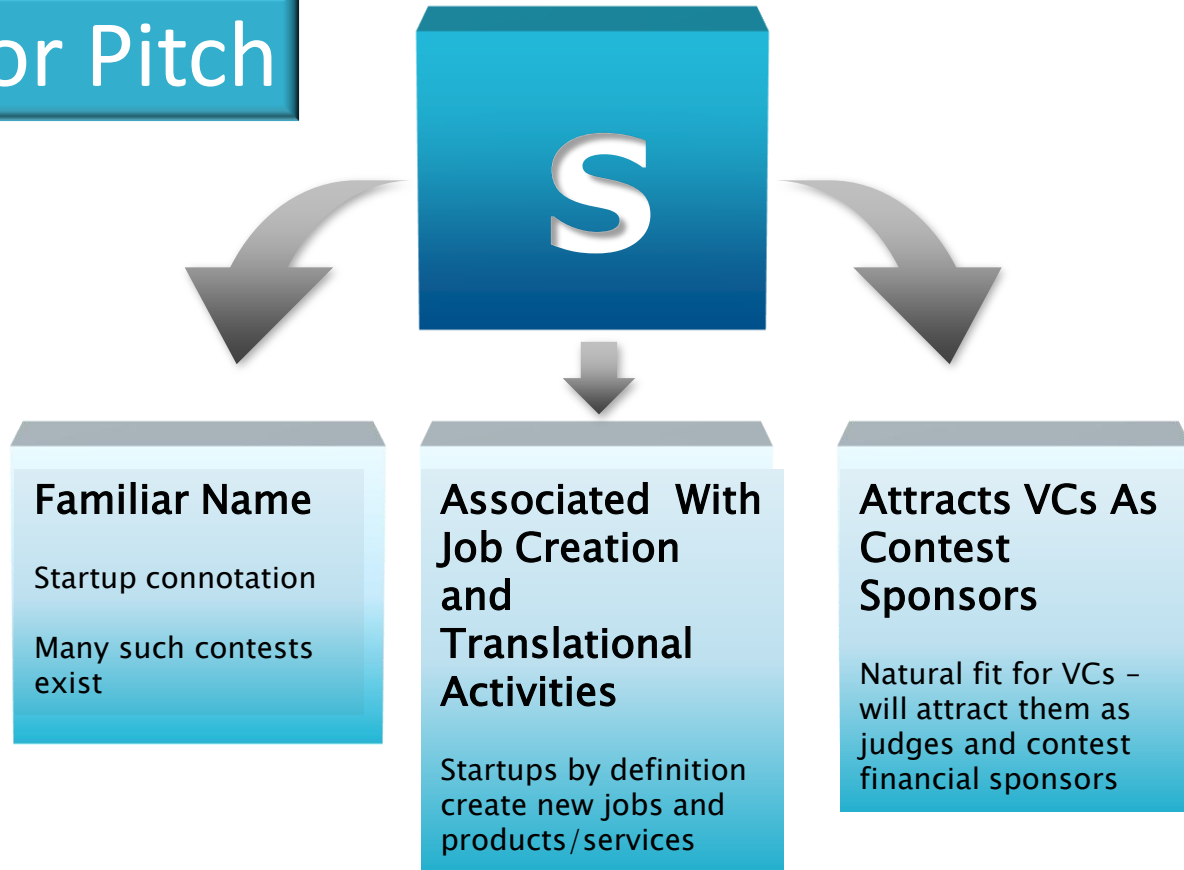


Lynn Preston
Elevator Pitch Contest
VS

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