

Entrepreneurial Grant Pitch Criteria:

Grant applicants will be given 15 minutes to pitch their proposed venture, followed by a 5-minute question and answer period. Material may be presented using a PowerPoint or with printed hand outs.

Address the following items in your presentation:

- **Innovation**- How is your strategy different from others? How creative is your idea?
- **Opportunity** - a clearly stated description of the opportunity, including: the product/service, the target market, the need your venture addresses, and how the venture will solve this problem.
- **Management team** – a list of key players in creating and implementing the plan, their qualifications, track record, and role in the new venture.
- **Organization/Network** With most ventures, especially social focused ones, partnerships are key to funding and ensure that efforts/resources are not duplicated. What synergies are you planning to utilize? Are there collaborations with others doing similar or complementary activities?
- **Products or service**– description of products/services, including competitive advantages. Include any future product development or expansion plans.
- **Market analysis** – description of the target market, competitive landscape, and reasons customers will purchase your product or service. How is this issue currently being addressed? Is the proposed venture that much better than what currently exists?
- **Required funds and uses** – summary of the funds required to start and operate the venture and how they will be used.
- **Feasibility Analysis** - What are the feedback mechanisms in place and plans for periodic evaluation of the venture? Is there a plan for growth in the future? Is the venture scalable?