



HIRSHBERG
ENTREPRENEURSHIP
INSTITUTE

FUND RAISING PITCHES

How to Apply to Present Yours

This year, we are introducing an opportunity for four 2019 HEI Attendees to be pre-selected to present your pitch for equity or debt capital. We have gathered a superb and diverse group of angel and institutional investors and advisers, all of whom are active investors in early to middle stage ventures. The four chosen presenters will be selected and notified by May 24, based on the following criteria:

- **Validity of the Business Proposition** – does the business concept make sense and has it been validated in the marketplace or otherwise;
- **Presenter Preparedness** – does the entrepreneur demonstrate the necessary experience, preparedness and readiness to both lead the business and make a coherent presentation;
- **The Finance Proposition** – does the amount of capital and proposed use of proceeds make sense; is the Pitch supported by sound analysis.
- **Presentation Clarity** – Is the presentation organized to be able to make effective use of the limited presentation time (see session format below)

If you believe you and your enterprise can satisfy these criteria, please complete the form below and submit it to Carlene Ruesenberg (Carlene@Ghirshberg.com) before **EOB (EST) on Friday, May 10.**

The four Pitches chosen will each have 30 minutes to make your case and answer questions, according to this moderated format:

- Presenter Introduction & Overview (slides welcome): **10 minutes max**
- Investors Q&A: **15 minutes**
- Closing Presenter Remarks: **3 minutes**
- Investors Indicate If They Will Entertain a Next Meeting: **2 minutes**

NOTE REGARDING CONFIDENTIALITY: The HEI makes every effort to keep your information confidential. Of course, as with any fund raise, there can be no absolute guarantee. Please share as much information as you are comfortable sharing – but the more you share the better odds you have of attracting capital.

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FUNDING PITCH APPLICATION (Page 1 of 3)**

COMPANY PROFILE

Business Presenter: _____ Title: _____

Presenter E-mail: _____

Work phone: _____ Cell phone: _____

Business Name: _____

Business Address: _____

Website address: _____

Industry: _____

No. of Employees: _____

Founded: _____

FINANCIAL INFORMATION (US\$)

	2017A	2018A	2019B	2020P	2021P	2022P
Revenues	_____	_____	_____	_____	_____	_____
% Change	_____	_____	_____	_____	_____	_____
Gross Margin %	_____	_____	_____	_____	_____	_____
EBITDA	_____	_____	_____	_____	_____	_____
Cash Flow**	_____	_____	_____	_____	_____	_____

**In Millions (000,000)*

***Not including financing*

A=Actual

B=Budget

P= Projected

COMPANY STAGE: _____

e.g. Concept Only, Product in Development, Prototype Ready, Full Product Ready, \$X Revenue (last 12 months) .

**PREVIOUS CAPITAL
RAISED:** _____

The total amount that has been invested in your business including your own money and investments from friends and family.

MONTHLY NET BURN: _____

Total monthly expenditures minus current monthly revenues.

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**PRE-MONEY
VALUATION:**

The value of your company before receiving any additional investment. Entering a value gives investors a better sense of what you're looking for and how well you understand your business.

**AMOUNT OF CAPITAL
BEING SOUGHT:**

The total amount of funds your company is looking to raise this round.

MANAGEMENT: *i.e., CEO, CFO, COO, etc.*

ADVISORS:

Lawyer: _____ City: _____

Accountant: _____ City: _____

Other: _____

INVESTORS: *(List by name or # of investors and type, e.g. angels, VC, Family, etc.)*

Executive Summary Funding Pitch Application Page 3 of 3

**Please Complete a Separate Page Answering These Questions
Directions Below and Sample Completed Executive Summary Follows**

Company Name: _____

One Line Pitch: Summarize your company as succinctly as possible, giving investors a reason to find out more.

Business Summary: Investors fund businesses, not ideas. Tell them about the business you are building. Use this to summarize your whole plan. Don't include specific financial information here, or repeat what's said in any other field.

Management: Give specifics regarding your and management's track record in leadership and performance.

Customer Solution: What customer need does your company address? If you are a web company, you may need to make a hard decision here on whether to talk about your audience or the people who will ultimately pay you (like your advertisers).

Product/Services: How does your product solve the customer need you have described above?

Target Market: Define your SPECIFIC market. "Males between 18-30" is not specific enough and shows a lack of analysis. Include market size data, growth rate, customer segmentation, and market structure where applicable. Also, keep in mind that Investors will want to see how you plan to scale your business.

Customers: Investors are more likely to invest after talking to customers who will purchase your products. List several current or potential customers for your solutions.

Sales/Marketing Strategy: How are you going to acquire and maintain customers? Direct sales? Sales representatives or distributors? What is your distribution model? How will customers find you?

Business Model: How do you plan to make money? Are you selling products or services? Are you giving away razors in order to sell razor blades? If you are an Internet property, how will you monetize those who visit your site?

Competitors: Every product has competitors (typewriters replaced pencils). What products are your customers now using? Who is providing these products to your potential customers? Are these competitors small companies or large public companies?

Competitive Advantage: Do you have patents or other proprietary technology? How will you keep your competitors from quickly copying your products and selling them to your customers? Describe the difficulties your competitors will have in duplicating your solutions.

Executive Summary Example

Company Name: Big Roller

One line Pitch: A new experience in moving.

Business Summary: We have invented a revolutionary piece of technology that allows things to be moved quickly and over long distances. We plan to use this technology to create products that we will sell to people who need to move anything larger than things that they can carry.

Management: My business partner and CTO Grok has a secret where he uses a hard sharp rock to shape other rocks. We have already used this technique to manufacture arrowheads. We spend our time making things for other people in exchange for food. We also made a large stone club for our CFO Buba to make sure we get paid.

Customer Problem: Zok in the next cave over tried to move a rock so his family could sit around it, but it was too heavy to drag and didn't roll well. Olf once scored so big on the hunt that he couldn't drag his prize home.

Product/Services: We are going to shape stones into disks and put a hole in the middle. In the hole we are going to put large sticks and we will connect these with other sticks to make a flat surface that will support whatever heavy object you want to move.

Target Market: Anyone who needs to move heavy objects, like Zok and Olf, would be customers. Zok wanted to move to another cave once, but changed his mind when he tried to pick up the rocks that his family sits on.

Customers: Zok and Olf so far.

Sales/Marketing Strategy: We are going to build a prototype that we can roll to the caves down the river because we think that other people will have the same problem as Zok and Olf and will therefore be customers.

Business Model: We will manufacture stone disks and build rolling platforms that we will sell. We can also sell the stone disks by themselves for other people to build things with them.

Competitors: We don't know of any other competitors. We saw someone dragging rocks on big sticks once, but our solution is better.

Competitive Advantage: We have been working with stones and know where the best ones are for making our disks. If anyone finds the place with good stones, we will make more clubs for Buba and his friends to keep people away.