

2023 SU Student Entrepreneurship Competitions

Thank you for joining us!

To receive attendance credit, please enter the following into the CHAT box:

- **Name**
- **Email**



Round 1 Pitch & Poster



Salisbury University
GULLCAGE

Student Entrepreneurship Competitions



Registration Open: Tuesday, November 1, 2022

Registration Close: Monday, April 3, 2023 - 11:59 PM

Competition Day: Thursday, May 4, 2023

Open to All SU Students and SU Student Teams

www.salisbury.edu/perdue/EntrepreneurshipCompetitions



Student Entrepreneurship Competitions

3 Competitions in 1 day

Round #1: Invest in My Idea "A Poster Competition"

Round #2: The Gull Cage "A Shark Tank Competition"

Round #3: The Richard Bernstein Achievement Award for Excellence, "A Business Plan Presentation"

www.salisbury.edu/perdue/EntrepreneurshipCompetitions



Student Entrepreneurship Competitions

Round 1 - The Poster

1 Minute Pitch, Poster and Other Files at Registration

Present your poster and answer q's from the judges on day of competition

Round 1 Awards – Open to Participants - Live Announcements

Up to 15 winners move forward to Round 2

Round 2 - The Pitch

1 Minute Live Pitch and 4 Minute Q&A with Judges and Competitors

Round 2 Awards – Closed Room - Live Announcements

4 winners move forward to Round 3

Round 3 - The Plan

10 Minute PowerPoint and 10 Minute Q&A with Judges/Competitors

Round 3 Awards - Open to Public - Live Announcements

1 winner

Eligibility

Any student who is currently enrolled or has been enrolled at Salisbury University (SU) during the current academic year is eligible to compete – regardless of major, school affiliation, and undergraduate/graduate status. We encourage SU students to partner with students from SU, UMES, or other higher ed institutions. Teams must have an SU student register the team to be eligible. Any prizes awarded will go to the SU Team lead to distribute.



SEC Application

Deadline: April 3rd

Submission Step 1 of 4: Profile

Status:

Go

- Complete and submit this form to begin the submission process. You may update the information as needed until the cut-off date.

REQUIRED

Submission Step 2 of 4: Business Plan

Status:

Go

- Complete and submit this Business Plan form to continue the submission process. You may update the information as needed until the cut-off date.

REQUIRED

Submission Step 3 of 4: File uploads

Status:

Go

- Upload Financials, Business Plan, and Exhibit documents.

Exhibit Examples: brochures, signs, photos, business cards and your Round 3 PowerPoint presentation.

Accepted file types: Excel, PowerPoint, Word, and PDF. Maximum file size 3 MB.

OPTIONAL

Submission Step 4 of 4: File uploads

Status:

Go

- Upload Poster file. Accepted file types: PowerPoint, Word and PDF. Maximum file size 10MB.
- 1 minute pitch video link: Video needs to be uploaded to YouTube or other shareable format via a shareable weblink and without login requirements.

REQUIRED

Round 1

Round 1 – Invest in my idea

- Poster presentation - Perdue Hall first floor at assigned table
- 8:00 a.m. - 10:30 a.m.
- 1 minute pitch, 2 minute Q & A with each judge
- Each competitor will share a 6-foot table
- Use a 48" x 36" trifold display board or something that fits in this space to display your poster
- Reserve your poster printing time at posterprinting@salisbury.edu by April 30th. (1 free print max)
- Request electricity by April 15, by emailing hmbrooks@salisbury.edu (if applicable, bring extension cords, chargers, computer, etc.)
- Wear comfy shoes
- Bring a bottle of water
- Plan to arrive 1 hour early to setup



Rounds 2 & 3

Live Pitch Guidelines

Round 2

- 1 Minute Pitch & 4 Minute Q&A
- NO graphics, posters, etc.
- Just you/your team and the pitch
- Can wear marketing items such as logo wear, shirts, hats, pins
- During Q&A, you can reference your poster and registration documents uploaded. Just don't let it be distracting
- Practice Pitch without props

