



Brighter Financial Futures & Pennsylvania College of Technology

Entrepreneurship Challenge Conference & Pitch Competition

Oct 18th

- I. **Welcome, Introductions, Review of Day's Activities:** Eric Attinger and Brian Walton
(9:30-9:45)

- II. **Your Business Plan:** Mark Ciavarella and Tim Keohane
(9:45, no work time – continue on)
 - a. Describe your business idea. What products or services will you sell?

 - b. Explain how your business solves a problem.
 - What is the customer problem?
 - Does your idea will satisfy a need, want, or desire?
 - Is there sufficient demand for your product or service?

- III. **Your Competition:** Mark Ciavarella and Tim Keohane
(continued, work time 10:05-10:20)

Being an expert of your competition will increase your success.

- a. Main competitor's name:
 - i. Describe their products or services:
 - ii. How do they make money?
 - iii. How do they price?
 - iv. How do they market or promote themselves?
 - v. What are their strengths and weaknesses?

- b. Additional competitor's name:
 - i. Describe their products or services:
 - ii. How do they make money?
 - iii. How do they price?
 - iv. How do they market or promote themselves?
 - v. What are their strengths and weaknesses?

- IV. **Competitive Advantage:** Mark Ciavarella and Tim Keohane
(10:20.... no worktime, continue on)
- a. What sets your business apart from your competition? How are you different?
 - b. Do you have a unique benefit?
 - c. Do you have a sustainable competitive advantage?

- V. **Target Market & Sales Territory:** Mark Ciavarella and Tim Keohane
(10:30... work time 10:35-10:50)
- Target your efforts to a group that is likely to buy your product or service.

- a. Who will buy your products or services?
- b. Should you focus your sales to a special group of people or businesses (a niche) that need your product?
- c. Do your consumers have a distinct lifestyle, buying habit, location?
- d. Then how will you market and/or advertise your company to this group?
- e. Explain your methods:
- f. What is the size of your market?
- g. Is it local, regional, national, etc.?
- h. Are there enough potential customers to make your business successful?

- VI. **Elevator Speech:** Mark Ciavarella and Tim Keohane
(10:50-11:05, work time 11:05-11:15)
- An elevator speech should answer why I would want to invest in your business idea.

- o Introduction including your management team:
- o Name of business:
- o What problem does your business solve and how:
- o What makes your business unique:
- o What sets your company apart from the competition (competitive advantage):
- o Tell us why your business will succeed?
- o Explain why you have the expertise to run your business? What are your qualifications?

- VII. **Funding Summary and Requirements:** Samuel Ryder
(11:15-11:30, not required for pitch in afternoon)
- a. What are your start-cost and how will you fund them?
 - b. How much will it cost to build your product or service?
 - c. Explain how you will make money? How will you be profitable?

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| VIII. | Working Lunch and Tour
(11:30 – 12:30) | PCT Team |
| IX. | Elevator Pitch Competition
(12:30 - 1:05) | Woodlands Bank Team |
| X. | Rap Up, Prizes and Submission Information:
(1:05 - 1:15) | All |