

# DEAS-W-MARKET

STARTUP CHALLENGE MONTEREY BAY



## Welcome to the STARTUP CHALLENGE

Creating
A
Winning
Pitch
Pitch it.
Make it real.





### What do you get?

- Develop your ideas as you develop your pitch
- Present your ideas to a panel of experts and receive feedback
- Network with the local community for business development and funding opportunities
- Compete for prizes (and bragging rights!)



# 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





### Join The Community! Attend The Meetup!



www.meetup.com/startupmontereybay







First Wednesday of each month

More information at <a href="https://www.santacruzworks.com">www.santacruzworks.com</a>



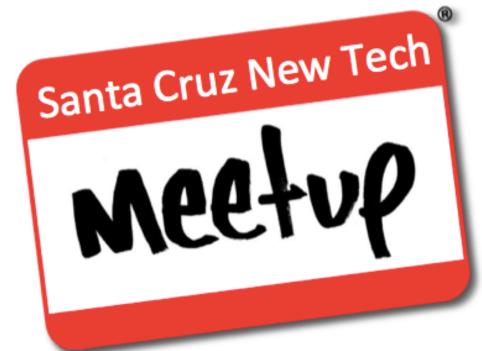
#### **Special Joint Meeting!**

Tuesday April 1<sup>st</sup> (yup, it's April Fool's Day!) 6:00 pm - 7:00 pm Online - register at meetup.com











### Resources for Entrepreneurs

### www.startupmontereybay.com





### Startup Challenge Sponsors















### **Startup Challenge In-Kind Sponsors**

Ascend Business Design & Development Hellodesk Monterey Coworking Space Patrick Reilly, IP Society White Summers Caffee James



### Startup Challenge Media Sponsors





### SANTA CRUZ TECH BEAT

The go-to source for Monterey Bay tech



### **Important Dates**

- Saturday, April 4<sup>th</sup>: Qualifying Round Pitches
  - The Qualifying Round is moving online
- TBD: Startup Challenge Finale (postponed)
  - Final Round Pitches
  - Venture Showcase
  - Otter Tank Competition



### **Qualifying Round Format**

- Five Minute Pitch
  - No PowerPoint Slides
- Record with your phone or other vides recording device
- Upload to YouTube (unlisted)





### 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...





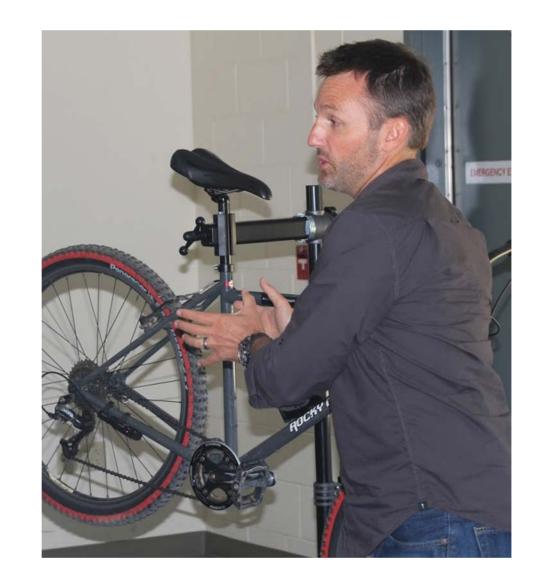
#### **Potential Outline**

- 1. Who are you?
- 2. Problem/Solution
- з. 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?

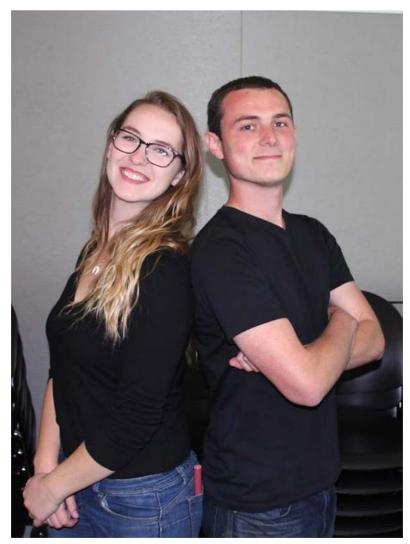
- What problem do you solve?
- For whom?
- How many whom's are there?





### Problem/Solution: What Is Your Solution?

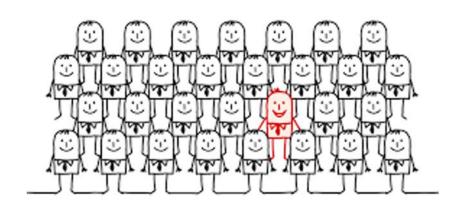
- What is your solution?
- Why is it better than what they are currently doing/ using?
- Customer validation: Have you already presented your solution to a potential customer? What was their reaction?
- IP: Do you have patents or other protection?





### 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?





### That's all, Folks!

Now it's time to practice, practice, practice!



### **Doing A Great Presentation**

- Rehearse your presentation until you're comfortable delivering it smoothly and in the time allotted.
- 2. Don't "wing it." But don't read it from a page, either. Refer to point 1.
- 3. Multiple presenters works if everyone is well schooled on the presentation and can deliver it with clarity and enthusiasm.
- 4. Be genuinely enthusiastic about your idea. It is the best one out there, right?





### Some suggestions for video production

- Keep it simple; your phone can be your recording device and what we're most interested in is your narrative.
- Props are ok but keep them simple. Don't do product demos!
- Good lighting will help. Light from the front, not behind you.
- Have the presenters fill the screen.



### Questions?

"I didn't have time to write a short letter, so I wrote a long one instead."

— Mark Twain





### Pitch Workshop Dates – All Online Attend Early and Often!

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3/16 Online - 6:00 pm - 7:30 pm
3/17 Online - 6:00 pm - 7:30 pm
3/19 Online - 6:00 pm - 7:30 pm
3/23 Online - 6:00 pm - 7:30 pm
3/25 Online - 6:00 pm - 7:30 pm
3/30 Online - 6:00 pm - 7:30 pm
3/31 Online - 6:00 pm - 7:30 pm
4/2 Online - 6:00 pm - 7:30 pm
```



Register for the workshops at <a href="https://www.startupmontereybay.org/participant-workshops">www.startupmontereybay.org/participant-workshops</a>



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