



WHAT TO EXPECT AS A PARTICIPANT

PARTICIPANT PACKET

Thanks for signing up for the 2024 Rural AZ Pitch Competition! We're thrilled to have the chance to get to know you and your business/product idea!

In this packet, please find important information that will help you make the most out of the competition.

You'll find:

- What Do Mentors/Judges Look for in a Pitch?
- Top tips for the competition
- Link to examples of past pitch presentations
- Pitch Worksheet

Closer to your tour stop event, you'll receive an agenda detailing what to expect throughout the day(s).

WHAT DO MENTORS/JUDGES LOOK FOR IN A PITCH?

REMINDER:

For this competition, you may choose between presenting your idea/product/business with or without the aid of a slide show; however, we do encourage you to incorporate a digital presentation, if possible. We encourage all participants to fill out the Pitch Worksheet; however, we'll also be helping you hone your pitch during your tour stop event.

A few points to remember:

- **Your pitch presentation should be 3-5 minutes long.**
- **The judges will have roughly 3-5 minutes after you present to ask questions and give feedback. They will not interrupt you during your pitch.**
- **As a general rule, numbers 1-7 on this list below should be included in your pitch/slide deck. They correspond with the pitch worksheet as well.**

1. **High-level summary slide(s).** These are one or two opening, preliminary slides that highlight your business. These slides capture the “essence” of your story. Include the points you would communicate if asked to distill everything into one or two slides.

2. **The problem you're solving.** Convey the nature of the market opportunity you address with your business or product by highlighting what is “broken” or “not working.” If possible, scope out the size of the market opportunity. Ideally, this slide makes it clear market participants are spending real dollars for imperfect products that do not adequately address their needs.

3. **Your product or service/the solution to the problem.** Having set up the problems faced by your customers, the next few slides are all about YOU. First and foremost, describe your solution, at a high level, for the unmet market demands described in the preceding slides. Drill in on how your products are differentiated. Convince your audience you have a better “mouse trap.” You want to make sure these slides leave no holes in your story or questions unanswered.

4. **Marketing/strategy.** Having wowed your audience with your product and business model, proactively articulate a go-to market strategy. Obviously, the scope of these slides is dependent on your stage of development but clearly demonstrate you have thought about how to roll out your product and how to capture market share.

5. **Team.** Introduce your team (if you have one). Highlight your team's strengths; make it clear they are committed to your mission and vision. Sharing your team (even if it's simply a few volunteer mentors) shows the pitch competition mentors/judges that you value mentoring.

6. **Financials/projections.** If you've been in business and have financials to share, share them. If you have projections regarding growth, show them as well. If you're at the idea stage, it's more about showing the size of the market and compare your product/service to a competitor you feel is most similar.

7. **What you're looking for from Moonshot.** For this pitch contest, you do not need to tell us how much you're looking for in terms of investment in exchange for “x” percent equity, like on *Shark Tank*. You simply need to let us know what you're looking for from Moonshot (and in general.) Ex. I'm looking for mentorship and marketing help.

TOP TIPS FOR THIS COMPETITION

- We recognize you will likely be at different stages in the development of your business/brand; therefore, pitches will look a little different based on this. Please don't stress if you don't have everything that is typically recommended in a pitch deck. We will help prepare you to deliver the best pitch possible! We're really more like dolphins, as opposed to the sharks you see on *Shark Tank*. :)
- If you're presenting using a slide show, feel free to bring a laptop and a flash drive. If you don't have a laptop, no worries. We can help you with your presentation as long as you bring a flash drive. You'll want to incorporate your mentorship notes during practice. (Ex. Add more text, move things around, delete slides, etc.)
- Unlike *Shark Tank*, you will not be required to state how much you're asking for in exchange for x percent equity. You will simply tell us at the end of your presentation what you're hoping to get from participating in the pitch competition. Frequently, participants will ask for mentorship and connections to help scale the business. Or if you're looking for something specific, please tell us that as well.
- We want to see your personality during your pitch. Also, remember, judges want to know why you do what you do, not just what you do.

Examples of past pitch slideshows:

<https://www.moonshotaz.com/pitch-examples.html>

Moonshot Pitch Worksheet

Hi, my name is: _____

and I'm from _____

My company (or product/idea/service) is: _____

I came up with this idea (or I started this company) because:

The problem you're solving for others
and why this is important to you.

Here's how my idea/product/service works and how it's different from what's already in existence/my competitors.



Moonshot Pitch Worksheet, continued

I plan to market my idea/product/service (or expand my current business) by:

List ways you will get the word out

My team includes:

List your company team or advisors
(It's okay if it's just you!)

Here's a look at my financial projections based on (past sales, if you have them or projections of what you expect to make based on how much it costs you to provide your service or product and how much you want to charge for it.)

If you're at the idea stage, tell us the size of the market and compare your product/service to a competitor you feel is most similar.

I'm hoping Moonshot can provide resources or mentorship in the areas of: (marketing, sales, manufacturing, intellectual property, & financial planning are a few examples.)


