

2023 SU Student Entrepreneurship Competitions

Thank you for joining us!

To receive attendance credit, please enter the following into the CHAT box:

- **Name**
- **Email**

We will email you this PowerPoint, after the meeting. Thank you!



Gull Cage Pitch & Final Round Presentation



Salisbury University
GULLCAGE

Student Entrepreneurship Competitions



Registration Open: Tuesday, November 1, 2022

Registration Close: Monday, April 3, 2023 - 11:59 PM

Competition Day: Thursday, May 4, 2023

Open to All SU Students and SU Student Teams

www.salisbury.edu/perdue/EntrepreneurshipCompetitions



Student Entrepreneurship Competitions Round Preview

Round 1 - The Poster

1 Minute Pitch, Poster and Other Files at Registration

Present your poster and answer q's from the judges on day of competition

Round 1 Awards - Open to Public - Live Announcements

Up to 15 winners move forward to Round 2

Round 2 - The Pitch

1 Minute Live Pitch and 4 Minute Q&A with Judges and Competitors

Round 2 Awards - Open to Public - Live Announcements

4 winners move forward to Round 3

Round 3 - The Plan

10 Minute PowerPoint and 10 Minute Q&A with Judges/Competitors

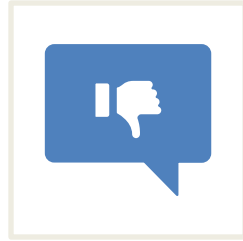
Round 3 Awards - Open to Public - Live Announcements

1 winner

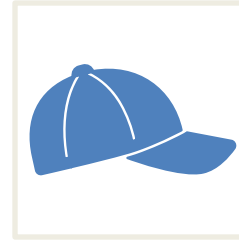
Round 2 Guidelines



1 Minute Pitch/4 Minute Q & A



No graphics, posters, etc.



**Can wear marketing items such as
logo wear, shirts, hats, pins**



Just you, your team and the pitch



Let's Practice!



Share your 1-minute pitch

What to do

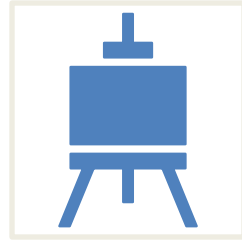
- I am *<name>*, the *<position>* of *<company>*.
- Our company *<does what>* for *<target customer>*
- by allowing them to *<explain your value proposition>*.
- Unlike *<competing product/firm>*, we *<primary competitive advantage>*.



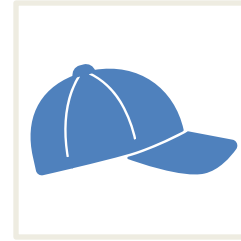
Round 3 Guidelines



10 Minute PowerPoint Pitch & 10 Minute Q&A



Video graphics, posters, etc. allowed in your PowerPoint Presentation. Just don't let it be distracting



Can wear marketing items such as logo wear, shirts, hats, pins



Practice Pitch with your PowerPoint

List of slides to include:

Slide 1 – Introduction Slide (Who are you?)

Slide 2 – My idea

Slide 3 – How you came up with the idea

Slide 4 – Market Assessment

Slides 5 & 6 – Operations

Slides 7 & 8 – Financials

Slide 9 – Thank you & questions

Sample pitch deck...



