

## New Business Concepts Pitch Guidelines

New Business Concepts will be evaluated on the following judging criteria.

- 1. **Business Description:** Details of the venture and what it does.
  - How well was the concept explained?
  - How reasonable, sustainable, and scalable is the new concept?
- 2. **Market Analysis:** Characteristics of the market and description of its customers.
  - Is there a genuine need for the product or service?
  - How well was the target market defined?
  - What is the size and growth of the market?
  - What is the consumers' willingness to pay for the product/service?
- 3. **Product or Service Analysis:** The specifics of the product or service.
  - Is the description clear?
  - Is the product feasible?
  - How easily it can be duplicated?
  - Is there a presence of potential substitutes for the product?
- 4. **Competition:** Identify current and potential competitors.
  - Have the current and potential competitors, competitive response, and analysis of strengths and weaknesses been adequately defined?
- 5. **Marketing Strategy:** How sales will be achieved.
  - How realistically defined is the marketing plan?
  - Does the plan adequately address price, product, place, and promotion?
  - Are resources sufficiently allocated for marketing?
- 6. **Operations:** How the product or service will be produced and delivered.
  - What is the likelihood of securing resources required for production?
  - Is there an ability to operate competitively and grow?
- 7. **Management:** An assessment of the entrepreneur(s) and team.
  - Does the team exhibit the experience and skills required for operation?
  - What is the depth and breadth of the team's capabilities?
  - Does the team demonstrate the ability to grow with the organization and attract new talent?
- 8. **Finances:** An overview of the required resources and economics of the venture.
  - How compelling is the business model?
  - Have the resources required for the venture been addressed?
  - Has the team clearly and adequately presented a breakeven analysis?
  - How reasonable are the financial projections?
  - Are there prospects for long-term profitability?
- 9. **Investment Proposal:** The terms and conditions offered to investors.
  - Did the entrepreneurial team explain funding?
  - Were offerings to investors and anticipated returns clearly explained?
  - Did the team calculate a realistic valuation?
  - How feasible is the exit strategy?
- 10. **Presentation:** Overall effectiveness of the actual presentation.

- Did the presenter(s) engage the audience and hold their attention?
- Did the presenter(s) appear to speak with confidence authority?
- Were visual aids (i.e. PowerPoint® slides) clear and valuable?
- Was the pitch exciting and compelling?
- How efficiently did the team allot their time?

### **Social Venture Pitch Guidelines**

Social Ventures will be evaluated on the following judging criteria.

- **1. Assessing the Need:** An analysis of the social issue and its affected population.
  - Does the proposed venture address a significant and critical social problem?
- **2. Well-defined Target:** Characteristics of the market and targeted population.
  - Does the proposed venture adequately describe the problem it hopes to address and have defined parameters within which it plans to operate?
- **3. Management:** An assessment of the entrepreneur(s) and team.
  - Does the entrepreneurial team possess the skills and experience required to translate the plan into action?
  - Can they demonstrated the passion, commitment, and perseverance required to overcome inevitable obstacles?
  - Is the team comprised of individuals committed to ethical standards?
- **4. Creativity:** A demonstration that the proposed solution displays a unique approach.
  - Does the proposal approach the social problem in an innovative, exciting, and dynamic way?
- **5. Feasibility:** A demonstration that the venture can be successfully implemented.
  - Does the initiative aspire towards clear, realistic and achievable goals, while thinking big?
  - Can it be implemented effectively?
- **6. Planning:** A clear and well-defined strategy to achieve objectives and goals.
  - Are there clear and coherent schedules, milestones, objectives, and financial plans?
- **7. Operations:** How the product or service will be physically produced and distributed.
  - Has adequate attention been given to the way in which the product or service is to be produced and/or delivered?
  - Do they have, or can likely secure, the resources required for production?
  - Will they be able to operate competitively and grow?
- **8. Sustainability:** Long-term prospects for viability and success.
  - Does the proposed venture include adequate strategies for fundraising and income generation?
  - Does it consider the different dimensions of financial and social sustainability in a conscientious manner?
- **9. Social Impact:** The value that the new venture will bring to society.
  - How will the implementation of this social venture benefit the community and the multiple stakeholders involved?

- Is there the potential for significant social impact and engagement of the broader community?
- 10. **Presentation:** Overall effectiveness of the actual presentation.
  - Did the presenter(s) engage the audience and hold their attention?
  - Did the presenter(s) appear to speak with confidence authority?
  - Were visual aids (i.e. PowerPoint® slides) clear and valuable?
  - Was the pitch exciting and compelling?
  - How efficiently did the team allot their time?

\* While there is some debate regarding the precise definition of a social venture, and what exactly differentiates it from a traditional for profit business, the Selection Committee and Judging Panel will use the following criteria:

- PRIMARY MISSION - is the organization's primary purpose to serve its owners (New Business Concept) or society (Social Venture)
- PRIMARY MEASURE OF SUCCESS - does the organization measure its success primarily by profitability (New Business Concept) or positive social change (Social Venture)

### **Ten Questions That You Should Try To Answer**

Whether pitching a New Business Concept or a Social Venture, try to address the following ten big questions as completely as possible. Remember, you should not simply talk about a general idea (those are "a dime a dozen"), rather, try to present a **concise** concept with a **clear** economic model, **convincing** everyone that you can actually make it happen.

- 1. What's the PROBLEM?
- 2. What's your SOLUTION?
- 3. How large is the MARKET?
- 4. Who is the COMPETITION?
- 5. What makes you so SPECIAL?
- 6. What's your ECONOMIC MODEL?
- 7. How exactly will you achieve SALES?
- 8. Have you assembled a qualified TEAM?
- 9. How will you secure required RESOURCES?
- 10. What are you proposing for an INVESTMENT?

Suggested reading: *The Art of the Start* by Guy Kawasaki (Penguin 2004), especially Chapter 3, "The Art of Pitching"