

City of Temecula Youth Innovation Conference 2015

Pitch Competition – Business Plan Guidelines

General Requirements

- Your team's goal is to create a pitch that will sell your business plan to a panel of "investors".
- The pitch will be presented in a PowerPoint format of up to 7 slides. Students will briefly address the 7 parts of the business plan outlined below. PowerPoint slides are only to be used as an aide to students during their presentation (*do not read directly from the slides*).
- Teams will be given 3-5 minutes to present their pitches to the panel of "investors". Students will work together to help choose the roles among themselves, including the designation of presenter(s). Groups may have up to three presenters for the pitch delivery (Remember time is a factor).
- *Pitches will be judged on originality, presentation, and quality. Be creative!

Part 1

Title Slide

- The name of the fictitious company should be featured here
- Include team member names and their affiliation with the company as fictitious contact information
 - For example: John Smith, CEO

Part 2

Executive Summary

The Executive Summary is one of the most important parts of a business plan because it *summarizes the report* in a way that readers can become acquainted with the facts more easily.

- Include a Mission Statement that briefly explains the primary objective of your business and provides a clear message of what your business is about.
 - For example: "Our mission: to inspire and nurture the human spirit one person, one cup, and one neighborhood at a time." From Starbucks
- *Identify a problem and explain how your product will address this need

- Include a brief statement of your company goals. Also include product/services information, market information as to size and number of potential customers and number of projected employees you plan to hire in the next five years.
- Summarize the financial section of the report

Part 3

Company Description

- Describe the type of business you are going to pitch. Include the purpose, service, or merchandising associated with the company.
- Include the date the company started, street address, city, and state. What type of facility will your business be operating in- a warehouse, store front, office space, etc.
- **Explain the nature of your business and the advantage of your location.**

Part 4

Operating Procedures

- Describe in detail the process that goes into the product that you are pitching.
- Do you buy products to resell or purchase them from other vendors?
- How will you store or warehouse your products?
- Clarify how you will bring your product or services to consumers and the related income and expenses.
 - How will you distribute your goods or services? Package delivery companies? Own Trucks? etc.
- Include startup costs, regularly occurring expenses, and unforeseeable liabilities such as accidents. (Remember this is what business owners must realize prior to starting their own company!)
- Describe how you plan to expand in the next five years. Examples include, adding more networks, add new product line, additional services, and what you will need to expand such as additional assets, more personnel, etc.

Part 5

Market Analysis and Sales Strategy

- Describe your target market and who are your customers and who do you want to sell to? Include customer's demographics (age, gender, income, education, etc.), geographic (local or global), and psychographic (buying habits or preferences for products and services).
- Look at the competitors in the marketplace – How many similar companies exist in the real world? Is this market growing or in decline? Find out what your competitors charge for similar items or services.
- Identify strengths and threats to be addressed in long and short term planning
- Describe your marketing strategies for the next 5 years.- Explain the advertising mediums you plan to use, how much they'll cost and how many consumers they'll target.

Part 6

- Decide which assets are necessary to run your business. These can include equipment, furniture and fixtures, inventory, etc. What do you need to make your business run smoothly? Find description, quantities, and costs for these items.
- Explain payroll amounts and payroll costs
- Decide how much operating capital is needed to get your company off to a good start. Try to keep it within the first 5 years operating expenses. Be sure to include, rent, utilities, insurance.
- How much your products or services will costs? Are you making a profit?

Financial Summary

- Be clear about the loan amount that your business is requesting
- Include time needed to repay the loan

Tip: Make your business look like it will be successful and present yourself professionally

Part 7- Conclusion/ SWOT - Strengths, Weaknesses, Opportunities and Threats Analysis

- The business's strengths and weaknesses are internal and the opportunities and threats are external forces based on your particular market.
- Capture the factors that you believe are relevant to each of the four areas and assign each significant factor, both positive and negative to one of the four categories. *[Remember to discuss this in your presentation!]*

✓ Example of a SWOT Analysis:

Strengths (Internal)

- ✓What are your top strengths?
- ✓What are you currently doing right?

Opportunities (External)

- ✓What do your customers buy from others that they could buy from you?
- ✓What could you be adding into every sale that doesn't currently happen?
- ✓What can you do to make better use of online technologies to promote your company?

Weaknesses (Internal)

- ✓What is one thing you have been meaning to fix but keep putting off?
- ✓What do your competitors say that they do better than you?

Threats (External)

- ✓What are your top competitors adding to their product/service offerings that could take business from you?
- ✓What new technologies could damage your business if you don't respond to them?
- ✓ What is the worst thing that could happen to affect your business?