Creative Consulting

by Mary Smith

Slide #1

Introduction

- Who are you?
- Share a little bit about yourself



Slide #2

My Idea



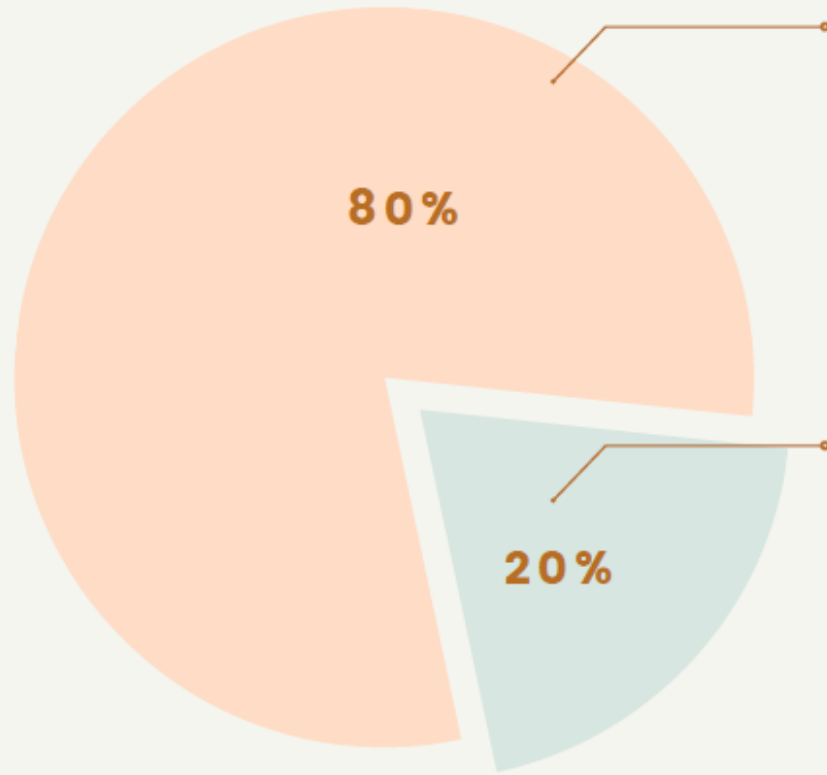


Slide #3
How I came up
with the idea...



Slide #4

Market assessment



1. MARKET RANGE

[Empty rectangular box for content]

2. MAIN TARGET

[Empty rectangular box for content]



Slide #5

Operations

- Logistics of your company
- How the product will be made or where the service will be done







Slide #6
Operations

How you sell it or get the word out







Slide #7 *Financiáls*

- Profit margins
 - Break Even Analysis
 - Pricing
 - Details from Income Statement
- 
- 



Slíde #8 *Fínanciais*

- How much you need?
 - What will you do with the funds?
- 
- 

Slide #9
Thank You

Open the floor
to questions

Assistance Getting Ready

Attend Workshops:

- Pitch Practice & Orientation, 4/10, 10:00 AM – PH 132

Previous workshop PowerPoints are available on our Student Competitions Website under **Forms & Resources**

For Questions or Mentor Appointments, Contact:

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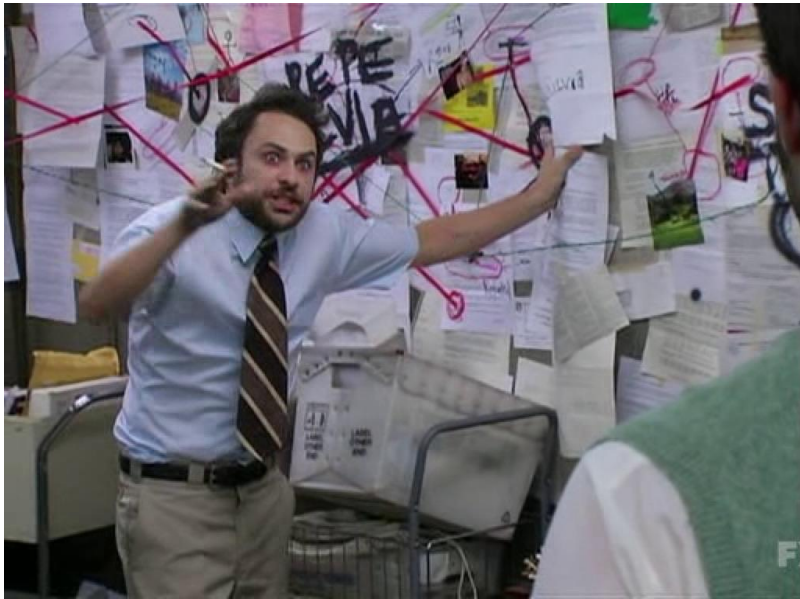
Please provide 12-24 hours notice



Practice

Without practice you won't be able to deliver a clear and concise message

No Practice



With Practice



SEC Application

Deadline: April 3rd

Submission Step 1 of 4: Profile

Status:

Go

- Complete and submit this form to begin the submission process. You may update the information as needed until the cut-off date.

REQUIRED

Submission Step 2 of 4: Business Plan

Status:

Go

- Complete and submit this Business Plan form to continue the submission process. You may update the information as needed until the cut-off date.

REQUIRED

Submission Step 3 of 4: File uploads

Status:

Go

- Upload Financials, Business Plan, and Exhibit documents.

Exhibit Examples: brochures, signs, photos, business cards and your Round 3 PowerPoint presentation.

Accepted file types: Excel, PowerPoint, Word, and PDF. Maximum file size 3 MB.

OPTIONAL

Submission Step 4 of 4: File uploads

Status:

Go

- Upload Poster file. Accepted file types: PowerPoint, Word and PDF. Maximum file size 10MB.
- 1 minute pitch video link: Video needs to be uploaded to YouTube or other shareable format via a shareable weblink and without login requirements.

REQUIRED



QUESTIONS???