



Carolina Challenge Information Session

Welcome, Teams!

@UNCeship

The John B. Stedman Family

John Stedman, a 1947 UNC-CH grad, had a vision to inspire an entrepreneurial mindset in UNC students and pay it forward with a way for them to create something bigger than themselves. He started the endowment for the Carolina Challenge to primarily educate undergraduate students in entrepreneurship. John's sons, David and John, carry on their father's legacy to this day, and without their incredible support and guidance, we would not be standing here tonight.



2014-2015 Carolina Challenge Leadership Team

Anne Burke Baldridge

CEO



Shep Hardison

President



Tyler Thompson

VP Judge Coordination



Clark Alcorn

VP Marketing



Blake Aldridge

VP Participant Recruitment



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2014-2015 Carolina Challenge Core Team Members

Wells Patrick
Grace Baldrige
Caroline Jones
Evie Peña
Carter Stanley
Will Jarvis
Brian Smith
Brian Dalton
Graves Upchurch



Faculty Advisor - Jim Kitchen
Challenge Coordinator - Kris Hergert

Reid Farber
Chris Snowden
Bobby Confoy
Stephen Long
Sterling Wilson
Nick Ilario
Tyler Braxton
Carson Clough
Louis Stephens

2015 Schedule

Elevator Pitch Round

- Thursday, February 12, 5:30-8:00, 1789 Venture Lab

Semi-Finals

- Thursday, February 26, 5:30-8:00, 1789 Venture Lab

Finals

- Thursday, March 26, 6:00-8:00, The Carolina Inn

Tracks

1. Undergraduate For Profit (28 Teams)
2. Undergraduate Social/ Non-Profit (17 Teams)
3. Graduate Student/Faculty/Staff/Alumni (18 Teams)



Advancement

| Track | Elevator Pitch Round | | Semi-Final Round | | Finals |
|------------------------|----------------------|---|------------------|---|--------|
| For-Profit | 28 | → | 14 | → | 3 |
| Social/ Non-Profit | 17 | → | 9 | → | 3 |
| Faculty/ Staff/ Alumni | 18 | → | 9 | → | 3 |



Elevator Pitch Round Format

- Thursday, February 12, 5:30-8:00, 1789 Venture Lab
- 2 minute pitches + 1 question from the judges
- Panel of four judges per track
- Pitch Deck is allowed
 - Abbreviated
 - If submitted by Tuesday, February 10
 - Email to kris@carolinachallenge.org

Semi-Final Round Format

- Thursday, February 26, 5:30-8:00, 1789 Venture Lab
- 5 minute pitches + 2 minutes Q&A
- Panel of four judges per track
- Submit full pitch deck with financials in appendix by February 24
 - Email to kris@carolinachallenge.org

Main Judging Criteria

How viable would you consider this venture proposal?

How feasible is this venture?

Is this venture scalable?

*Questions??



Investor Pitch Deck Template

**Showcase your deck to investors online via
a free Company Profile on Crowdfunder**

What Your Pitch Deck Is For...

The purpose of your Investor Deck is not to answer all possible questions, nor close immediate investment. It is to open investors minds to your vision and get them excited to know more. The story you craft in your Deck gets them engaged to start filling in the blanks for themselves

You want to give enough information to grab their interest, but not too much as to overwhelm them or have your story lose clarity & focus.

Give them enough to get excited about, but leave them wanting more.

Your Deck should be able to stand on its own, without your presentation.

Compelling Decks are concise, tell a story, are visual, 10-13 slides.

