

STARTUP

CHALLENGE

**VENTURE
SHOWCASE**



**OTTER
TANK**

**THE
FINALE**



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
Twitter: @StartupMB
Instagram: @startup_montereybay
LinkedIn: @iiEDCSUMB





2nd Tuesday of Each Month

Join The Community! Attend The Meetup!

STARTUP MONTEREY BAY™
TECH MEETUP



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 30th.
- Prepare your **Venture Showcase** exhibit to show off your business at the finals.
- Pitches will be on May 10th
- **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 1st

- 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 nd Year	3 rd 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

MONTEREY BAY



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