

STARTUP CHALLENGE
MONTEREY BAY



NOTHING

INSPIRES & PREPARES YOU TO

BRING YOUR

IDEAS  MARKET

LIKE

STARTUP CHALLENGE
MONTEREY BAY



Welcome to the **STARTUP CHALLENGE**

Creating
A
Winning
Pitch
Pitch it.
Make it real.



Welcome to the Startup Challenge Community!

You are not only starting a business; you are being an entrepreneur. Developing yourself is as important as developing your business.

Facebook: @Startupmontereybay

Twitter: @StartupMB

Instagram: @startup_montereybay

LinkedIn: @iiEDCSUMB





Next Meetup 04.09.2019
Seaside Creates
6pm - 8pm

Join The Community! Attend The Meetup!

STARTUP MONTEREY BAY™
TECH MEETUP



www.meetup.com/startupmontereybay



Resources for Entrepreneurs

www.startupmontereybay.com

Thank you to...



Small Business Development Center



This workshop is funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Helen at (831) 676-2017 or sbdc@calcoastal.org.

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SANTA CRUZ TECH BEAT

The go-to source for Monterey Bay tech

What do you get?

- Opportunity to **learn more** about starting a company and analyzing your business;
- Opportunity to **present** your idea to a panel of business people to be accepted for the main competition;
- If accepted, an opportunity to **compete for prizes** and great exposure to the local community for business development and funding.
- **Exposure:** Press releases, Website (Description and Logo)
 - For Finalists: Venture Showcase exhibit table

Important Dates

- **Saturday, April 6th: Qualifying Round Pitches**
- **Friday, May 10th: Final Event**
 - Final Round Pitches
 - Venture Showcase
 - Otter Tank Competition

Qualifying Round Format

- Five Minute Pitch
 - No PowerPoint Slides
 - Props are ok – but no demos
 - Setup time takes up your 5 minutes
- Three minutes for Q&A by judges



Your “Pitch”

- A concise, crisp, informative presentation to tell the world about your great idea for a product or service.
- Delivered with enthusiasm!
- You will ***not*** use slides for the first round of pitches.

HOWEVER

- Creating your pitch as slides and then using them as presentation notes will make your presentation crisper and save you time on the final round of presentations.

Content for **YOUR PITCH**

Stuff you prob'ly oughtta
have in there...



Potential Outline

1. Who are you?
2. Problem/Solution
3. Go To Market Strategy
4. Revenue Generation
5. Competition
6. Financial Projections
7. Funding Needs and Strategy
8. Team
9. Accomplishments and Next Steps

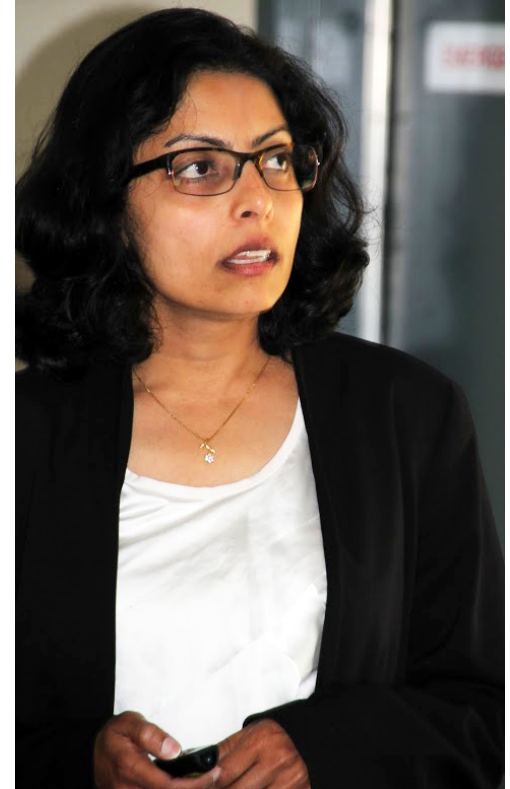
Who Are You?

- Introduce yourself (SHORT! Unless you are the business)
- Summary: Who sells what to whom and how?



