

HOW TO DELIVER AN EXTENDED “ELEVATOR PITCH”

ARPA-E UNIVERSITY

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Introduction

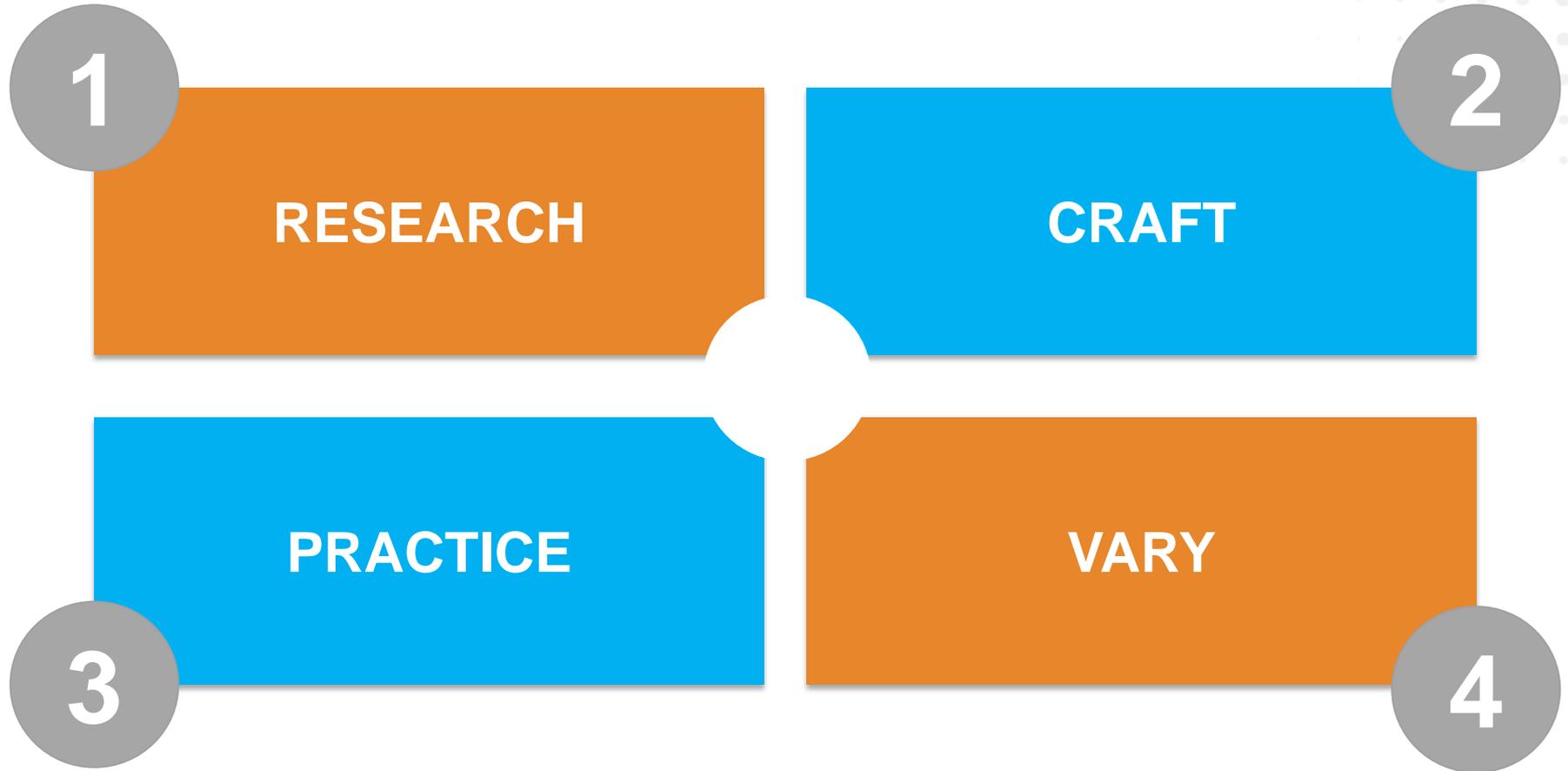
- ▶ Most likely, your technology will require additional funding in order to bring it closer to the marketplace
- ▶ Learning to communicate the value of your innovation to a variety of audiences is an important skill