Common Deck Mistakes

Too many slides, too much information

“Wordy slides”: To avoid, follow Guy Kawasaki’s 10/20/30 Rule of Power Point for slide design. 10 slides / 20 minutes to present the slides / 30 point font or greater

Too many product details, or too many financial details

Belittling competitors

False/silly assumptions you can’t back up or don’t have data on

False confidence or arrogance

About Crowdfunder

- We connect entrepreneurs & investors: [equity crowdfunding](#)
- Entrepreneurs raise investment online by using our [simple fundraising service](#) that helps them pitch, attract, close investors
- We have an [active investor network](#) of thousands of investors, angels, VCs. They invest as little as \$1,000, up to 6 to 7 figures
- Experienced investors and VCs bring us the companies they invest in and get [follow-on capital](#) from our investor network
- Our network has invested in [multiple verticals](#): Startups, Social Enterprises, Entertainment, and Real Estate

Investor Pitch Deck Outline

- 1) Elevator Pitch**
- 2) Momentum, Traction, Expertise: Your key numbers**
- 3) Market Opportunity: Define market size & your customer base**
- 4) Problem & Current Solutions: What need do you fill? Other solutions**
- 5) Product or Service: Your solution**
- 6) Business Model: Key Revenue Streams**
- 7) Market Approach & Strategy: How you grow your business**
- 8) Team & Key Stakeholders (Investors, Advisors)**
- 9) Financials**
- 10) Competition**
- 11) Investment: Your 'Ask' for funding, Basic use of funds**

**Optional Slides: Exit Strategy, Partnership Agreements, Product/Service Dem
Existing Sales/Clients, Your “Special Sauce”**

Vision / Elevator Pitch

A quick one-liner summary that combines your vision/product and the mission of your company

Keep it short and memorable

Try: making it relatable... as in “We are X for Y”
 (“We are AirBNB for Event Spaces”)
 (“We are the Starbucks of Frozen Yogurt”)

Traction

Show your timeline and milestones to date

Growth metrics are key at early stage

Highlight press, partnerships, accolades

Customer success stories and/or testimonials

Market Opportunity

Define Your Market: What business/space you are in

Total Market Size: Dollar Size, Your Place/Niche

Customers: Clearly define exactly who you serve

Macro Trends & Insights

The Problem

Define the real problem/need you're solving, and for who.

Current Solutions

Who else is already doing this, and how are they going about it and what are they not getting right or doing wrong?

Product / Service

Tell the story of your customer and how customers use/value your product or service

Images and visuals are better than lots of text: show don't tell

Revenue Model

Who is your primary customer & how do you make money

What is the pricing / model

Revenue and # of customers to date

Show basic math on revenues and conversion rates

Life-time value of an average Customer (How many months, how many dollars?)

Marketing & Growth Strategy

Where are your customers looking today and finding help?

Where will you get in front of them?

How will you achieve your target growth rates?

What are the most important and unique channels and methods you will use to find and win customers?

How are you doing it differently than others in the space?

Team

Highlight key team members and their prior positions, successes, domain expertise

Demonstrate relevant experience

Which roles are the keys to success in your company/space?

Financials

Include 3-5 years of financial projections

Mention key & critical assumptions in your model of expenses, customer conversion, market penetration %

Highlight each of these Yearly for at least 3 years:

- Total Customers
- Total Revenue
- Total Expense
- EBITDA

Competition

Where do you exist in the larger overall Market Space?

What are your Advantages?

How is your place in the market unique to you, and the right one for your company growth and customers?

Who are the competitors, why have they succeeded, and how do you truly differentiate from them?

Investment

State how much Capital you are raising, and with what general Terms: Equity, Debt, Convertible Note

What is the timing of your Capital raise?

Who are your existing & notable investors, if any?

What are your key Use of Proceeds (as % of total raise)

- Founder salaries
- Sales & Marketing
- New hires
- Technology / Product or Service development
- Capital expenses / equipment

Thanks & Attribution

This deck/formula was distilled from a variety of sources:

- **Crowdfunder Co-Founders & Investors**
- **500 Startups / Dave McClure**
- **Sky Fernandes**
- **Reid Hoffman of LinkedIn & Greylock**
- **Amplify LA**
- **TechStars**
- **Decks uploaded to Crowdfunder by Founders who raised significant investment rounds**

With a simple search on the web for their names and 'pitch deck' you will find pitch resources they published