

Application and Pitch Guidelines

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Who is Eligible to Apply?

- Must be an actively enrolled, undergraduate, graduate, or professional student through Spring 2019 (including international students).
- Many ventures will still be at the idea stage
 - All you need at this point is answers for the 16 questions (see additional slides at end of deck)
 - The remainder of the EQ program is designed to help you turn your idea into a viable venture
- Teams will be invited to pitch – the odds are good that you'll be one of them
- If you know anyone else with an idea, please encourage them to apply!

Applications Submitted via F6S



- URL: <https://www.f6s.com/eq-mst2018/apply>
 - Or, follow links at <https://www.eq.umsystem.edu>
- Create a profile on F6S
 - Individual or
 - Team
- Provide answers to 16 questions (see additional slides at end of deck)
 - Max of 300 characters/question unless other amount specified
- Only submit when you're finished – applications cannot be edited after submission
- Due Date: November 1 by midnight

Application Review Process

- Applications will be reviewed by a panel of evaluators
 - EQ campus staff will check your eligibility
 - Evaluations will be based on the answers you've provided in the application
 - Make sure you've answered every question clearly and completely
 - Long answers are not necessarily better
- Teams will be notified/invited on or before Nov 8
- The top 12-15 teams will be invited to pitch their venture live to a group of panelists on Nov 30

Don't forget the Prize

- One EQ team could win **\$30,000** next spring!
- You can't win if you don't apply...

URL: <https://www.f6s.com/eq-mst2018/apply>

Or, follow links to Missouri S&T at <https://www.eq.umsystem.edu>



Pitch Your Venture

- Nov 30 at 1 to 4 pm – Havener Center, Missouri Room
- 12-15 teams invited to pitch
- Panel of judges: entrepreneurs, corporate intrapreneurs, incubator directors, angel investors
- Each team gets:
 - 8 minute presentation
 - 5Minute Q&A



Presentation Pitch Deck

EQ-Missouri S&T (8 min Presentation + 5 min Q&A)



Presentation Template

The following pitch deck is a sample. It contains typical components of a new venture pitch. Please keep the same content, but you are free to customize for your own purposes.

8 min, not including questions

Slides

1. Team Name/Overview
2. Problem
3. Solution
4. Customers
5. Competition
6. Funding
7. Founder and Team Info
8. Thank you/Q&A

Title and Overview – Slide 1

Team Name

Display Logo on Slide (If you have one)

Company Contact Info (if you have one)

Website (If you have one)

Overview

Insert your wow factor here but limit it to 10 words only. Grab the panelists!



Problem

What significant pain/problem do you solve?

How large is this pain/problem?

How have you validated this? How many customer discovery interviews? Other means of validation?

Solution/Value Proposition

What is your solution?

How does your product solve customer's problems?

What needs are you satisfying?

What are the concrete benefits your solution provides?

Can you quantify the customer value?

Provide a minimum viable product or illustrative representation (e.g., mock up/drawing of the product or service). For example, if it is an app, provide screen shots. If it is hardware, provide an illustrative representation. If it is a process or service, outline or diagram the process/service.

Customers

- *Who will use your product?*
 - *Define job role or customer segment*
 - *Who is your most important customer?*
- *Who will buy it?*
 - *What is the total market size?*
 - *How many customers might use your initial product?*
 - *Does the market grow or change in the future?*
- *Explain how you determined these numbers*
 - *Graphics, such as pie charts, maybe helpful*
 - *How many customer discovery interviews have you performed?*

Competitors

- *What other products/services/solutions are customers using today?*
- *How is your product superior/distinct relative to other solutions?*
- *What other companies might enter your market in the future?*
- *How do you maintain the competitive advantages?*

Optional

	My Offer	Competitor 1	Competitor 2	Competitor 3
Price	Low	High	High	High
Speed	Fast	Medium	Slow	Fast
Maintenance	None	Medium	High	Medium

Show us the \$\$\$

- *Use of EQ funds?*
- *EQ Milestones?*
- *How much more \$ do you need, to do what?*
- *How will you make money?*

Founder and Team

(Member 1 Name)

(Member 1 Role)

(Member 1 Key Facts)

(Member 3 Name)

(Member 3 Role)

(Member 3 Key Facts)

(Member 2 Name)

(Member 2 Role)

(Member 2 Key Facts)

(Member 4 Name)

(Member 4 Role)

(Member 4 Key Facts)

Questions

Thank you!

Application Questions

Application Questions

Please limit each answer to 300 characters or less except where different instructions are provided.

1. Please list the full legal name of the lead entrepreneur who would accept payment on the team's behalf. Please include their Missouri S&T student number. This person must be actively enrolled as an undergraduate, graduate or professional student through Spring 2019 (including international students).
2. Please list the names of all team members (including lead entrepreneur), emails and their Missouri S&T student numbers, if applicable.
3. Please summarize your company concept in 180 characters or less.
4. Please describe your ideal target customer.
5. What problem are you solving? Please describe the unmet need.
6. What are your target customers doing now to solve this problem? Please describe existing products or alternative solutions.
7. How does your solution solve the customer's problem? Please describe what your product does (e.g., benefit provided) for customers or your value proposition(s).
8. How do you know people will want the solution you are creating? Have you completed any customer or stakeholder interviews? How many interviews and what archetype of customers (e.g., users, decision makers, payers, influencers, recommenders, saboteurs...)? Describe how you have validated your product idea.

Application Questions (Continued)

9. What is new or different about your solution? How is your solution better than the alternatives? Describe your competitive advantage.
10. Who are your 3 biggest competitors? Who else might become competitors? Which do you fear most and why.
11. How soon will you have real customers solving real problems using your solution?
12. How will your company make money? Who pays you? How much will you charge?
13. How will you market and sell your product? Describe your marketing and sales strategy or your Get-Keep-Grow strategy.
14. What can you tell us to demonstrate your team's commitment to be successful?
15. If you were awarded a \$5,000-\$15,000 prize, how would you spend the money?
16. Is there anything else you want to share?