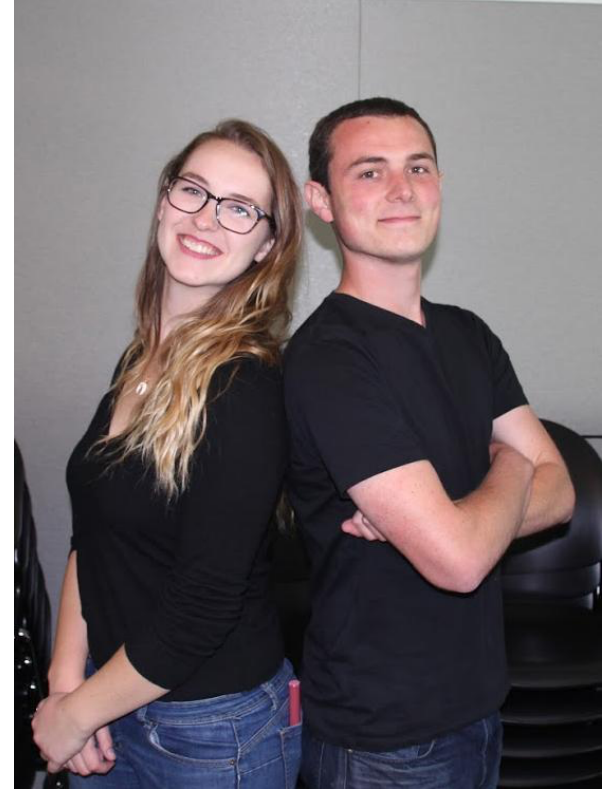
Problem/Solution: What Problem Are You Solving?

- What problem do you solve?
- For whom?
- How many whom's are there?



Problem/Solution: What Is Your Solution?

- What is your solution?
- Why is it better than what they are currently doing/ using?
- Customer validation: Have you already presented your solution to a potential customer? What was their reaction?
- IP: Do you have patents or other protection?



Go To Market Strategy: Customers

- What customer groups are you targeting and why?
 - How big is the market currently?
 - Is it growing? How fast?



Go To Market Strategy: Customer Relationships

- How will you build, maintain and grow customer relationships?
- What is your marketing and sales funnel?



Go To Market Strategy: Distribution/Location

- How will you distribute your product/service OR what will your location be, and why?



Revenue Generation

- How will you generate revenue?
- What will your pricing be?
- What will your margins be?



Competition

- How are customers solving the problem now?
- Why are you better and how will you stay that way?



Financial Projections (KISS)

- How big is your market?
- How much revenue do you think you can generate in your first three years?
- How much will it cost you to generate that revenue?
- What do you think the lifetime value of a customer will be?



Funding

1. How much funding will it take to get you to cash flow breakeven (or your next major milestone)?
2. How do you plan to raise that funding?
3. Exit Strategy: How will investors get their return?



Team

- Who is on your founding team?
 - List their relevant skills and experience (briefly)
 - Include key board members and advisors
- What other key positions do you need to fill on your founding team?



What Have You Accomplished/Next Steps

- What have you accomplished so far?
- What are your steps to launch

Other Stuff

- Rehearse your presentation until you are comfortable delivering it smoothly and in the time allotted.
- Do not assume that you can get up and “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 is the best one out there, right?



Questions?

“I wanted to send you a short letter but I don’t have time, so I will send the long one instead.”

— *Mark Twain*



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Pitch Workshop Dates – Attend Early and Often!

- 3/19 **NextSpace – Pacific Room**, 101 Cooper Street, Santa Cruz
- 3/21 **City of Hollister City Hall**, (side conference room), 375 5th Street, Hollister
- 3/25 **Small Business Development Center**, 106 Lincoln Ave, Salinas
- 3/28 **Seaside Creates**, 656 Broadway, Seaside
- 4/2 **Small Business Development Center**, 106 Lincoln Ave, Salinas
- 4/3 **NextSpace – Pacific Room**, 101 Cooper Street, Santa Cruz
- 4/3 **MIIS - 102 McGowan Hall**, Monterey
- 4/4 **CSUMB – Valley Hall B115**, 2081 Inter-Garrison Road, CSUMB Campus, Seaside

For more information, go to www.startupmontereybay.org



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