

**STARTUP**

**THE  
FINALE**

**CHALLENGE**



**VENTURE  
SHOWCASE**



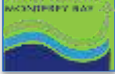
**OTTER  
TANK**



# Welcome to the Startup Challenge community!

You are not only starting a business; you are being (or embarking on being) an entrepreneur. Developing yourself is as important as developing your business!

**Facebook:** @Startupmontereybay  
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**Next Meetup 05.14.2018**  
**Seaside Creates**  
**6pm - 8pm**

**Join The Community!**  
**Attend The Meetup!**

**STARTUP MONTEREY BAY™**  
**TECH MEETUP**



[www.meetup.com/startupmontereybay](http://www.meetup.com/startupmontereybay)





*Welcome to the*  
**STARTUP CHALLENGE**

Pitch & Business Plan

“In It to Win it” Workshop

# *Welcome to the* **STARTUP CHALLENGE**

In It  
to  
Win It  
Pitch it.  
Make it real.



# About the Finals

- Business Executive Summary is due April 30<sup>th</sup>.
- Prepare your **Venture Showcase** exhibit to show off your business at the finals.
- Pitches will be on May 10<sup>th</sup>
- **10 minutes to pitch with 5 minutes of Q&A.** You may use slides and other props. There will be a short setup time before your pitch starts.

# Schedule for May 10<sup>th</sup>

- 8:30 am – arrive and check in at the Embassy Suites in Salinas
- 9:00 am – Final Pitches begin (open to the public; be sure to invite your cheering section!)
- 1:00 pm – Student Winner announced; Venture, Social Venture and Main Street Otter Tank contestants announced
- 1:00 pm – Setup for the Venture Showcase exhibits
- 2:00 pm – Venture Showcase exhibits open
- 4:00 pm – Otter Tank Competitions and Awards Ceremony
- 7:30 pm – Closing Reception



# THE PITCH



# Executive Summary

- ***What are you*** specializing in ***what do you do*** for ***customers (be specific)***.
- “Our ***special sauce*** gives us a ***unique advantage*** that will capture ***??%*** of this ***\$??M*** market.”
- “We will be looking for ***\$??M*** to build an ***enabling function*** that will generate ***\$??M*** over the next ***XX*** months.”
- <20% of presenters do this well

# What's the Problem?

- Describe the business problem you are looking to address in simple, clear concise terms
- Current state, seriousness of problem
- Desired future state, benefit to customer
- Scale of the initial market
- No more than 6 bullets
- Graphics better than words
- < 10% of presenters do this well



# What's Your Solution?

- Describe your business solution in simple, clear, concise terms.
- Key benefits, features
- Product roadmap
- No more than 6 bullets
- Graphics better than words
- >70% of presenters do this well

# What's the Business Model?

- Explain how you are going to make money – clear, concise
  - *If you can't describe your business model in 20 words or less, you probably don't have a workable model.*
- What's the value to the customer?
  - Customer Value =(Seriousness of Current State + Benefits of the Desired Future State) minus Cost of the Solution
- < 10% of presenters to this well

# What's Your "Special Sauce"?

- What's the proprietary, underlying "magic" that gives you a clear, defensible advantage?
- Patents on their own are rarely sufficient
- What are you going to do particularly well that it will be difficult to copy?
- Graphics are better than words
- <30% of presenters do this well

# Go-to-Market Strategy

- Describe your Marketing & Sales strategies in simple, clear, concise terms.
- Sales cycle & strategy for initial market
- How will you acquire your first customer, your next 3, the next 5? What is the cost of acquiring a customer?
- No more than 6 bullets
- Graphics are better than words (not like THIS slide!)
- < 50% of presenters do this well

# Competition

- There is ALWAYS competition – even if it's the way it's done now.
- Provide a Competitive Analysis
  - a table/chart comparing your solution to the current approach and major competitors, by key benefit
- The more realistic you are, the more believable your case
- < 30% of presenters do this well

# Who's on the Team?

- **Management Team**
  - Why is this the Right Team?
  - relevant information only - shorter is better
  - include relevant company names & positions
  - include independent Directors, if relevant
- Identify holes that will need to be filled
- < 10% of presenters do this well



# Financial Projections

- **P & L**

- By Quarter for first year, annually thereafter, 3 years out.

Past Year   Q1   Q2   Q3   Q4   TOT   2<sup>nd</sup> Year   3<sup>rd</sup> Year

Revenue

COGS (Cost of Goods Sold)

R&D

S&M (Sales & Marketing)

G&A (General & Administrative)

EBIT (Earnings before interest and taxes - aka operating earnings)

Cash Flow

- Assumptions are more important than numbers – be prepared to explain them.
- < 10% of presenters do this well



# Status & Timeline

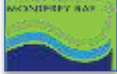
- Major Milestones, what's been achieved to date, Current Status, what still needs to be done & how long it's going to take.
- Include expected liquidity event. (Exit Strategy)
- <30% of presenters do this well

# Other Stuff

- Rehearse your presentation until you are comfortable delivering it smoothly and in the time allotted.
- Do not “wing it” – you’ll only embarrass yourself.
- Multiple presenters is always nice if both are well schooled on the presentation and can deliver it with clarity and enthusiasm.
- Be genuinely enthusiastic about your idea. It’s the best one out there, right?

# Resources for Entrepreneurs

[www.startupmontereybay.com](http://www.startupmontereybay.com)



Institute for Innovation  
and Economic Development  
Cal State Monterey Bay



# Questions?

“Not that the story need be long, but it will take a long time to make it short.”

—Thoreau

[www.startupchallenge.org](http://www.startupchallenge.org)