



Business Pitch

Location: College of the Sequoias, Visalia

Chairperson:

Jessica Gutierrez

College of the Sequoias: Visalia

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CHECK IN: 9:00 am

CONTEST BEGINS: 9:15 am

ELIGIBILITY:

Eligibility is limited to individuals. No team entries will be allowed.

SCOPE OF CONTEST:

Expectations:

At the competition, each student competitor should come prepared with a 8-slide presentation discussing the points mentioned below: an introduction, the problem that inspired the business idea and the solution that he/she is providing, target market & positioning, marketing and sales, competitors, and basic financial projections, and next steps. Props, photos, and/or demonstrations are allowed, but not required. Students may bring presentation files to the competition on a flash drive. Presentation should not exceed 5 minutes.

IMPORTANT INFORMATION:

The presentation on the day of the competition should encompass:

- Introduction Slide
 - Student Name or Team Name
 - Business Name
- Problem
 - What is the need or the problem?
 - What facts confirm the problem?
- Introduce the Product or Service
 - Introduce the product or service being offered?
 - How does this product/service solve the customers' problem?
 - What makes this product/service unique and better than existing alternatives?
- Marketing and Sales
 - Who will benefit from this product or service? (age, demographics, geography, etc.)
 - How do you plan to attract and retain customers?
 - What is the price point for the product/service? How did you arrive at that price?
 - Where will your business be located? Where will the product/service be sold?



- Competition
 - Who is the competition, if any?
 - What features or benefits does this company offer that competitors don't?
- Financial Projections
 - What are your start-up costs?
 - What funding sources are available?
 - If applicable, offer a quick summary of projected revenues and profit margin over the next 6 months or 12 months.
- Next steps
 - End the presentation with what your next steps are:
 - How much funding is needed to move forward?
 - How do you see the business growing?