

Nov. 18-19 Online overseas training by UCSD

[Date] Nov. 18-19 10:00-13:00 Online by Zoom

[Participants] Trainee: 13 people (UTokyo teacher: 3, graduate: 5, corporate/government: 3) 7 teams

[UCSD] Staff: 3 people, Team mentors 4 people + Guest mentors 2 people

[Schedule for Nov. 18]

- 10:00-11:30 7 teams Presentation of business plan and Q&A
- 11:45-13:00 Meetings with each mentor



[Schedule for Nov. 19]

- 10:00-11:30 DENNIS ABREMSKI: Comments on presentation on Nov. 18 and elevator pitch (see slides below)
 - Good point: provide value by unique technology
 - Need for improvement: too much information on each slide, unclear assertion, need for distinguishing achievement from hypothesis

5

Simple Elevator Pitch
30 Seconds - the time it takes your elevator to reach the 3rd floor

4

3

We offer (product or service) for (target customer), unlike our competition, we ...

★2

B

istock images & Tim McNamara

... A Few Key Elements

Set up Grabs Attention	Actor Has the Need	Customer Problem	Story Arc
Relatability Why You Care	Punch Home Points	Close Or "Ask"	

Remember to Punch Home Your Points

RULE 2

MAKE ONE POINT PER SLIDE

Especially at the End...Make It Memorable