APPH E4901 and APPH E4903

Applied Physics Seminar

Fast Pitch Competition:
Thursday, November 21 · 5:30 – 9:30pm

https://entrepreneurship.engineering.columbia.edu/discover/for-undergraduate-students/fast-pitch/
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 Abedelmalik ’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.
APPHE4903: Assignment (“fast”)

• Seniors: submit by email to maul@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

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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