

UTT BUSINESS PLAN COMPETITION PRESENTATIONS and COACHING SESSION

For your business plan presentation and coaching, each team should have a 4-5 page report and multimedia presentation commenting on:

- a. A brief description of both the industry, market segment and target customers **AND** your product or service;
- b. Principal factors and reasons why you believe an entry opportunity exists, couched in terms of the significant need for your offering, and the compelling benefits and value you provide;
- c. Initial DATA about the
 - (i) market size (\$, units),
 - (ii) growth prospects,
 - (iii) gross margins,
 - (iv) proprietary and competitive advantages, and
 - (v) capital requirements;
- d. Known competitors and substitutes (existing and potential) for your product or service;

Presentations should take the form of the elevator pitches you did for the mini business plans or IDEAS Competition:

In the elevator pitch, you explain your start-up's investment opportunity in roughly the time it would take to ride an elevator to the top of a short building. The key is to be quick and clear and to communicate enough information to whet the investor's appetite. Practice it prior to the presentation, however, because you aren't likely to get a second chance with VCs who don't like it the first time.

A few points to remember for creating the perfect pitch:

Be concise. Quickly describe the burning business problem that your start-up solves. When describing the problem, give a context for the market opportunity and the competitive landscape. How big is this market? What would be your business's slice of the pie? With whom will you be competing?

Explain what's unique about your offering. VCs hear pitches every day. Explain how your start-up is better than the next guy's. Be sure to discuss how your solution and technology are different from those of various competitors. Give examples that illustrate the uniqueness of your proposal, and use analogies to help clarify the solution and your advantage.

Describe how you'll make money. Be sure to tell your potential investors up front about how you expect to provide them with a return on their investment. VCs aren't investing in companies that don't have a clear path to profitability.

Finish with a couple of key summary points and a promise to follow up with additional information. The key summary points should be short, simple, and easy to remember.

Also refer to Resource on Elevator Pitch Attached.

Milestones to consider:

By now, you should have a good grasp of the "Industry and Marketing Analysis and Marketing Plan;" and working towards the initial Manufacturing/Operations Plan that would go into the completion of your Financial Projections and Economics of the Business for the Financial Plan.

Be sure to provide information on:

- A **Relevant industry literature, industry journals or trade shows for your business sector; and**
- B. Outside entrepreneurs, business people or other informed persons in your industry, you have approached and/or enlisted for your Advisory Board

Note: Further information to follow for the 2nd Presentation and Coaching Session on June 25, 2009