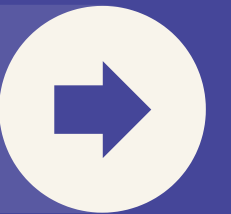


# How To: Entrepreneur



# OVERVIEW

## BONUS TASKS

- Pitch videos
- Polish social profiles

**Be Passionate**

**Be Professional**

**Be Informed**

**Be To-The-Point**

## Genre

Why is it special?

Why should we care?

## Summary

Write this last.

Even though its the first thing we see.

## Basic Setting or Plot

So what?

What problem are you trying to solve?

# LEVEL 1

## What is a pitch?

- **Business**
- **Game**
- **Prototype**
- **You**



# Audience

Market validation

Users you're targeting

Who is this for?

# IP & Strategy

What's your plan?

# Money

How are you going to make it?

How are you going to spend it?

Why do you need it?

# LEVEL 2

## Business Model

- **How**
- **When**
- **Who**
- **You?**



# Competition

Investigate the products or businesses similar to the one you're proposing.

# Competitive Advantage

What makes you different?

# Team

With whom and how are you going to get it done? How are you at managing teams?

# LEVEL 3

## People

- **Internal**
- **External**





# Financial & Budget

What's it going to cost?

How much money do you need?

What's your fundraising goal?

Think through your resource needs.

How will you use your funds?



# Review

Express one thought per slide.

Don't compete with your slides.

Speak articulately about the pitch.

Keep consistent formatting.

Use visual aids.

Be prepared and practice.

## Step 1

Outline your presentation.

## Step 2

Answer "so what" early.

## Step 3

Gather resources,  
prepared work, and fill out  
the pitch deck.

## Step 4

Be ready for questions.

## Final Step

Practice! Practice! Practice!



**BONUS LEVEL**

**CREATE PITCH VIDEOS**

**POLISH YOUR  
SOCIAL MEDIA PROFILES**







**QUESTIONS?**