



Empowering Young
Entrepreneurs at Colleges and
Universities Globally

New Jersey Chapter

TIE UNIVERSITY GLOBAL PITCH 3.0

PITCH OUTLINE CHECKLIST

1. Introduction slide
2. High level business description
3. Definition of the business problem
4. Definition of the market/opportunity (now and future)
5. Delineation of the product/market fit (the solution); competition and differentiation
6. Explanation of product/service development status and timeline
7. Definition of the marketing/distribution strategy (“Go to Market”)
8. The team and advisors
9. Key assumptions + high-level financials (business totals by timeframe; unit economics)
10. Financial ask, use of funds and next steps
11. Concluding summary
12. Appendix slides (helpful during Q&A)

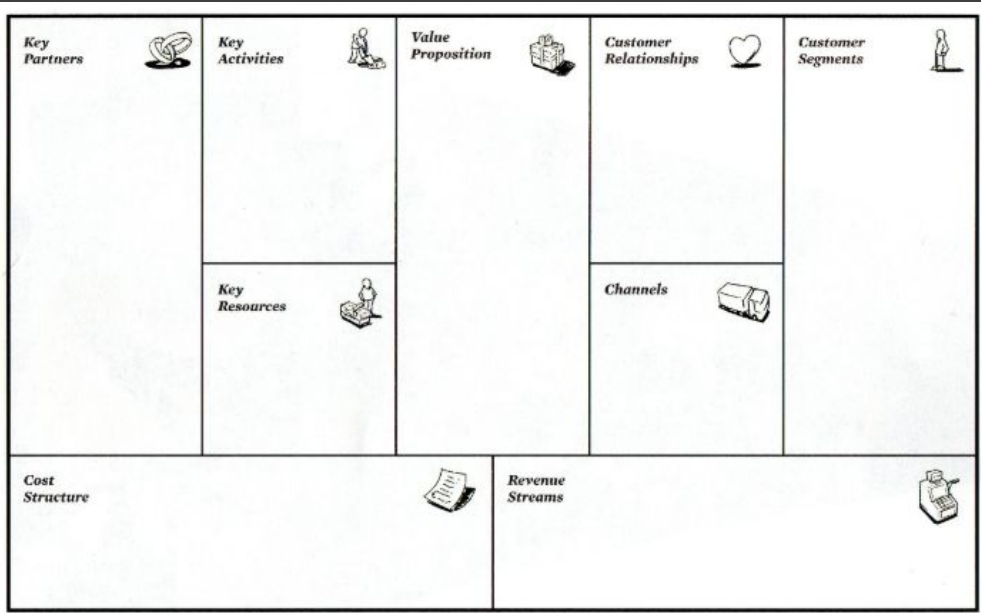
RESOURCES:

- **Pitch Deck Tips (video):**
<https://www.dropbox.com/s/mkcn0efpo4cfq8x/PitchDeckTips.mp4?dl=0>
- **The Art of Pitching Investors (slides):**
https://drive.google.com/drive/u/4/folders/1FzN_yRmTTNiz2gr76lt50Bz-KMK_18U7

BUSINESS PLAN SUMMARY (2 pages)



BUSINESS MODEL CANVAS (1 page)



Company Name

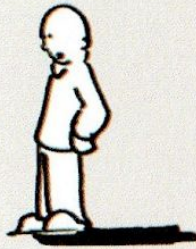
Company Summary .	Social: www.xxx.com https://www.linkedin.com/company name Leadership: Team: XX
Industry Problems & Target Market	Key Customers: Advisors: If any Capital Needs: \$1M Use of Funds:
Company Solution & Value Add	
Business Model	

Sales & Marketing Strategy

Competitors and Differentiation

Financial Projections

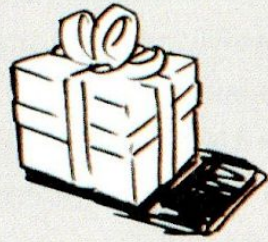
Year	Gross Revenue	Cost of Goods	Admin. Exp	EBITDA
2020				
2021				
2022				
2023				



CS

1 Customer Segments

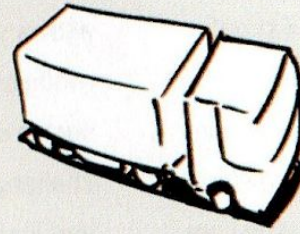
An organization serves one or several Customer Segments.



VP

2 Value Propositions

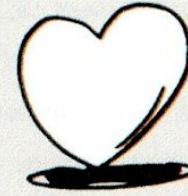
It seeks to solve customer problems and satisfy customer needs with value propositions.



CH

3 Channels

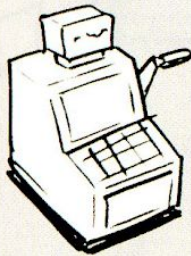
Value propositions are delivered to customers through communication, distribution, and sales Channels.



CR

4 Customer Relationships

Customer relationships are established and maintained with each Customer Segment.



RS

5 Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



KR

6 Key Resources

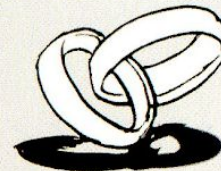
Key resources are the assets required to offer and deliver the previously described elements ...



KA

7 Key Activities

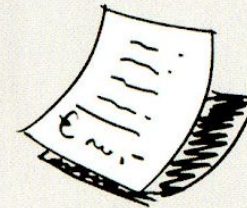
... by performing a number of Key Activities.



KP

8 Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.



CS

9 Cost Structure

The business model elements result in the cost structure.