THE TWO KINDS OF PITCHES

**SHORT, VERBAL VERSION
USED IN FACE-TO-FACE
ENCOUNTERS**

**LONG, DETAILED VERSION
USED IN FORMAL
PRESENTATIONS**

4 easy steps



RESEARCH your pitch

- ▶ Investigate the least familiar elements of your technology using:

SALES & MARKETING REPORTS OR PROFESSIONALS

INVESTOR / FINANCIAL ANALYST REPORTS

BUSINESS PLANS

TRADE JOURNALS

COMPETITOR / INDUSTRY PARTNER WEBSITES

CONFERENCE PROCEEDINGS / TRADE PUBLICATIONS THAT COVER:

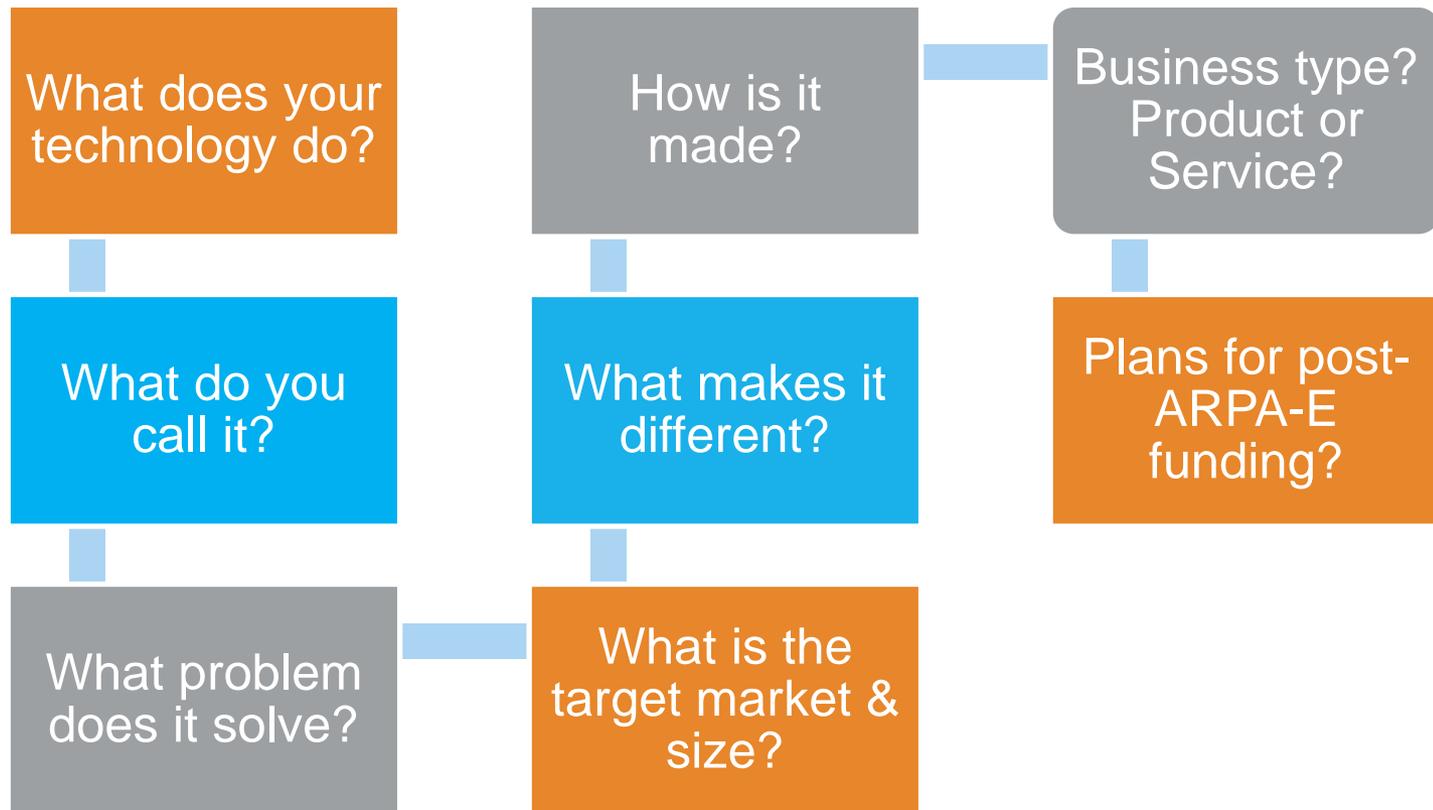
**MANUFACTURING
PROCESSES**

COST ANALYSIS

SUPPLY CHAIN

Questions to Answer

- ▶ To begin crafting your pitch, we will have you think about answers to a variety of questions:



CRAFT your pitch

- ▶ There are four parts to your PITCH:

1

THE INTRODUCTION

- Introduce yourself and ask for the same from your audience
- If necessary, ask questions to ascertain their level of knowledge

2

THE SUMMARY SENTENCE(S)

- It should succinctly include the simplest answers to as many questions as practical
e.g.- *“We are developing a fuel cell technology that lowers the cost and raises the reliability of fuel cells to effectively address the \$180bn distributed generation market that is growing 12% annually. Our innovation is at the component level and has been under development for 3 yrs. We expect to have a 100 Watt prototype at the completion of our ARPA-E project that will then require additional funding to scale the technology and demonstrate pilot manufacturing. Our end-game is to license our innovation to one of three major fuel cell companies in the U.S.”*

CRAFT your pitch *(cont.)*

THE BODY

3

- Includes more detail about what you have, why it is different, who you are, etc.
- Should include a visual aid (prototype, poster, slick sheet, etc)
- Will change “altitude” according to your audience

THE CONCLUSION

4

- Reiterate your summary – in half the time
- Who can help who?
- Suggest follow-up or further information dissemination

PRACTICE your pitch

▶ Practice makes perfect...

SCRIPT YOUR PITCH...

- ...if necessary, for the first time.

