

PitchTOWN

Rocket Pitch Template

The following slides are a guide to help you with the presentation of your business idea with a local focus.

Feel free to incorporate your own branding or supplemental information as you deem necessary. Keep in mind you only have 7 minutes to make your presentation.

Good luck!

Guidance Notes

- The Rocket Pitch should be quick and to the point. Following is a suggested guideline of how to use your time:
 - Good Start (1 min)
 - Good Intro to your idea (1 min 30 sec min)
 - Good Description (1 min 30 sec)
 - Good Finish (1 min)
- You will also be given 3 minutes for Q&A

Company Name & Key People

- What is the name of your business? Include any logos and slogans.
- Cite the qualifications of the management team and other key personnel.
- Be sure to not only mention the founding entrepreneurs, but also active investors, key employees, company directors key advisors and/or an advisory board.
- If you have not yet hired your team, include the key attributes and skill sets that are required for the position(s) you will be filling for key posts.

Opportunity Recognition & Value Proposition

- State the **opportunity** you have identified in the marketplace and how you are qualified to meet it.
- State your **value proposition** - What makes your business unique? Why people will choose your business over your competitor?
- Cite your **mission statement**, if you have developed one.

Description of the Business/ Business Model

- Business Model is one part product and one part infrastructure, so provide a quick overview of the key **logistical and operational** aspects of the business.
- What type of business (retail, wholesale, manufacturing, or service-oriented) you will be starting?
- In as concise a way as possible, describe the product and/or service to be offered.
- Don't get bogged down in the details; just mention any unique aspects of the product (if applicable), its use and appeal, and what stage of the product life cycle you are in.

Market Size and Target Customer

- Overview of the current **market and competition** – note time spent researching what products and/or services are currently being offered and by whom.
- Define what **niche** areas you may be focusing on.
- Description of **target customer** (also known as the target market):
 - Who will be most attracted to your product or service?
 - What is their **demographic description**?
 - Where will you reach this prospective customer (from what **location** will you conduct your business)?

Innovation and Technology

- How will your business strive to be **innovative** in its approach to the marketplace?
- How will your business incorporate **technology** into its operational plan?
- How will your business utilize **e-commerce** and the Internet in its marketing?
- How will you implement **environmentally friendly** business practices?

Resource Requirements

- Your resource requirements are composed of **Start-Up Costs** and **Working Capital** (Operating Costs).
- Both are required before you generate any sales revenue (income).
- **List your start-up costs** including: licenses and permits, outfitting your physical space, business vehicle, tools and equipment, sufficient inventory, and shipping and duty for all.
- **List your operating expenses for the first 3 months** (or to carry you to where you are generating enough income to cover such costs) including: payroll plus benefits, rent, utilities, insurance, and payments on any loans you secure.

Sales Forecast

- What is your average cost for your product/service?
- How many sales can you generate weekly, monthly?
- What are your assumptions to support your projected sales (i.e. you will sell 10 widgets a day, 5 days a week at \$5 a widget for a total weekly income of \$250)
- What is your breakeven point (Breakeven point = $\text{fixed costs} / (\text{unit selling price} - \text{variable costs})$)?

Conclusion and Call-to-action

- Wrap up your Pitch with a **strong statement** and **call-to-action**.
- Be sure to ask the judges/investors to kindly consider **supporting** your venture.