

VENTURE CAPITAL COMPETITION

Students will use their current Virtual Enterprise company as the basis for their venture capital request. The first round is the “elevator pitch” round – 2 minutes to summarize your business and ask for funding. Please refer to the rules and scoring rubric to guide your presentation.

RULES:

- The Venture Capital presentation team must consist of 2-3 students (no deduction for only 2 students).
- In Round One, each company will be given two (2) minutes to pitch their business idea with the goal of convincing the venture capitalists to invest in their business. **Time Allowance: 2 minute presentation, 3 minute judges’ Q&A, 5 minute feedback from judges**

Your pitch will be based on your current Virtual Enterprise company and should include the following:

Company name and brief description of the product or service offered (Explaining the concept clearly and persuasively is key!)

Opportunity or problem in the market that you wish to exploit

How does your product/service address the problem or opportunity?

Who are your current and potential competitors, and what is your company's sustainable competitive advantage?

What is your revenue model – how will you make a profit?

How much money do you want from the Venture Capitalists and what will you do with that money?

- Four (4) copies of an Executive Summary of your business must be given to the judges at the time of the presentation. Maximum length is 2 pages double spaced, 12 pt. times new roman font. (See suggested sections on next page)
- **No electronic equipment or visual aids may be used.**
- **If any member of a team interferes with another team’s presentation, cell phone interruption, talking etc. the disrupting team will be disqualified.**
- Refer to the Venture Capital Presentation Score Sheet for specific elements to be included in the presentation.

FINAL ROUND FORMAT (note additional item and time from Round One!)

The top three Venture Capital presentations based on total point scores will move on to a final round giving a more detailed presentation including a 3-year financial forecast. Format for the final round is **5 minute presentation, 5 minute Judges’ Q&A, 5 minutes Judges’ feedback.**

First Round Rubric on Page 31, Final Round Rubric on Page 32.

EXECUTIVE SUMMARY

Each company will provide to the Venture Capitalists 4 copies of an executive summary of your business. This summary will be used in case of a tie. The executive summary should be **no longer than two pages** double spaced, 12 pt times new roman font and ideally contains the following *recommended sections*:

Opportunity - a brief description of the opportunity, including: the product/service, the target market, the problem your business solves, and how the business will solve the problem.

Company overview – description of the business model (how venture functions to create and capture value); history, milestones, and future plans. Existing businesses should summarize their performance to date.

Management team – a list of key members of the team, their qualifications, track record, and role in the venture.

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 products.

Required funds and uses – summary of the funds required to start (or expand) the business and how they will be used.

Summary of financial projections – summary of the first three years of projections, including breakeven point

Questions? Email pfarina@solanocoe.net

COMPANY NAME:

Score Sheet for Competition VENTURE CAPITAL 1ST ROUND PRESENTATION

Ratings:	Unacceptable 1 - 4	Requires Improvement 5 - 8	Acceptable 9 - 12	Very Good 13 - 16	Superior 17 - 20
Business Model					SCORE
Product	<i>Clear identification of what the company does</i>				
Revenue Model	<i>Clear description of <u>how</u> the company will earn revenue and from whom</i>				
Funding Requirement	<i>Clear request for funding – both amount requested and use of proceeds</i>				
Market Analysis					SCORE
Industry Analysis	<i>National and/or international trends addressed Strengths/threats identified and addressed</i>				
Competitive Advantage	<i>Current and potential competitors addressed Competitive advantage identified</i>				
Industry Opportunity	<i>Industry opportunity or problem is described as well as the company's solution to fill this void</i>				
Presentation					SCORE
Written Executive Summary	<i>1 ¾ - 2 pages = 20 pts</i> <i>1-1 ¾ pages = 5-10 pts</i> <i>Less than 1 page or over 2 pages = 0 pts</i>				
Oral Communication Skills	<i>Presenters use a clear voice and correct, precise pronunciation of terms, logical order. Eye contact with judges</i>				
Multiple team members participate in the presentation	YES = 20 NO = 0				Either 20 or 0
Team members clearly respond to questions from judges.	2 minutes allowed for Q&A <i>No time allowed for Q&A = 0 pts</i> <i>Minimal time allowed: ≤15 pt penalty</i> Penalty Applied: - ____ pts				
Judge's Signature:					TOTAL POINTS (Out of 200)
<i>Comments on the Back</i>					

COMPANY NAME:					
Score Sheet VENTURE CAPITAL <i>FINAL ROUND</i> PRESENTATION					
Ratings:	Unacceptable	Requires Improvement	Acceptable	Very Good	Superior
	1 - 4	5 - 8	9 - 12	13 - 16	17 - 20
Business Model					SCORE
Product	<i>Clear identification of what the company does</i>				
Revenue Model	<i>Clear description of <u>how</u> the company will earn revenue and from whom</i>				
Funding Requirement	<i>Clear request for funding – both amount requested and use of proceeds</i>				
Financials	<i>Addressed the projected three year financial results</i>				
Market Analysis					SCORE
Industry Analysis	<i>National and/or international trends addressed Strengths/threats identified and addressed</i>				
Competitive Advantage	<i>Current and potential competitors addressed Competitive advantage identified</i>				
Industry Opportunity	<i>Industry opportunity or problem is described as well as the company's solution to fill this void</i>				
Presentation					SCORE
Written Executive Summary	1 ¾ - 2 pages = full 20 pts <i>Less than 1 ¾ pages or over 2 pages: ≤15 pt penalty</i>				
Oral Communication Skills	<i>Presenters use a clear voice and correct, precise pronunciation of terms, logical order. Eye contact with judges</i>				
Multiple team members participate in the presentation	YES = 20 NO = 0				Either 20 or 0
Team members clearly respond to questions from judges.	Multiple team members respond to questions Answers are complete and thoughtful and clearly answer the question				
Judge's Signature:			TOTAL POINTS (Out of 220)		
<i>JUDGES: please make comments on Strengths and Weaknesses of team presentation on the back</i>					