



Stanford eCorner

Nailing the One-Minute Pitch

Chris Redlitz, *KickLabs; The Last Mile*; Heracio Harts, *The Last Mile*

May 15, 2013

Video URL: <http://ecorner.stanford.edu/videos/3159/Nailing-the-One-Minute-Pitch>

Chris Redlitz, co-founder of The Last Mile, which brings entrepreneurial skills to soon-to-be-released prison inmates, talks about the importance of teaching students how to pitch. As an example of this skill, program participant Heracio Harts then delivers a powerful demonstration of nailing the pitch.



Transcript

We've actually adopted some of the things that we've developed inside when we work with the young entrepreneurs in Kick Labs. Part of what we do, we get them pretty early so they have to learn how to not only pitch for money, but pitch for customers. And it's amazing how bad they are. So we actually make these guys condense it, their pitch into a one minute pitch. Can you still do yours? I think I can. Is it okay if he does his pitch? You want to do your one minute pitch? Sure. Okay, there we go. Who has a timer? Okay. Okay. Here, I'll hold your watch.

All right. Okay. By show of hands, how many of you have witnessed either a parent, a child, a friend or maybe your spouse struggle with obesity? You don't have to raise your hand for this, but think about it. Did you ever feel helpless in their struggle? If you have, you're not alone. Many people who have lived in a low income community like I have where the obesity rate is above 50% have experienced the same feeling of helplessness. That's why today I am doing something about it. Good evening. My name is Heracio Harts and I am the founder of Healthy Hearts Institute, the co-op that will bring health and fitness back into our neighborhoods. HHI will turn empty lots into gardens and transform neighborhoods of food deserts into green nutritional oases. We will turn abandoned buildings into LEED certified fitness centers and provide our members safe places to exercise.

Our goal is to get us back to the good old days when the community was ripe with nutritional foods, kids were outside and running and playing, and the obesity rate was below 17%. So join the Healthy Hearts Institute and let us empower the beat of your heart. Thank you.