Pitch

Overview

This two-part group-based company pitch project will account for 35% of your grade. Students will pitch a venture capitalist on behalf of an existing or to-be-formed company, assuming that they're seeking funding on an early-stage round (seed or series A). The project will consist of two components:

1. Electronic pitch deck presentation - 10% of course grade
2. Team pitch presentation - 25% of course grade

In the first part of the project, your team will submit a pitch deck of 10 to 20 slides (of the sort that one would pitch in person) to be reviewed by the TAs and Peter, who will evaluate it against the concepts taught in class. This electronic submission will be graded on both content and presentation. In addition, feedback will be provided to individual groups on these pitch decks; this feedback should be incorporated into the deck for the project's second component --- the final, in-person presentation.

For the project's second component, your team will present its revised pitch deck to a panel of graders and "pitch." The panel will evaluate your project on content, presentation and delivery. Additional feedback on your pitch will be provided by successful guest entrepreneurs and venture capitalists.

Key Dates

May 9   **Electronic pitch deck submission by 11:59 PM**

May 21, 22   **Final pitch, strongly encouraged date**
May 23   **Final pitch**

Process

Students will form groups of 2-3 and submit their team members and lead contact no later than Tuesday, May 1st.

Teams will pitch a company from the below list **or** a company of their own imagining. It should be noted that the grading of pitches for new ideas will not be inflated; all pitches should be strong, no matter what.

Keeping in mind the concepts introduced in classes I through VIII, teams will build a deck and prepare to pitch their company.

Decks are due for grading Wednesday, May 9th. Following feedback on these decks, an optional evening class in advance of the pitch will take place on Wednesday, May 16th, in which teams can seek additional feedback and advice. All teams will then pitch using their revised decks on Monday, May 21st, Tuesday, May 22nd, or Wednesday, May 23rd.

A calendar of key dates has been posted to Lore (Coursekit).

<u>Companies</u>

Palantir
Yammer
Azumio
Emerald
ZocDoc
Spotify
SpaceX