1. INTRODUCTION AND WOW (15 sec)

"Hi I’m (name) … with (company name) … Opening WOW statement. (Take a stand, make a claim, relate a great customer experience, etc.)

You want to succeed at this year’s Hawk Pitch, and we want to help. My name’s John Short. I’m an Associate Professor at CSM, and member of CSM’s Innovation Working Group, which has been charged with planning this year’s Hawk Pitch event.

1. VALUE PROPOSITION (15 sec)

"The problem we solve for customers is…" (Quantify the customer pain and gain)

At CSM, we’re all about student success. This year’s Hawk Pitch event is designed to tap the potential of CSM’s many talented employees to increase student retention by implementing their innovative student success ideas.

1. UNIQUE PROPOSITION (15 sec)

"What makes us different is …" (Include product comparisons)

If you have an idea for helping our students succeed, we’d love to help you develop and present it. Then, if your idea’s selected for development by the Hawk Pitch judges, you could receive the financial and administration support you’ll need to help you make your idea a reality.

1. TARGET MARKET (15 sec)

"My ideal customer-referral is …" (Size, revenue, geography, sector etc.)

Here at CSM, helping our students succeed should be part of everyone’s job. So any employee, staff or faculty, long-time or newbie, with an idea and a passion for helping students, is encouraged to pitch their idea and ask for the resources they need to make it a reality.

1. CASE STUDY PROOF (15 sec)

"One of our customers …" (Give a specific example with quantified results)

As we’ve talked about this year’s Hawk Pitch event with our fellow employees, several have indicated that in the past they’ve had good ideas they’ve mentioned to their supervisors, only to have them “die on the vine” for lack of a clear path to approval and the resources required to move their idea forward.

1. THE ASK (15 sec)

"If you'd like (customer benefit based on unique value proposition) then please …" (State desired customer response or action)

This year’s Hawk Pitch is intended to provide CSM employees with just such a path from concept to implementation and provide guidance along the way. So, please support the Hawk Pitch. Submit an idea or work with a colleague to help them develop theirs. And be sure to attend the Hawk Pitch event on September 24th.