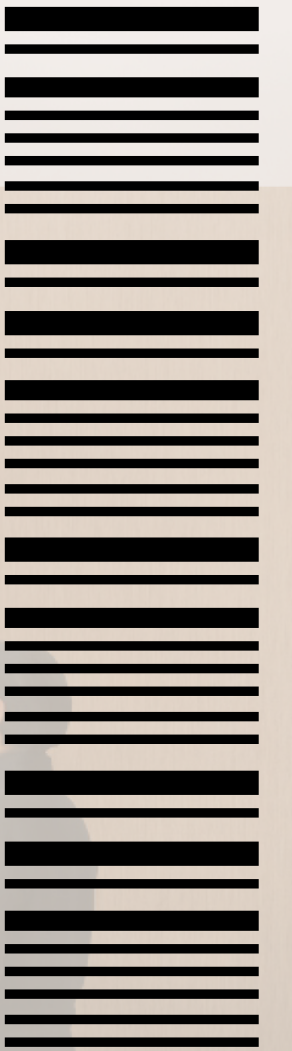


pitch day



March 26TH, 2024
T-Rex





The Eric Outlaw Business Center Pitch Competition brings together minority female retail business owners in Saint Louis Missouri to pitch their businesses to secure a spot in the retail incubator located in the Grove Entertainment District.



Selected companies will have the opportunity to pitch their startups before the EOBC Selection and Development Committee, consisting of industry experts and program partners.



FAQ'S

- 1.** What is Pitch Day?
- 2.** Who will be on the panel?
- 3.** How long will I present?
- 4.** Where & When is Pitch Day?
- 5.** When will I get the results ?



AGENDA

Business Introduction

- Your Mission & Team - Describe the key people involved in the project, spotlighting strengths, credibility, and expertise of your team.

Products and Services (Identify the problem or need)

Competitive Analysis (Identify the competition)

- Give the panel an idea of the competitiveness of your industry

Target Audience

- Define the section of population who would use your service. Size of Market

Your Numbers

- Show monthly growth, major milestones, profit margins, and annual revenue.

Integration

- Share why you would like to be apart of the Eric Outlaw Business Center Incubator and how it would help your business





Building Presentation Slides for a **5** minute pitch

This Template should only guide your outline . This is your story - say it in your words



TO NOTE:

- 5 minute time limit
- Nonproprietary information only
- Completely virtual presentation



COMPONENTS

- Title Page
- Problem Statement
- Value Proposition/ Your Solution & Uniqueness
- Business Model
- Market
- Competition
- Team
- Accomplishments & Timelines
- Financials - Projections & Historical

Title Page



- Logo
- Name
- Value Proposition

EXAMPLE*

“We’re STLKC and we provide a robust, fair competition for students across STL to promote entrepreneurship and start new ventures.”

Problem Statement

- The story of **why** your venture started
- Explain the **pain points** relevant to the development of your product
- Give **clear** detail



EXAMPLE*

“In the US, annual food waste surpasses 304 pounds per person yet 40% of families experience food insecurity.”

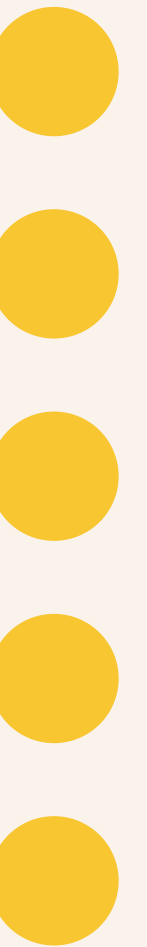
Value Proposition/ Solution

- How does your product **disrupt** the status quo?
- Talk about the **solution & uniqueness**

