

NOTHING

INSPIRES



PREPARES

YOU TO

BRING YOUR

IDEAS



MARKET

LIKE

STARTUP CHALLENGE
MONTEREY BAY





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MONTEREY BAY**



Nothing inspires and prepares you to bring your ideas to market like Startup Challenge.

Applications due March 14, 2016!
[Click here to fill out an application!](#)

Welcome to the **STARTUP CHALLENGE**

Creating A Winning Pitch

Pitch it. Make it real.



This workshop has been made possible by:

FORA



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.



Important Dates

- **Monday, March 14th : Application Deadline**
- **Friday, April 1st: Qualifying Round Pitches**
- **Friday, May 6th: Final Event**



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...



The Opportunity

- A concise description of your idea
 - What is the **business** problem you're solving?
 - What is the plan? (quantitative and qualitative)?
 - What is your **business** solution?
 - Sell me your business, not your product



The Target Market

- What is the market opportunity and size?
- How much of this market can you address?
- Is it an emerging market – what is that expected growth in the next five years?
- Who specifically are your customers?
- Competition: How are established companies trying to address this customer pain?
 - Emerging competitive alternatives?



The Product/Solution

- The Offering: Describe exactly what it is you are going to do or sell.
 - How does it fit into the overall value chain.
 - Include basic description of features.
- Value Proposition: Describe how your offering solves the pain and the benefits of your product/solution.



The Product/Solution cont.

- Competitive Advantage: How is your product differentiated from existing & emerging solutions.
 - Describe key differentiating technologies and how they will be barriers to competition—i.e., intellectual property protected by patents, copyrights, trade secrets, etc.
- Customer validation: Have you already presented your solution to a potential customer? What was their reaction?



Go-to-Market Strategy

- Development Status: What are the performance milestones that you need to achieve?
 - Does your team own or have access to the intellectual property of the product or technology proposed for the venture?
 - Strategic Partners: Does your venture require outside infrastructure, strategic partnerships, or any similar dependencies?
 - How are you planning on securing these?
- Distribution: How will you sell to the customer—direct, channel partners, distributors, etc.?



Accomplishments

- How far along is product development?
 - What still remains to be done?
 - What are the relevant milestones for additional development?
- Customer Validation: what feedback have you received from customers?
 - What other sources of information are you drawing on for development of the product?
 - Have you completed any successful alpha or beta tests?



The Team

- Key Team Members: Who is on your team?
 - Describe roles and key experience/expertise for each. What is their level of commitment currently, and what would enable them to join the venture full-time (if applicable)?
- Team Needs: Is your team complete?
 - Describe any critical team needs.



Financials and Funding Required

- Key Drivers: What are the major assumptions that drives your revenue?—
 - e.g., price premium/discount, license/royalties, low cost of goods?
- Funding: How much funding have you already received for your venture, if any?
 - Where did it come from (e.g., friends/family, angel, bank loan, etc.), and what milestone(s) (e.g., patent filing, prototype, 1st sale, etc.) has it enabled you to achieve?



Financials and Funding cont.

- Needs: How much funding are you planning to raise & what milestones will it enable you to achieve?
- What is your total required funding until you reach profitability?
- Exit Strategy: How will investors get their return?



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



www.startupchallenge.org

Pitch Workshop Dates – Attend Early and Often!

Thursday 3/3	Santa Cruz	CruzioWorks, 877 Cedar St #150, Santa Cruz	6:00 pm - 8:00 pm
Wednesday 3/9	Salinas	SBDC office, Lincoln Street, Salinas	6:00 pm - 8:00 pm
Thursday 3/10	Santa Cruz	CruzioWorks, 877 Cedar St #150, Santa Cruz	6:00 pm - 8:00 pm
Tuesday 3/15	Monterey	TBD	6:00 pm - 8:00 pm
Tuesday 3/22	Santa Cruz	CruzioWorks, 877 Cedar St #150, Santa Cruz	6:00 pm - 8:00 pm
Wednesday 3/23	Monterey	TBD	6:00 pm - 8:00 pm
Tuesday 3/29	Monterey	MIIS, 100 McGowan Hall	6:00 pm - 8:00 pm
Wednesday 3/30	Santa Cruz	CruzioWorks, 877 Cedar St #150, Santa Cruz	6:00 pm - 8:00 pm
Wednesday 3/30	Salinas	CSUMB	6:00 pm - 8:00 pm



For more information, go to www.thestartupchallenge.org

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