Keiser University System-Wide
Annual Pitch Competition

Thursday, March 23, 2023
4:00pm at Flagship Campus

<u>STUDENT GUIDE</u>

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I. Overview

- The finals of the Pitch Competition will be held on Thursday, March 23, 2023 at 4:00pm in Turner Hall at the Flagship Campus

- The PC is open to any KU undergraduate or graduate student currently matriculated at any of the KU campuses system-wide. The student can have any major or concentration and can be studying in any discipline (such as, nursing, criminal justice, forensic accounting, business, etc.)

- Your business idea must be for a new venture only. If already existing, the idea cannot be in operation more than one year. Any business older than one year will not qualify

- Your business idea must be realistic and achievable, including your financial projections

- The deadline for submitting the Application Form along with your Feasibility Analysis (one or two pages) is February 24, 2023 (see Section III)

- A physical prototype or a design of your product or service is strongly advised

- At the finals of the Pitch Competition there will be eight presenters, two from each of four regions that are organized to include all KU campuses

- Each campus will have a campus coordinator who will filter the applications and then submit their choices to their regional coordinator. The regional coordinators will process the applications and decide which two pitches from their region will be entered into the final competition.

II. Scenario

- Deliver a five-minute pitch. Similar to "Shark Tank"
- The business idea must be a startup company or an early-stage company no older than one year
- Student presenters can create a team, but all team members must be undergraduate students currently matriculated at KU
- The student(s) will pitch to a panel of judges who will be acting as angel investors from whom the students are requesting funding
- The student(s) will request X number of dollars needed to run their company over the next three years. But, you will not be selling a portion of your company for funding. Instead, you will simply forecast your start-up costs and working capital funding requirements for the next three years.

III. Recommendations to Create a Great Pitch

- Introduce yourself with a tagline (a brief, fun comment about how you arrived at your business idea, or a related thought. Keep it brief)
- Then, tell the investors (the judges) who you are, what your business idea is, and what you want from the investors
- Explain the opportunity (the value proposition)
- Then, make your pitch (see Section IV for suggested content)
- One PPT must be your financial projections (including assumptions – Section V)
- Keep the number of PPT's to a minimum (five or six)
- Ensure each PPT has a minimum amount of text. Too much text is distracting. Use fonts that are large enough so the audience can read the slides from at least 30 feet away. Images that are explained by the presenter are always better than text!
- Remember, the focus of the pitch is on YOU, not the PPT's!
- Show enthusiasm about your idea!
- Practice your five-minute pitch to your own selected audiences for feedback prior to presenting at the competition

IV. Contents of the Pitch

The Feasibility Analysis (1 or 2 pages max) serves as the foundation of your pitch. <u>Your pitch should include the following:</u>

- **Product or service** – Describe it clearly. Ensure that product and market research is done.
- **Value proposition** - Why would anyone buy your product or service?
- **Opportunity** - What problem or need in the marketplace is your product/service solving?

- **Target market** – What is it, and how will you approach and enter this market? Also, note the industry and the competition
- **Distribution** – How will you deliver your product/service to your customers?
- **Management team** – Who is it, and describe the strengths and weaknesses of the team
- **Risks** – What are the risks of your business? For example: liability, competition, etc.
- **Financial projections** – Simple three-year forecast of revenues, expenses & startup costs.
- **Amount of funding requested** – How much to do need, and how will you spend the money?
- **Exit strategy for your investors** – How will your investors get their money out

Remember, each pitch is strictly limited to five (5) minutes, so practice, practice, practice!

V. Financial Forecast

1) The only financial requirement in your pitch is a three-year forecast of revenues, expenses and pre-tax profit (do not calculate net income). Also, note how much you need to launch the company

2) See a sample financial forecast in the following slide. Keep it simple.

3) At the top of your forecast, show your assumptions for how you calculated revenue each year.

4) How much money are you requesting from the angel investors to build your company over the next three years?

5) How will you spend the money? (The Uses of the funds)

V. - Sample Financial Forecast – Income Statement – 3 years

Notes: Keep your forecast simple. Your assumptions determine your revenues. For expenses, use a % of revenues. The level of % is up to you. No balance sheet is required. No valuation of the company is required.

	Year 1	Year 2	Year 3
Assumptions:			
# Units sold in the year:	1,000	1,500	2,000
Price per unit:	$10	$12	$14
Income Statement:			
Revenue	$10,000	18,000	$28,000
Less: COGS (60% of revenue)	-6,000	-10,800	-16,800
Gross profit	4,000	7,200	11,200
Less: Operating expenses (25% of revenue)	-2,500	-4,500	-7,000
Less: Depreciation expense (if any)	0	0	0
Less: Interest expense (if any)	0	0	0
Pre-tax profit	$1,500	$2,700	$4,200

VI. Milestones

- **November 4, 2023** – Application period opens
- **February 24, 2023** – Application period ends. Each application MUST have a Feasibility Analysis (one or two pages), or it will be rejected.
- **February 24 through March 10, 2023**– Selection and mentoring period. During this period, each of four Regions and the Graduate School will work to select two winners whose applications will be submitted to Flagship for determination of the eight finalists. The selection process is usually done through a "pitch-off" competition in each region in early/mid March.
- **March 17, 2023** – Deadline for submission of the two finalists from each region and the Graduate School. Then, announcement of the final eight (8) finalists who will participate in the Finals.
- **March 23, 2023** – Final Pitch Competition on the Flagship Campus in West Palm Beach starting at 4:00pm.

VII. Campuses in Each Region

- Region 1: Lakeland, Tallahassee, Jacksonville, Daytona Beach, Orlando

- Region 2: Sarasota, New Pt. Richey, Clearwater, Ft. Myers, Tampa

- Region 3: Port St. Lucie, Melbourne, West Palm Beach, Flagship

- Region 4: Miami, Pembroke Pines, Ft. Lauderdale, Online

- Flagship will coordinate the San Marcos, Nicaragua and China campuses

- Graduate School