



## Duke Start-Up Challenge 2008

### ELEVATOR PITCH COMPETITION GUIDELINES AND CRITERIA

(FOR PARTICIPANTS)

#### INSTRUCTIONS FOR PHASE I PITCH:

Email a single powerpoint slide that identifies the team to am50@duke.edu by **6:00pm on November 14th, 2007 (Wednesday)**. Make sure the slide represents the essence of the team because it will be used as a backdrop during the team's elevator pitch. Include in the email subject line "Phase I Pitch". We will not accept any submissions that were received after this deadline. The Elevator Pitch Competition will be held on November 15<sup>th</sup> (Thursday) at the Law School in front of a live audience. Participants need to arrive by 6:00pm for registration and event logistics.

The Elevator Pitch is your team's opportunity to concisely present your business idea, business model, strategy and need to potential investors. You should complete this pitch in less than two minutes. Your pitch will be judged on whether you were able to:

- Passionately communicate and sell the team's vision.
- Confidently convey a good sense of the business model, the business need for your idea and clearly express the investment need. In other words, the successful pitch will grab the audience's attention and include a clear articulation of the value proposition.

#### GUIDELINES FOR ELEVATOR PITCH:

- **The pitch cannot take more than 120 seconds verbally delivered.**
- Pitch should communicate the following information:
  1. Company - Who are you?
  2. Need - Explain the problem your customers face.
  3. Solution - How do you solve this problem? Don't describe any technical details, just tell us the same way you would tell your non-tech-savvy grandparents.
  4. Market - Tell us how many people need your product or service. If you know the market dollar value, tell us that too.
  5. Business Model - Explain how you make money. Do you sell the product to wholesalers for a flat fee? Do you charge a subscription? Do you split revenues with a partner?
  6. Financials - Many teams will not know their financials will look like at this stage in the process. Some teams will still be working out the specifics of what market their technology will address if they are



working with a raw technology. Other teams will know their market but still not know what their company's financials will look like and both of those situations are fine. However, to the extent you can answer the following questions, please address your company's financials. What will your start-up costs be? What will the COGS (cost of goods sold) for your product be? Once you are up and running, what will the approximate total annual cost of running your business be? How long will it take you to reach break-even (income=expenses)? What valuation do you think your company will eventually attain?

7. **Exit (Non-profit concepts can skip this section)** - explain to us how the investor will get their money back in addition to a healthy profit (at least double their money, if not 5-10 times their money). Will you sell the company? Will you license your technology and split the royalty check with the investor? Will you sell your product and share profits with the investor?
8. **Impact (For-profit concepts can skip this section)** - Tell us the positive impact your nonprofit venture will make on the world.
9. **People** - Tell us about the smart, experienced, credible people you have assembled to execute your business plan. If you don't have them yet, tell us what you do have and that you're smart enough to be looking for the rest. (How much time you spend here depends greatly on how strong your team is. Also, as the Start-Up Challenge is an educational opportunity, we don't evaluate the students competing based on background. However, we will evaluate the company's plan to fill out the management team with the right people and teams will earn bonus points for recruiting the right partners and advisors.)
10. **Investment Strategy** (aka "The Ask") - How much money you need and what this money will let your company achieve. (For example: XYZ Company needs \$100,000 to... what?)