



**Network for Teaching  
Entrepreneurship**

## **2020 Alumni Entrepreneur Investor Forum**

NFTE (Network for Teaching Entrepreneurship) is proud to present the 2020 Alumni Entrepreneur Investor Forum in conjunction with the Entrepreneurial Spirit Gala on March 26, 2020. **Applications are due September 30 at <http://bit.ly/2020NFTEInvestorForum>**

### **Benefits:**

- Facilitated sessions to pitch your business for funding to:
  - Venture capital
  - Individual funders
  - Incubator programs
  - Banks for low/no-interest loans
- Networking opportunities and attendance of the NFTE Entrepreneurial Spirit Gala
- Hotel Stay in New York City for March 25 – 27.

### **Eligibility:**

- You must be a graduate of NFTE who is age 21 – 35 on March 26, 2020
- You must own or run a licensed business (you must also be paying applicable federal/state taxes). Minimum annual revenue of \$10,000
- Eligible start-up companies will be 2 to 3 years old and have been generating revenue for at least 24 months.
- Eligible later-stage companies may be of any level of maturity, but must be proposing products, services or growth that is 'new'.
- Ability to travel and pitch in New York City on March 25-27 (NFTE provides hotel stay)

*Up to two members of a business team may participate in the pitch challenge, but the primary presenter must be a NFTE graduate.*

### **To apply:**

Submit online application at <http://bit.ly/2020NFTEInvestorForum> by September 30, 2019 that includes

- Online application form

- Link to 1-minute pitch video
- Executive Summary and/or 3 PowerPoint slides of your business sent to [alumni@nfte.com](mailto:alumni@nfte.com)
- Current resume sent to [alumni@nfte.com](mailto:alumni@nfte.com)

Applicants will be notified of their application status and next steps by November 1, 2019

**NOTE:** You will not be able to save this application and return to it later to submit, so it is recommended that you look over the questions listed below in advance of starting to fill out the application (especially the short-answer prompts).

# Elevator Pitch – Do's and Don'ts

## What is an "Elevator Pitch"?

An "Elevator Pitch" is a concise, carefully planned, and well-practiced presentation of an entrepreneur's idea, business model, company solution, marketing strategy, and competition that is given to potential investors in the time it takes to ride an elevator. In this case, the total pitch time should not be more than 3 minutes.

An "Elevator Pitch" is not a sales pitch, so don't spend your whole pitch on how wonderful your product or service is. You are pitching to someone who may be investing in your business itself, so you must also address issues such as demand, pricing and projections, available resources, and protection of your intellectual property. Why should we invest in you?

Each team member should introduce him/herself by name. You will have exactly 3 minutes to present the complete business idea to the audience/judges. You may use up to 3 PowerPoint slides to illustrate your points. Please prepare carefully to ensure that all information is presented within the time limit.

## A few questions your pitch should answer:

- What is your product or service?** Briefly describe what it is your business does – make it exciting and compelling!
- Who is and what is the size of your market?** Who is your typical customer? Where does he/she live and work? How large is that market segment?
- What is the problem to be solved?** What's the opportunity here? How big is the problem you're solving, or the niche you're filling?
- What is your solution?** Why is your product or service the solution to this problem?
- Who is the competition? What is your competitive advantage (what makes your business special)?** You need to effectively communicate how your company is different and why you have an advantage over the competition.
- What is your revenue model?** How will you make money? What's your ROI?
- Who are you?** "Bet on the jockey, not the horse" is a familiar saying among investors. Who are the people involved in the business? What are each of their skills/focus? Do you already have some great mentors or advisors working with you?
- What would you use funding for?** Be specific – we want to know how you'll spend any funding you receive, and what your needs are at this time.
- End with a call to action!** Do you want to set up a meeting, get a referral, or better still – have the audience consider investing?

## PowerPoint Slide Tips:

You are allowed to create up to 3 PowerPoint slides to support your presentation.