EXAMPLE*

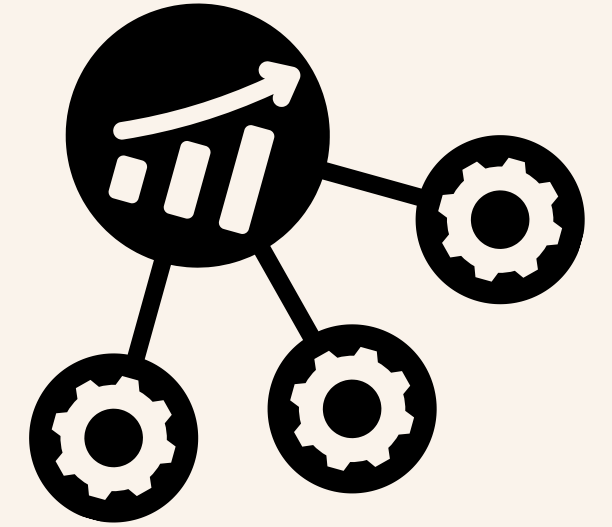
“We’ve developed an organic compound that preserves produce up to 3 days longer.”

The statement mentions the technology, but focuses on how it addresses the problem.



Business Model

The infrastructure about how your business is replicable to become a sustainable business enterprise.



Customers

- Who are they & how did you find **them**?
- How you **access** your customers?

Product

- How do you make or source your **items**?
- How important is it to be in a **physical store** & providing products to customers?

Profit and Revenue

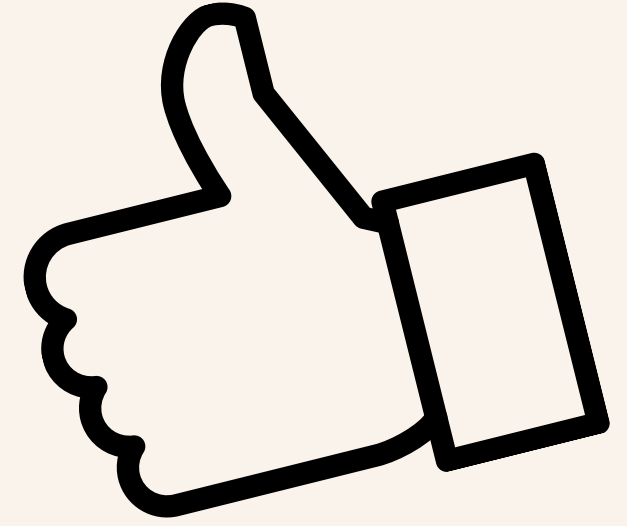
- What does it **cost** product delivery or service? (per unit)
- How will the **enterprise** make sales?
- How much are your operational business **expenses**?

Market Analytics



- Overall Market **Size**
- **Niche** Market
- Market **Dynamics**

Competition



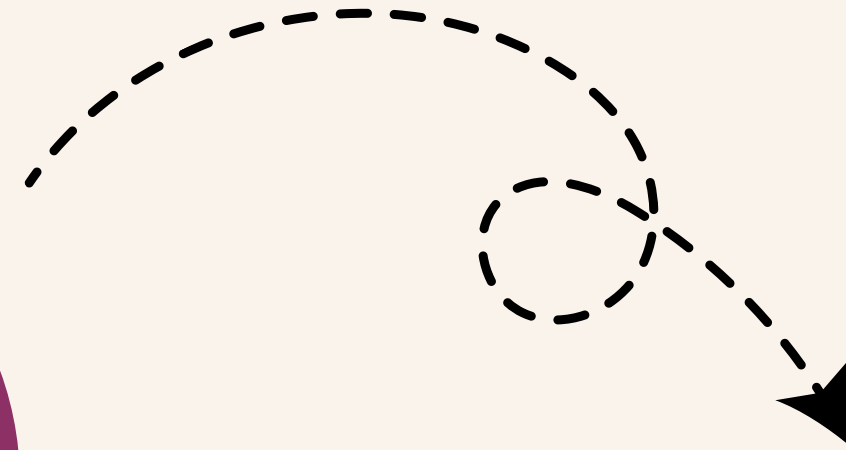
- What businesses **operate** in the same market?
- What makes you **different** then other businesses?

