

# elevate

## ENTREPRENEURS

ISABELLA COUNTY

**Thursday, May 13th, 2010**

**7:00 - 9:00 pm**

**City Hall Chambers**

**320 W. Broadway**

**Mt. Pleasant, MI 48858**

### Prize Payout

**1st Place: \$1000**

**2nd Place: \$500**

**3rd Place: \$250**

### EVENT INFORMATION

#### OVERVIEW

An Elevator Pitch is your business or product overview that you should be able to deliver powerfully and concisely to any investor who happens to ride the same elevator as you. The first impression is critical in capturing the attention of a potential investor or customer. Your elevator pitch should provide enough information to pique the interest of potential investors and strategic partners. It should provide a clear picture of your company or product. It should be delivered effectively and succinctly.

#### RULES

- 20 applicants will be chosen as finalists by the screening committee to present their elevator pitch on the evening of May 13th, 2010.
- Each presenter will be given a **maximum of 3 minutes** to pitch their idea to a panel of judges.
- Index/note cards will be permitted for the competition. No other props or visual aids will be allowed.
- Presentations are to be given by only one individual. The 3 minute presentation will be uninterrupted.
- There will be no Question & Answer period. Presenters will be judged on their oral presentation.

#### DEADLINE FOR FILING

**Submit applications by May 6th, 2010.** Those chosen to present will be contacted by May 7th, 2010.

#### CONFIDENTIALITY

Elevate Entrepreneurs is an open forum competition. Confidentiality of proprietary information and intellectual property cannot be guaranteed. Organizers and sponsors of this event are not held responsible for disclosed proprietary information. Applications received will not be released to the public.

### WE WOULD LIKE TO THANK OUR SPONSORS



Firstbank



# elevator ENTREPRENEURS ISABELLA COUNTY

## 1st ANNUAL "ELEVATOR PITCH" COMPETITION

PRESENTED BY: VISION 20/20: ISABELLA COUNTY ECONOMIC DEVELOPMENT COMMITTEE

### APPLICANT INFORMATION

APPLICANT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### BUSINESS PLAN INFORMATION

*Please draft a 1-3 page detailed description of your idea while completing the questions provided.*

1. What is the business idea?
2. What is the status of business and/or idea? (ex. New business or growth of existing)
3. What customer need or market does the business address and are there any testimonials or customer feedback?
4. Why do you believe you have an advantage in the marketplace relative to the market needs?
5. What is the competition in the marketplace?
6. What is the revenue model (such as %e-commerce+or %wholesale+)?
7. Who is the team that will make the business succeed? Why?
8. What is the longer term vision, or %end game+, for the business and projected return on investment for possible investors? (ex. %the business will distribute profits to investors from cash flow by year X+ or %the business will be acquired by another company for \$XYZ+)
9. What is the total funding required to execute your business plan?
10. What amount of financing are you seeking initially and what are the terms of investment?
11. Where will this business be located?

Please direct questions and completed forms to:

Middle Michigan Development Corporation  
Attn: Kathy Methner  
200 E Broadway  
Mt. Pleasant, MI 48858

Phone: (989) 772-2858  
Fax: (989) 773-2115  
Email: [kmethner@mmdc.org](mailto:kmethner@mmdc.org)

### WE WOULD LIKE TO THANK OUR SPONSORS