Round 3

- 10 Minute PowerPoint Pitch & 10 Minute Q&A
- Video graphics, posters, etc. allowed in your PowerPoint Presentation. Just don't let it be distracting
- Can wear marketing items such as logo wear, shirts, hats, pins
- Practice Pitch with your PowerPoint



Assistance Getting Ready

Attend Workshops and Trainings:

- Round 1 Pitch & Poster Workshop
 - Rounds 2 & 3 Pitch and PowerPoint Workshop
 - Pitch Practice & Orientation
- (see Perdue School Calendar for workshop details)

For Questions or Mentor Appointment Contact:

Bill Burke wpburke@salisbury.edu

Sumathy Chandrashekar sxchandrashekar@salisbury.edu

Steven Tayman sweconomic06@salisbury.edu

Heather Brooks hmbrooks@salisbury.edu

Daniel Whiddon sweconomic04@salisbury.edu

12-24 Hours Notice



Invest in My Idea Key Facts

- You must win to go to the next round.
- Judges will choose to invest in the proposals that show best likelihood of return.
- You only have 3 minutes to convince them via your pitch, poster and answers to their questions.
- Energy and Enthusiasm are keys to your success
- How quickly do you need to tell your story?



What to Tell In One Minute

- How you came up with the Idea
- What is your Business
- How you are better than competing products or services
- How you make Money
- **Where do you get all of this?**



Executive Summary

**A concise summary of the
key points in your plan**



Includes

- A synopsis of the company's strategy for succeeding
- A brief description of the market (along with the ingredients for success that make your company unique in that market)
- A brief description of the product or service
- A brief description of the management team's qualifications
- A capsule summary of the key historical and forecasted financial data
- An estimate of the amount of capital or loan funds you need and how you will use it



What is ON the Poster?

- What products and services will be offered?
- Who is your target customer (and how many are there)?
- What is unique?
- How do you promote?
- What is going on in your location and industry (Why You Now)?
 - Competitors
 - Trends



What is ON the Poster?

- How do you make Money and how much?
 - Break even
 - Pricing
- How much capital are you seeking?
- What are some key milestones?
- Your logo?
- Your location?
- What do you or your team bring?



Market or Industry

- Trends
- Competitors
- Customers



Marketing & Sales

- Promotional Activities
- Logos
- Branding



My Company Name

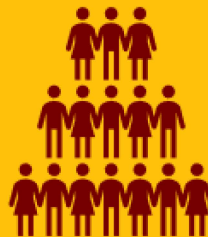
Your Logo

Product or Service Description and Images

What problem does it solve?



The Customer & their needs



Competitive Advantage

Price, Location and Features



Personnel & Leadership Team

Key Employees or Skills



How Do You Make Money?

- Break Even
- Profit Margin
- Significant Cost Drivers



Pricing & Costs

- Price Comparison
- Equipment Costs
- Start-Up Costs
- Investment Options



How to Print Your Poster?

- Schedule Appointment in Advance, **by April 30th**
 - Email posterprinting@salisbury.edu
- Located in Conway Hall (TETC) 352
- BE ON TIME
 - Poster printing takes 15-20 min
 - Being late will cause you to be bumped from your spot and added to the waiting list
 - Potentially unable to get poster printed



Practice Saying it QUICK

- My Company (NAME)
- is developing / starting (BUSINESS IDEA),
- to help / serve (TARGET MARKET),
- (SOLVE WHAT PROBLEM)
- by (HOW YOU DO WHAT IS NOT BEING DONE NOW).



