industrial members in addition to VCs

# Perfect Pitch

W

## Needs Explanation

Counter-argument:

This is an advantage, since it prompts engagement on the part of the audience, allows talking about the unique ERC approach

## Sounds Musical

Counter-argument:

Could be perceived as strength

## Does Not Convey The Translational Nature of the ERC

Counter-argument:

“Potential Impact” conveys translational nature

## Not Attractive to VCs as Contest Sponsors

Counter - arguments:

With proper education, it will appeal to the “right” VCs.

Will open up many more – such as member companies

## Elevator Pitch

### S

#### Strengths

- Familiar name
- Associated with job creation and translational activities
- Attracts VCs as contest sponsors

### W

#### Weaknesses

- Extra resources required to clarify scope
- Diminished branding opportunity
- Inconsistent message with ERC commercialization priorities
- Confusing value to students & Faculty
- Confusing value to industrial members

## Perfect Pitch

### S

#### Strengths

- Intriguing name
- Does not appear inconsistent with ERC commercialization priorities
- Branding/Differentiator opportunity
- Engaging for industrial members
- Engaging for students & Faculty
- PR opportunities
- Attracts broader sources for contest support

### W

#### Weaknesses (all mitigated)

- Name needs explanation
- Sounds musical not technical
- Not attractive to VCs as contest sponsors
- Does not immediately convey the translational nature of the ERC