

# MAVSTART

## A Business Pitch Competition

### What is a Business Pitch?

A business or elevator pitch is an overview of a business idea. The term “Elevator Pitch” comes from being able to convince someone to invest in your invention or business idea in the time it takes to ride an elevator from the bottom to top floor. Investors often judge the quality of a business idea on the basis of the quality of its elevator pitch, and will ask entrepreneurs for the elevator pitches to quickly identify the GREAT ideas!

### PRIZES: Up to \$1,750 in Cash Prizes!

\$1,500 - 1st Place \$750 - 2nd Place \$250 - 3rd Place

### How Do You Compete?

- 1.) Write a one-page **Executive Summary** - *See guidelines below*
- 2.) Submit **Letter of Intent** and **Executive Summary** via email by **Wednesday, November 4** - email: [esociety@uta.edu](mailto:esociety@uta.edu)
- 3.) Participants will give a brief (less than 3 minutes) **Business Pitch** followed by 3 minutes of Q & A. The use of PowerPoint and other multimedia is forbidden.
- 4.) A panel of four expert judges will evaluate the pitches based on viability of business idea, sustainability, presentation quality, and other criteria.

### Executive Summary:

An Executive Summary is a summary of your business plan. Investors use the Executive Summary as a quick way to evaluate ideas. The Executive Summary needs to catch investors' attention and make them WANT to read more.

### One Page Executive Summary MUST include the following:

1. Product/Service Description – This is an overview of your business idea. Promote what is unique about your business idea. What problem is being solved? How is your business solving the problem?
2. Describe key management personnel, including skills and experience – What makes you/your team qualified to start/run this business?
3. Competitive Analysis & Advantage - Describe your competitors. Identify your competitive advantage. How do you compete? (For example: price, quality, unique features & benefits, distribution, marketing/advertising, strengths/weaknesses)
4. Target Market - Who is your customer and what are their needs? How will you get your product/service into the hands of your customers?
5. Business Revenue Model - How will your business generate a profit/make money?
6. Current Stage of Business (e.g. Start-up/New or existing business)
7. What's the Next Step for Your Business? - How will you use the seed capital if you win?

\*Note: If your business is already operational, you should include the history of your business, an overview of your marketing efforts, and a summary of sales and profits.