Try to Say Your Pitch

60 Seconds



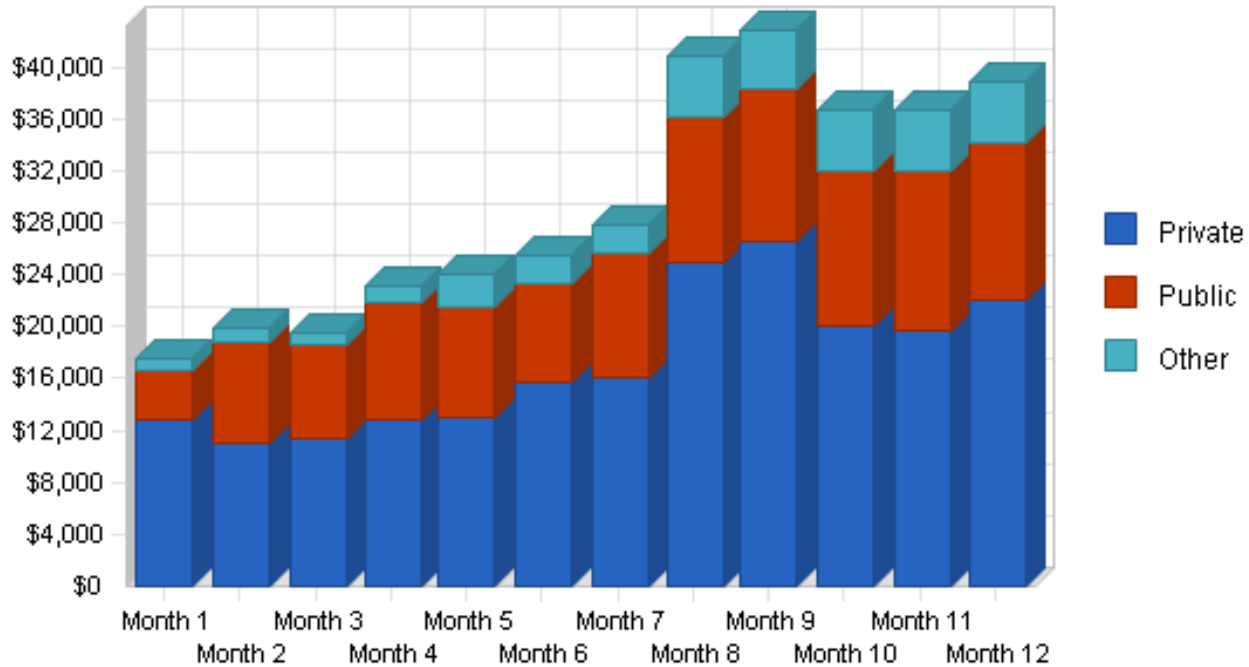
I Only Have One Minute!

- How do you tell the rest of the story?



Graphs

Sales Monthly



Pictures



Remember...

- **Keep it simple**
 - Keep your poster simple and uncluttered. Use calm, contrasting, and complementary colors. Use only one or two fonts; do not use all capitals, which are more difficult to read.
- **Make it visually interesting**
 - Use color, graphics, photos, and other visuals to illustrate your topic (a picture is worth a thousand words.)
- **Make it readable**
 - Make text readable from 5 feet or more away. Use bullets for main points. Details can be included in your conversation or on a handout.
- **Practice, practice, practice**
 - There is no substitution for advance preparation. Create your 30-second "elevator pitch" to explain your poster to people as they look at your poster, and practice the pitch with your colleagues.

Important Points

- Tell a good, exciting story
- Be consistent
- Focus on priorities
- Be realistic in financial projections
- Be prepared to address the downsides
- Clear, Concise and Convincing



HAVE FUN WITH IT!

- Your Enthusiasm will overcome a lot!



If you don't LOVE your idea, it will be hard for someone else to.

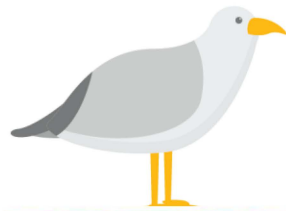


AP / Paul Sakuma



**Knowing you are going to make all
this money makes it even better!**







QUESTIONS???