

## 30 Second Pitch

Your 30 Second Pitch is your “FIRST DATE.” This is where you are meeting this person for the first time, and you do not know anything about that person. (Suggested 1-2 sentences per title)

30 Second: Customer	30 Second: Community Member	30 Second: Career Seeker
<p><b>1. Intro/Hook</b> “It is great to meet you, my name is Louis. My team and I love the community and we are creating an aquatic center.</p> <p><b>2. Problem</b> In your community, there are a lack of clean and deep swimming pools, and even many youth, families, and adults struggle to swim.</p> <p><b>3. Solution</b> My team and I are building out an urban aquatic center so that you can have the opportunity to learn how to swim and achieve your health goals.</p> <p><b>4. Close</b> Right now we are running focus groups on building out the center, would you like to be involved?</p>	<p><b>1. Intro/Hook</b> “I love to swim at least 3 times a week, but I have to visit suburban communities to get my push.”</p> <p><b>2. Problem</b> “People living in KC’s urban community don’t have enough pools that cater to adults and families.</p> <p><b>3. Solution</b> “By next year, my team and I are going to launch the urban aquatic center so that swimming can be enjoyed by adults and youth.</p> <p><b>4. Close</b> “Since you are an avid swimmer, could you like my Facebook page and connect later?”</p>	<p><b>1. Intro</b> My name is Stephen Hawkins. I am a 2<sup>nd</sup> year student majoring in mechanical engineering.</p> <p><b>2. Why</b> I am studying mechanical engineering because I enjoy creating new hardware for companies. In college I have interned with 2 companies.</p> <p><b>3. Close</b> I would like to speak with you at the Urban Aquatic Center to see if I can help your business become more efficient. If you have the time, here is my email address if you would like to stay connected.</p>

## 90 SECOND PITCH

In your 90 Second pitch, add more on your Message and (Benefit, Advantage, or Alternative) from your Lean Canvas. **You do not have to state 1 sentence per title, but think about what needs more emphasis.**  
 \*Don't forget to state your customer(s).\* When speaking a 90 second pitch, you are trying to gain a supporter or to better understand your business. Do not expect funding, but expect the listener to gain a liking or a desire to support you, unless your business has been around for 5+ years AND you have scaled in profit each year. **(Sentence Length, depends on what the speaker wants to emphasize)**

90 Second: Customer	90 Second: Community Member	90 Second: Career Seeker
<p>1. <b>Intro/Hook</b> “It is great to meet you, my name is Louis. My team and I love the community and we are creating an aquatic center for youth and families living in KC.</p> <p>2. <b>Problem</b> In your community, there are a lack of clean and deep swimming pools, and even many youth, families, and adults struggle to swim.</p> <p>3. <b>Solution</b> My team and I are building out an urban aquatic center so that you can have the opportunity to learn how to swim and achieve your health goals.</p> <p>4. <b>Message</b> Our message is clear, Urban Aquatic Center provides...</p> <p>5. <b>Alternative</b> Currently the community does not swim or goes to local centers that lack the equipment to gain a full swim workout.</p> <p>6. <b>Close</b> Right now we are running focus groups on building out the center, would you like to be involved?</p>	<p>1. <b>Intro/Hook</b> “I love to swim at least 3 times a week, but I have to visit suburban communities to get my push.”</p> <p>2. <b>Problem</b> “People living in KC’s urban community don’t have enough pools that cater to adults and families.</p> <p>3. <b>Solution</b> “By next year, my team and I are going to launch the urban aquatic center so that swimming can be enjoyed by adults and youth.</p> <p><b>Message</b> We envision that customers will know that The Urban Aquatic Center provides...</p> <p><b>Alternative</b> People living in the community usually do not swim because they do not know how or because there is not access to pools that makes them feel comfortable.</p> <p>4. <b>Close</b> “Since you are an avid swimmer, could you like my Facebook page and connect later?”</p>	<p>1. <b>Intro/Hook</b> Hi my name is Stephen Hawkins. I am a two-time Hawkins winner.</p> <p>2. <b>Why</b> I am searching for a role in ___ engineering, and I viewed this listing on your website.</p> <p>3. <b>Solution</b> I have researched your company and I love that you have conducted research on your customer and community base. I am an avid swimmer and see the tremendous benefits of your organization.</p> <p>4. <b>Close</b> My internship opportunities has given me hands-on experiences with other companies. I am a faster learner and would love the experience.</p>