Ain Center for ENTREPRENEURSHIP and INNOVATION

The Perfect Pitch - Business Plan Competitions

UNABASHEDLY ENTREPRENEURIAL

The Perfect Pitch

Your mission in a pitch is to tell a **compelling story** that connects **emotionally and logically with your audience.**

- **Credibility:** Show why you and your team are the right people to tackle this challenge, with the expertise, insight, or lived experience to succeed.
- **The Problem is Real:** Make the audience feel the pain point — back it up with data, examples, or stories that prove it matters and is urgent.
- **Your Solution is Valuable:** Demonstrate clearly how your product or service solves the problem in a way that's better, faster, or more impactful than existing options.
- **Evidence of Traction:** Use proof points (customer discovery, pilots, partnerships, or research) to show your idea isn't just theoretical.
- **Vision for Impact:** Paint the bigger picture — how this solution grows, scales, or changes the world over time.

The best pitches don't just share information; they create belief.

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Business Plan Competition Deck should:

- Clearly define the **problem and your solution**
- Demonstrate **market opportunity** and **customer need**
- Lay out **strategy, operations, and execution plan**
- Present **realistic financials** and **growth potential**
- Highlight the **strength of the team**
- Balance **storytelling** with evidence to show the idea is both innovative and achievable

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Quotes
Images
Bullets

Business Plan Competition Deck Structure - Create a Mini Storyline

Title Slide
Problem / Need “The Hook”
Solution “The Hero”
Market Opportunity
Business Model
Traction / Validation “The Proof”
Competitive Landscape “The Tension”
Go-to-Market Strategy
Execution Plan “The Resolution”
Team
Financials
Impact (if relevant)
The Ask
Closing / Vision

Title Slide

- Company name, logo, tagline
- Team members (just names) and affiliations (school/program)

*if an intercollegiate event

Problem / Need

- Define the pain point clearly and specifically
- Relatable story, statistic, or scenario that makes the pain real
- Who experiences it? (customer segment) human side of the problem
- Story to prove it’s real and significant

Solution

- Your product/service and how it solves the problem
- Value proposition (why it matters to customers)
- Visuals, mockups, or demo screenshots

Market Opportunity

- Market size
- Trends that make now the right time
- Target customer profile

Business Model

- **How you make money (pricing, sales channels, recurring vs one-time)**
- **Revenue streams (primary + potential secondary)**

- Subscription – Customers pay recurring fees (e.g., Netflix, SaaS).
- Freemium – Basic service free, premium features paid (e.g., Spotify).
- Marketplace – Connects buyers and sellers, takes a cut (e.g., Airbnb).
- Advertising – Free to users, revenue from ads (e.g., Facebook).
- E-commerce / Direct Sales – Sell products directly online or offline.
- Licensing – Charge others to use your IP, software, or tech.
- Franchise – Replicate business through franchisees (e.g., McDonald's).
- On-Demand / Gig – Pay-per-use service model (e.g., Uber).
- Razor-and-Blades – Low-cost core product, profit on consumables (e.g., printers + ink).
- Data / API Monetization – Sell access to data or software infrastructure.

Traction / Validation - Customer Discovery

- Evidence of demand: surveys, pilots, sales, letters of intent
- Customer testimonials or early users
- Partnerships, competitions won, press

Competitive Landscape

- Who else is addressing the problem?
- Competitive matrix (features, pricing, access, innovation)
- Your differentiation and advantage (why you win)
- USE A CHART