EXAMPLE*

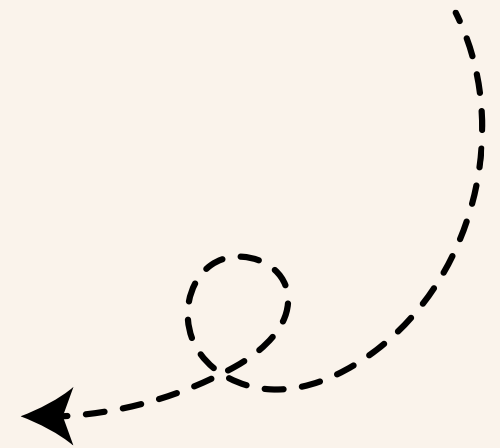
“There are several national grocery subscription services addressing food waste in our market. They offer...

“What makes our business differ from others

Team



ROADMAP



- What **milestones** have you reached to date?
- What milestones do you project in the **future** and over what time frame (generally by quarter)
- What **resources** are needed to meet this milestone?

*team mates , advisors, customers, dollars.etc

Suggestion & Resources

- Make slides **visually** interesting!
- Offer Data whenever possible
“the market is growing at a rate of 15% annually”
- Share **historical** financials if applicable



SCORE CARD

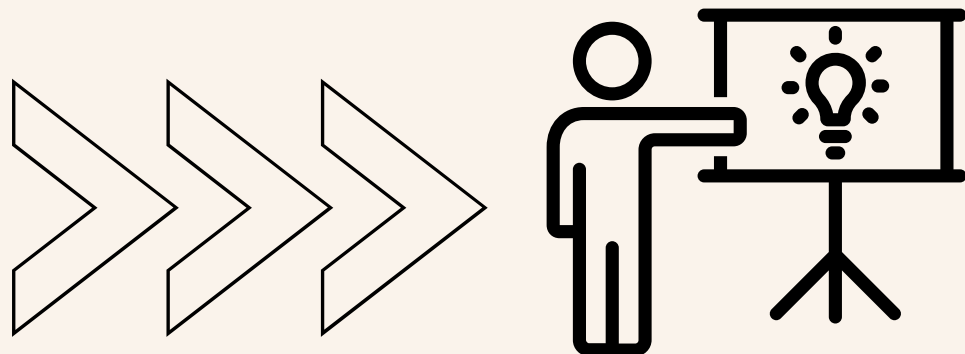


GOALS:

- Create **clear** evaluation standards
- Fairness and **transparency**
- **Consistency** in evaluation
- Focus on **relevant** aspects

TIME LIMIT

- **10** Minutes - **5** Minute Pitch Time, **5** minute Q&A



Business Concept

Criteria 1 – (Value)

The goal of the contestant is to get you excited about the value of their business idea by presenting their elevator pitch within 5 minutes.

Overall Score for the Business Concept
(0 to 10, 10 is the highest)

Main Criteria

Criteria 2

Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business.

Note: We expect contestants to include the Main criteria within their 5-minute pitch. They may address the additional criteria in the Q&A portion of the talk but these items aren't strictly required.

SCORE CARD DRAFT

Name of Business:

Owner 's Name:

Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business.

QUESTION	YES	NO	GOOD	NEUTRAL	WEAK
Did the team clearly identify the business/product?					
Has the team clearly identified the target market for their product?					
Did the team address potential obstacles, problems, complications, and risks?					
Does the business have a sustainable revenue model? (Mention of pricing strategy or business model)					
Did the team mention their leadership team and background? (expertise)					
Did the team assess the competitive landscape?					
Potential for growth and scalability or commercialization potential of the idea					
Has the team clearly identified the target market for their product or service?					

SCORE CARD - Delivery

Name of Business:
Owner 's Name:

QUESTION	YES	NO	GOOD	NEUTRAL	WEAK
Told a story (not a list)					
Provided examples					
Spoke clearly, used easy to understand language					
Relates to audience					
Enthusiastic, knowledgeable, passionate about the idea, full of energy					