PRACTICE YOUR PITCH...

- ...until the script is no longer necessary. Practice will lead to a rhythm, and rhythm will enable you to change “altitudes” on the fly.

PRACTICE YOUR PITCH AGAIN...

- ...to friends and family.

BE CONSCIOUS OF “UM’S” AND “AH’S”...

- ...or any other words that indicate nervousness. Recognition will lead to elimination!

HAVE FUN WITH YOUR PITCH...

- ...and enroll your audience in your enthusiasm!!!

VARY your pitch to different “Altitudes”

- ▶ **Speaking at the level of your audience is key to success**
 - There are 2 - 4 levels of complexity for your message
 - Chart out multiple “Altitudes” to answer your research questions

For example, answering the question – “what does my technology do?” (for a new fuel cell technology) will depend on the depth of market knowledge:

ENERGY MARKET

Our technology generates electricity from a variety of fuels without any moving parts.

DISTRIBUTED GENERATION MARKET

Our ***fuel cell*** technology is designed to generate electricity closer to the user at a significantly smaller scale than traditional power plants. It also has the ability to generate heat that can be used for a variety of purposes.

FUEL CELL MARKET

Our ***intermediate temperature fuel cell*** aims to blend the best of two well-developed fuel cell technologies into a lower-cost, more reliable version that will vastly expand the market for these devices.

FUEL CELL MARKET SUPPLY CHAIN

Our ***fuel cell anode*** technology enables the conversion of natural gas into hydrogen at lower temperatures and cost than traditional processes.

Take-aways

**WEAR A DIFFERENT
HAT**

**WHO'S YOUR
AUDIENCE?**

**TAKE IT HIGH,
TAKE IT LOW**

HAVE FUN!



U.S. DEPARTMENT OF
ENERGY

Please feel free to share this presentation with the rest of your project team, including your designated Technology-to-Market representative.

If you would like to view a video of this presentation, please find it on our website at:

<http://arpa-e.energy.gov/?q=video-arpa-e-university/arpa-e-university-how-deliver-extended-elevator-pitch>