

February 23, 2010

ENGR110/210

Perspectives in Assistive Technology



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Questions, Comments, Thoughts?



Handout

Whirlwind Wheelchair International brochure

Wheelchairs

“Users” vs “Riders”



Pitching

- Book
- Book chapter
- Funding proposal
- Journal article
- Project report
- PowerPoint presentation
- Poster presentation
- Elevator pitch ←
- Abstract (see [How to Write an Abstract](#))
- One breath
- One phrase

Engineering an Elevator Pitch



For: target customers
Who: statement of the need or opportunity
The (product name) is a (product category)
That: statement of key benefit – i.e., the compelling reason to buy
Unlike: primary competitive alternative
Our product: statement of primary differentiation

Let's try a few examples. Suppose we are Amdahl, a maker of plug-compatible clones of IBM mainframe, and let us say that our primary competitive alternative is Hitachi Data Systems. Our elevator message might be:

"For Fortune 500 companies who are looking to cut costs and who operate in data centers of IBM mainframe computers, Amdahl's computers are plug-compatible mainframes that match or surpass the equivalent IBM computers in features and performance, at a far more attractive price. Unlike Hitachi's line of computers, our products have been backed by the same service and support organization for over 20 years." - Crossing the Chasm by Geoffrey Moore - page 161

From: Synopsys – 10/26/2009
By: Tom Borgstrom



Doonesbury



Doonesbury



Doonesbury



Doonesbury



Doonesbury



Doonesbury



Thursday



Teri A. Adams, JD

**Who's Gonna Pay for That? Durable
Medical Equipment and Healthcare
Reform**

Today



Edward C. Brodd
Driving with Adaptive Equipment

Adjourn

