



TK Tank

Elevator Pitch, "Shark Tank" Style

Friday, April 3, 2020

Location: COS, Visalia

Chairman:

Alese Campbell

Central Valley, Mother Lode Business and Entrepreneurship Deputy Sector Navigator (DSN)

alese.campbell@deltacollege.edu

CHECK IN: 8:30 am **CONTEST BEGINS:** 9:00 am

ELIGIBILITY: Eligibility is limited to individuals. No team entries are allowed.

EXPECTATIONS:

At the competition, each student competitor should come prepared with a 8 slide presentation discussing the problem that inspired the business idea and the solution that he/she is providing as well as the business model, positioning, marketing and sales, competitors, the team, basic financial projections, and next steps. Props, photos, and/or demonstrations are allowed, but not required. Presentation should not exceed 15 minutes.

Students should bring a copy of their slide presentation on a flash drive the day of the event.

SCOPE OF CONTEST:

The presentation on the day of the competition should encompass:

- Introduction Slide
 - Student Name
 - Business Name
- Problem
 - What is the problem?
 - What facts confirm the problem?
 - How are customers solving the problem currently?
- Solution
 - What product or service is being offered?
 - What is the detailed solution with this product/service?
 - How does this solution solve the customers' problem?
- Business Model/Team
 - How will your business be organized?
 - Who are your team members and their roles?
 - What experience or background does your team bring to the business?
 - Who are your mentors?
- Marketing and Sales
 - Who is your target market (primary consumers of the product/service)?
 - What is the price point for the product/service? How did you arrive at that price?
 - Where will your business be located? Where will the product/service be sold?
 - How do you plan to promote and advertise your product?
- Competition
 - Who else is solving customer problem points?
 - What features or benefits does this company offer that competitors don't?
 - How is this solution better or different?



- Financial Projections
 - What is the break-even point?
 - What are your start-up costs?
 - What funding sources are available?
- Next Steps
 - Are milestones provided?
 - Does plan detail key metrics to be measured?
 - Have key assumptions been addressed?

EQUIPMENT AND MATERIALS:

Aside from the items listed above, all material and equipment will be supplied by the chairperson.

TIME: Roll will be taken at 9 a.m.



Rubric/Score Sheet for Tulare Tank Competition

COMPANY NAME:

Oral Presentation

Effectiveness of presentation and explanation of idea and business model.

RATINGS:	Needs Improvement	Acceptable	Good	Very Good	Superior
	0-2	3-4	5-6	7-8	9-10
Problem Clearly identifies the problem that needs to be solved	Failed to identify problem	Briefly mentioned problem	Identified problem and provided a few facts to confirm problem	Clearly defined problem and provided facts and scenarios to support it	Clearly defined the problem, provided supporting facts, and explained current solution
Solution Identifies customer pain points and how they plan to solve the problem	Failed to provide how the plan offers a solution	Briefly described the product service being offered, but lacks solution	Clearly described the product or service, but did not identify the solutions	Clearly described the product or service, and gave brief description of the solutions it provides	Thoroughly described the product or service and directly relates it to multiple facets of the customer's current problem
Marketing and Sales Clearly identifies target market and go-to-market strategy (distribution channels)	Failed to discuss marketing plan	Briefly described one method of advertising	Briefly mentioned target market, price, place, and promotion	Explained target market, price, place, and promotion with supporting details	Presented a tentative marketing and sales plan, identified key customers, and proposed activities to foster success
Competition Provides information on competitive landscape and competitive advantages	Competitors not identified	Identified competition, but lacked analysis	Identified competitors and briefly stated competitive advantage	Described competitors and explained competitive advantage	Identified and researched competitors and described how his/her solution creates a competitive advantage.
The Business Model/Team Describes business organization, management team, advisors and a plan to fill any holes in team.	Missing identification of organization and team members	Named team members or organizational model	Named team members and briefly described roles. State organizational model	Named team members, described roles, and provided background for each. Chose an appropriate business organization model	Named team members and added credibility with experience and background information. Mentor information is included. Appropriate business organization model chosen and explained.



Financial Projections The financial forecast seems reasonable and based on a bottoms-up approach	Missing financial projection information	Briefly described financial needs	Communicated ideas for start-up funds	Identified break-even point and at least one funding source	Provided realistic start-up funding needs, identified break-even point, and possible funding sources
Next Steps There is a clear path to move forward with key milestones identified	Failed to communicate next steps	Provided some ideas but lacked clear steps	Described several steps in the immediate future	Described several immediate steps as well as future goals	Provided a clear timeline of next steps that included short and long term milestones
Communication/Design The student communicated ideas clearly and had a visually pleasing presentation	Failed to provide visual presentation	Demonstrated basic communication and presentation skills	Provided a nicely designed presentation and communicated ideas clearly	Verbal and visual presentation exceeded expectations	Delivery was passionate, enthusiastic, and was nicely complemented by a visual presentation

80 Points Possible for Presentation	GRAND TOTAL:	
-------------------------------------	---------------------	--

Comments: