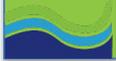


STARTUP CHALLENGE
MONTEREY BAY



NOTHING **INSPIRES** & **PREPARES** YOU TO
BRING YOUR
IDEAS  **MARKET**
LIKE

**STARTUP CHALLENGE
MONTEREY BAY**





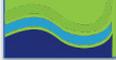
Welcome to the
STARTUP CHALLENGE

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 May 4th.
- Prepare your **Venture Showcase** exhibit to show off your business at the finals.
- Pitches will be on May 12th, you will have **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 12th

- 9:00 am – arrive and check in at the Steinbeck Center in Salinas
- 9:30 am – Final Pitches begin (open to the public; be sure to invite your cheering section!)
- 1:00 pm – Student Winner, Venture and Main Street Otter Tank contestants announced
- 2:00 pm – Setup for the Venture Showcase exhibits
- 3:00 pm – Venture Showcase exhibits open
- 4:00 pm – Otter Tank Competitions and Awards Ceremony
- 6:30 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.”
- *Elaborate in Business Plan*
- <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 (Elaborate in Business Plan)
- < 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 (Elaborate in Business Plan)
- 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.*
 - *Elaborate in Business Plan*
- 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 better than words (*Elaborate in Business Plan*)
- <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 (*Elaborate in Business Plan*)
- Graphics better than words
- < 50% of presenters do this well

Competition

- There is ALWAYS competition – even if it's the way it's done now.
- Provide a Competition Analysis
 - a table/chart comparing your solution to the current approach and major competitors, by key benefit
 - *Elaborate in Business Plan*
- 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
- *Elaborate in Business Plan but still brief*
- < 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 2nd Year 3rd Year

Revenue

COGS

R&D

S&M

G&A

EBIT

• Cash Flow

Assumptions more important than numbers – be prepared to explain them. (*Elaborate in Business Plan*)

- < 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)
- *Elaborate in Business Plan*
- <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 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?

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

—Thoreau