

<https://entrepreneurship.engineering.columbia.edu/discover/for-undergraduate-students/fast-pitch/>

FAST PITCH

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APPH E4901 and APPH E4903

Applied Physics Seminar

Fast Pitch Competition:

Thursday, November 21 · 5:30 – 9:30pm

Dates

- Applied Physics undergrads work together and select one or more “fast pitch(es)”
- November 7: Submit a 60 second draft video of your pitch
- November 21: The “fast-pitch” competition. 60 seconds to pitch your ideas, followed by up to two minutes to answer judges’ questions.

Past Years Undergrad Winners

- 2018 (31 teams)
 - (Mohamed Abdelmalik '19, Aunoy Poddar '19CC) Machine learning startup **EzraMD**: intelligent transcription to extract data from doctor-patient conversations. EzraMD transcripts are useful references and, also, train natural language processing algorithms to summarize diagnoses, medical advice, and prescriptions.
 - (Stephanie Rager '19, Rachel Mintz '19, Kelly Ryu '19, and Mia Saade '19) **Hera**, a wearable device for early detection of mastitis, an often-painful inflammation of breast tissue that can arise during breastfeeding. Their pitch focused on a crucial and underserved market.
- 2017 (34 teams)
 - (Azraf Anwar '18, Amol Kapoor '18, Meghana Noonavath '18, Jason Patterson '18, McKenzie Sup '18, and Darnel Theagene '18) **MoLabs** is developing **drCAM**, an at-home screening device for diabetics to monitor retinal health.
- 2016 (30 teams)
 - (Kevin Zeng '19 and Maneet Khaira '19) **Sine**: sunglasses that play audio via Bluetooth

Perfect Your Elevator Pitch

- **An “elevator” pitch is intended to be a concise, compelling introduction to your business. You should be able to slightly modify your elevator pitch depending on whether you are pitching to prospective investors, customers, employees, or partners.**
- Here are a few tips for developing and delivering a great elevator pitch:
 - Start out strong.
 - Be positive and enthusiastic in your delivery.
 - Remember that practice makes perfect.
 - Keep it to 60 seconds in length.
 - Avoid using industry jargon.
 - Convey why your business is unique.
 - Pitch the problem you are solving.
 - Invite participation or interruption by the listener—this shows they are interested and engaged.

APPH E4903: Assignment (“fast”)

- Seniors: submit by email to mauel@columbia.edu ...

A concise, compelling introduction to your business idea

Should include some “applied physics”

Convey why your business is unique.

Pitch the problem you are solving.

No longer than one paragraph

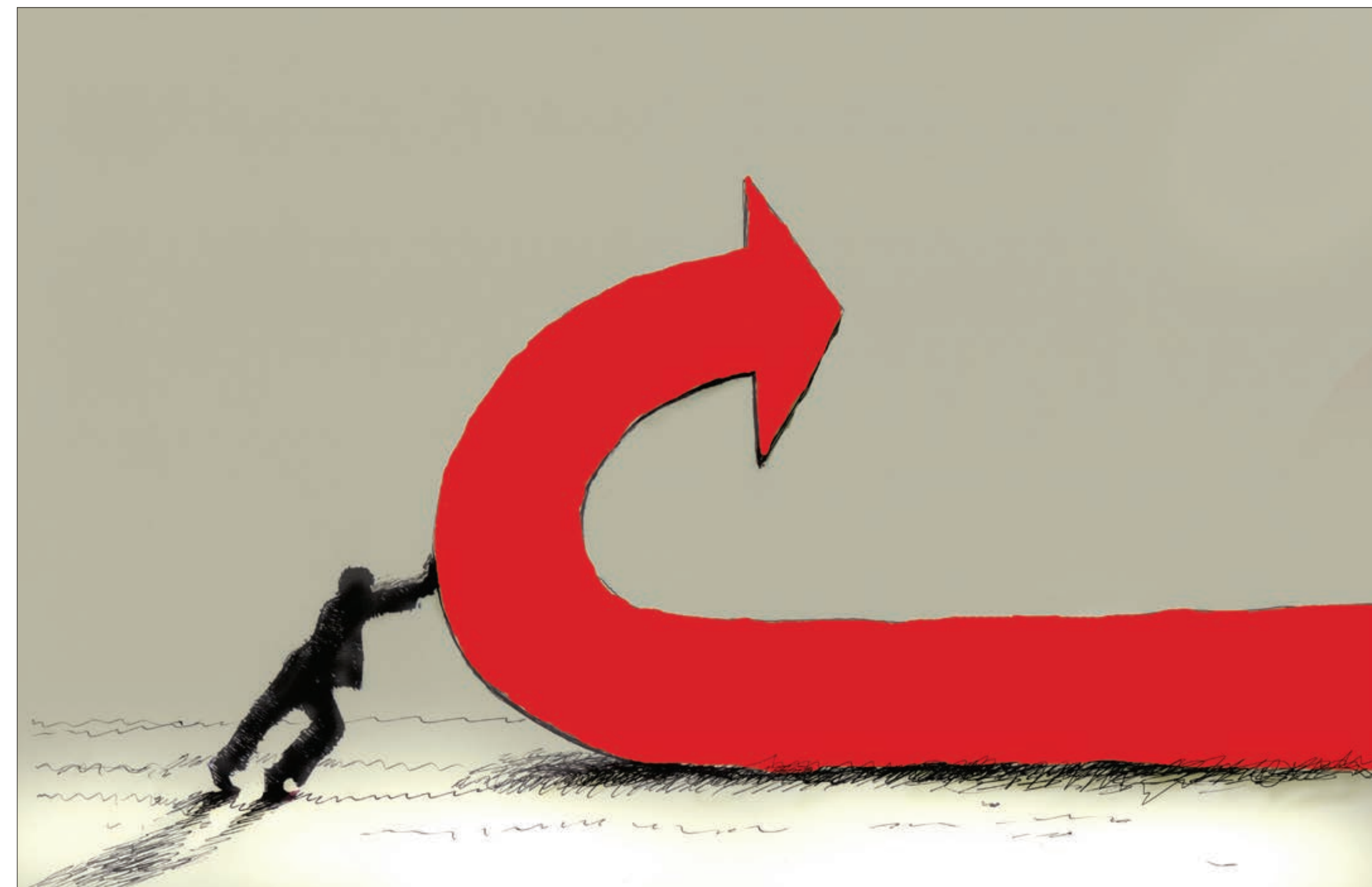
- **Due by midnight Tuesday, September 17**

More push than pull

Meeting the demands of the market is usually vital to any new business.

But tech-based firms have it much harder as there ***might not yet be a market pull*** for the ***technology they are trying to push***.

Jesko von Windheim 2014 Phys. World 27 (11) 35



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Examples:

- (1975) Digital watch by Texas Instruments
- (1970's) Digital camera by Kodak
- (1940's) Transistor at Bell Labs
- (1987) Apple's Newton
- (2001) Apple's iPod

*“Coming up with an idea, prototype or product **is the relatively easy part – much harder is spotting a market opportunity** for it **and also having appropriate infrastructure** to make the product with the right volume, cost and performance.”*

*“The challenge of translating science into practice needs to be guided our best innovators towards the market need **as it emerges**.”*

Next Week

- Classroom discussion
- One or more “business plans” to pitch



[Ivy Schultz](#), Director of Entrepreneurship Programs at Columbia's SEAS