Depending on how you decide to present your pitch, you might want to include different information, but a good rule of thumb is:

- 1) Slide that shows the problem and market/consumer, maybe current solutions
- 2) Slide that shows your solution and your competitive advantage
- 3) Slide that includes financials, specific needs, and call to action

Slides should include more images than words, but if you feel the need to include written information (beyond the slide's title) then we recommend limiting yourself to no more than 3-4 bullet points per slide.

Here are some people presenting winning pitches WITHOUT slides at elevator pitch competitions around the country.(and they did great!):

[http://www.youtube.com/watch?v=r\\_Dgsf4iiZg](http://www.youtube.com/watch?v=r_Dgsf4iiZg)

<http://www.youtube.com/watch?v=i6O98o2FRHw>

[http://www.youtube.com/watch?v=dqIEE-g\\_-Uc](http://www.youtube.com/watch?v=dqIEE-g_-Uc)

Here are some Sample Slides from Babson College's own Rocket Pitch challenge, to give you an idea of where to begin:

[Rocket Pitch Sample Slides Version 1](#)

[Rocket Pitch Sample Slides Version 2](#)

Please note – you don't have to use this format for your slides! This is just to give you an idea of what they might look like. The slides you create should reflect your own thinking about your business, and should present the most compelling support for your pitch.

## Elevator Pitch Evaluation – Score Yourself in Practice!

- **Keep it concise and understandable.**
- **Be specific, not vague.**
- **Be compelling and passionate.**
- **Believe in what you're doing!**

**Did you...?**

### **Content**

- Clearly identify yourself
- Clearly state company name
- Clearly explain the product or service
- Clearly describe your market
- Clearly state competitive advantages
- Clearly explain your revenue model
- Clearly identify your role or position in company
- Specifically state your need for funding
- Clearly state contact information
- Close with a call to action

### **Delivery**

- Finish the presentation in under 3 minutes
- Seem prepared and confident
- Keep good posture (no slouching)
- Maintain good eye contact
- Maintain good voice projection
- Enunciate clearly (don't make the listener work to decipher words)
- Provide convincing arguments
- Keep a creative delivery
- Have fun!

## Tips for Recording your Video

Our goal is to have you record your pitch in a way that demonstrates the skills and talents you've developed through building your business, while also capturing your own personality and charm.

Set up the camera so that we can see you presenting and so that we can see your slides in the background. Since the judges will have your slides available to review closely, it's not that important for the background to be crystal clear – but we DO want to see your face and hear your voice clearly as you present.

You should upload your video to YouTube or Vimeo, to a private site if you don't want it available publicly. You will need to include that link in your submission form.

Some tips and advice for shooting the videos:

- **Test the camera first.** Whoever is shooting should get comfortable with the camera before hand - when recording, the focus should be on the entrepreneur and the pitch, not on resolving technical issues. There are a lot of online resources with good **shooting tips** - this FlipCam guide is particularly helpful: <http://www.flipvideospotlight.com/resources/shooting.aspx> and here's a link to some examples of good & bad shooting techniques: <http://www.youtube.com/watch?v=kMj9bXhnxoc>
- **Find a well-lit and quiet location.** Make sure that wherever you shoot has substantial lighting so that your face(s) can be easily seen. Nearby windows and reflective surfaces should be avoided, especially if the camera person is distractingly visible. What's most important is that the space should be quiet enough not to distract from the pitch.
- **Clear sound is crucial.** If no one can hear it, no one will watch it. Make sure that you project, speak clearly, and with good volume. No quiet mumbling! Check the microphone function on your camera or get an additional microphone to make it even clearer.
- **Keep it conversational.** Natural and authentic is always best, and these videos will depend on the natural charm and charisma of the entrepreneurs. Speak naturally and with personality, not from memorized notes – make it feel like a real conversation!
- **Shoot multiple takes.** Don't expect to get it right on the first try. Practice by yourself or with a friend a few times first, and then shoot several good takes. Make it fun!
- **Pick the best.** While perfect might not be possible, you should be able to capture something that you're happy with. Choose the best of your takes to upload.