	✓	
	✓	
	✓	
	✓	
	✓	
	✓	

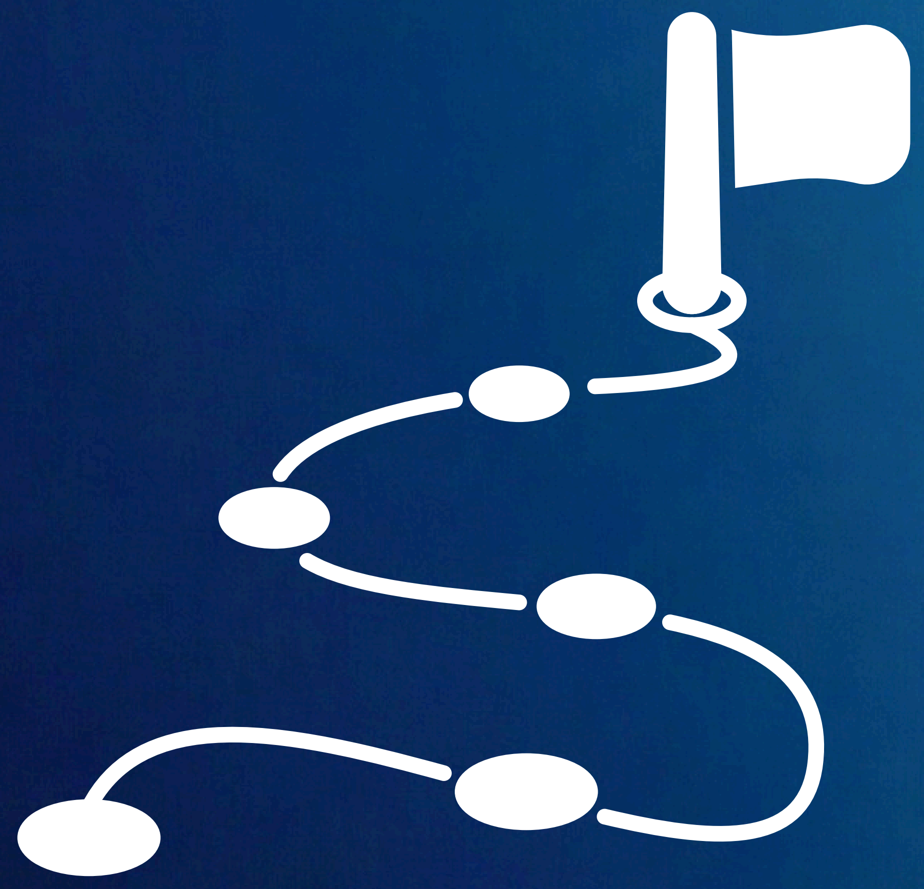
Go-to-Market Strategy

- **How you'll acquire customers (sales, marketing, distribution)**
- **Initial launch plan**
- **Partnerships/channels that give leverage**

- Direct Sales – Sell directly through your own sales team.
- Channel Sales – Partner with distributors, resellers, or affiliates.
- Freemium / Product-Led Growth – Let users try for free, upgrade later.
- Digital Marketing – Use SEO, social, email, ads to drive online acquisition.
- Partnerships & Alliances – Team up with other brands to reach customers.
- Events & Community – Build awareness through trade shows, workshops, grassroots engagement.
- Marketplace Presence – Sell via platforms like Amazon, App Store, or Shopify.

Operations & Execution Plan

- How the business will run day-to-day
- Key processes: sourcing, manufacturing, delivery, support
- Milestones / roadmap (1–3 years) - JOURNEY MAP



Team

- Founders + key roles
- Why you’re the right team (skills, experience, passion)
- Advisors/mentors if applicable

Financials

- 3–5 year projections (revenue, expenses, net income)
- Funding required and runway

Impact (if relevant)

- Social, environmental, or community benefit

The Ask

- How much funding you'd need (if theoretical)
  - Use the amount you could potentially win or just over...
- What it will be used for (product dev, marketing)

Closing / Vision

- Big picture impact: where this company could go in 5–10 years
- Memorable closing statement
- MIC DROP MOMENT

“We’re raising $500K to bring clean energy to 10,000 homes — join us in building a sustainable future.”

Ask + Vision + Thanks/Contact

AIN FOUNDRY

One Path to Launch Bold Ventures