

TiE UNIVERSITY PITCH FEST



Pitch Fest Information Packet

2020-2021

HOSTED BY:



SPONSORED BY:



Eligible for currently enrolled college and university students or graduates during 2019 and 2020



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Introduction to TiE University

*Empowering Young
Entrepreneurs at Colleges
and Universities Globally*

TiE University is a TiE Program with the objective of fostering entrepreneurship among college and university students. It brings together college students, entrepreneurs, investors, and institutions on one common platform and facilitates learning. It is a comprehensive ecosystem of stakeholders from the entrepreneurial ecosystem which works on enabling campus ideas to transform into viable businesses.



Our Mission

To enhance the learning of university students worldwide through the creation of local, regional, and global offerings for student-led startups and relatively new business ventures. To help university startup founders and teams successfully launch and scale their ventures more rapidly.

2020 PARTICIPATING UNIVERSITIES

Now in its second year, the Pitch Fest program has gathered the attention of Silicon Valley-based universities and colleges. We work closely with the College Advisors to bring the best of the Silicon Valley to the participating students in forms of mentorship and guidance.

SJSU SAN JOSÉ STATE
UNIVERSITY



Berkeley
UNIVERSITY OF CALIFORNIA



UC DAVIS
UNIVERSITY OF CALIFORNIA



UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE



UNIVERSITY OF CALIFORNIA
SANTA CRUZ

Participation Benefits

1. Local Pitch Fest Prizes
2. Entrepreneurship Workshops and Bootcamps (end April or May 2021)
3. Mentoring Sessions by Silicon Valley serial entrepreneurs
4. Opportunity to pitch at TiE Angels (one of the largest angel groups in Silicon Valley) offered to select finalist teams
5. 1-year student membership to TiE Silicon Valley chapter
6. In-kind prizes (cloud credits, technology, and startup services, etc)
7. Complimentary passes to attend TiE Silicon Valley's annual flagship conference TiEcon 2021, scheduled for May 6th to 8th, with a special invitation to attend and present their startups' ideas at TiE Youth Track on May 8th

Timeline

01 INFO SESSION DETAILS

The TiE Silicon Valley will arrange three information sessions on the following dates:

- Thursday, March 18th: 3:00 pm to 4:00 pm PDT
- Thursday, March 25th: 3:00 pm to 4:00 pm PDT

You'll learn about:

- About the Pitch Fest application and business plan
- Important dates to remember
- Benefits and opportunities for the applicants
- Global opportunities

02 BUSINESS MODEL CANVAS & BUSINESS PLAN SUMMARY – **DUE BY APRIL 1ST, 2021**

The **Business Model Canvas** is a strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent and pivot your business model. Teams will be shortlisted based on the business model canvas and the business plan submitted by them.

Use the link shared to upload your team's business model canvas and business plan. <http://bit.ly/tieunicanvas>

Guidelines for the business plan summary. It should:

- be between 2-3 pages
- include financial information, sample listed below
- have an optional spreadsheet with more details if needed

Financial Projections

Year	Gross Revenue	Cost of Goods	Admin Expense	EBITDA
2020				
2021				
2022				
2023				

03 ANNOUNCEMENT OF FINALIST BY APRIL 15, 2021

The business model canvas and the business plan summary will be evaluated by judges and the short-list selection will be announced on April 20, 2021 via email to the registered team members.

04 MENTORING SESSION

Mentoring is one of the pillars of TiE and the most valuable asset. Select teams will get an opportunity to be mentored by the TiE Silicon Valley charter members,

05 MOCK PITCH SESSION ON APRIL 25, 2021

TiE Silicon Valley will provide the selected winners an opportunity to do a mock-pitch in front of select Silicon Valley luminaries and receive feedback before the final pitch competition.

06 FINAL PITCH DAY DATES TBD

The finalists will be given complimentary passes to attend TiE Silicon Valley's annual flagship conference TiEcon 2021, scheduled for May 6th to 8th, with a special invitation to attend and present their startups' ideas at TiE Youth Track on May 8th.



Local Pitch Competition Objectives

- *Foster entrepreneurship through mentoring, networking, and education*
- *Judge business plans in a pre-competition setting*
- *Determine qualifiers for the final competition*

GUIDELINE FOR LOCAL PITCH COMPETITION EVENT

- **Mandatory attendance at Local Pitch Competition to qualify for Global Competition** by every participating team member (preferably accompanied by their faculty advisor). They must attend the Local competition Round in order to be considered for the Global competition.
- **A 10-minute pitch video** will be required to avert technology issues

AUDIO VISUAL GUIDELINES

Each team should submit their presentation and video 2 days prior to the local finals. Teams should make sure they have proper internet access for the mock and final pitch sessions, else submit their 10 min pitch video to be used for both.

Judging Criteria

Judges will consider three main factors for your written business plan and for your presentation:

- **PROBLEM DEFINITION:** clear description and market identification
- **SOLUTION:** value proposition and differentiation
- **SUCCESS VIABILITY:** operational approach, leadership, and financial viability/returns

Both the written business plan and the final presentation must prove to the judges **why the business will succeed**.

Your overall score will be weighted as follows:



The above items should be created in a manner as if they will be delivered to a prospective investor, executive, or business partner.

Pitch Session

Guidelines for the day of the Pitch Session:

- Each team will have ten (10) minutes to pitch their product or service, followed by five (5) minutes of Q&A.
- There are no specific rules around how many members of the team will present, but it is expected that all team members are available for the Q&A portion.
- Judges may ask questions based on the pitch and written business plan.

Contact Information

For any questions, please feel free to get in touch with the TiE Silicon Valley team members:

- Vrushali Malpekar, Program Manager (vrushali@tie.org).
- Vani Suresh, Manager, Charter Member Relationships (vani@tie.org).
- Neha Mishra, Sr. Director (neha@tie.org).

Important Links

List of links with the purpose listed below for easy access

- [Application Link](#)
- [Info Session RSVP Link](#)
- [Business Canvas and Business Plan Submission Link](#)



Appendix

Hear from our past winning team members

What did you learn from your TiE University experience?

We primarily learned three things. First, there are always people willing to help you on your venture if you are truly sincere about your goals. Everyone we met while participating in the TiE University start-up competition, whether they were assigned to our team or we met through networking, was genuinely interested in helping us succeed. Second, we learned that continually seeking fresh perspectives is one of the best ways to hone a business plan. We benefited greatly from TiE University's doctrine of rotating judges throughout the competition rounds and assigning teams multiple mentors. Every judge and mentor gave us valuable advice and we were fortunate to have many opportunities to present to these experienced professionals. Finally, the feedback from our judges and mentors helped our team find a great balance between being specific but also simple enough that people not versed in the technology would understand our business. That balance helps us convey the value of our highly technical product without confusing our audience.

What difference did the TiE University experience make in the development/progress of your startup idea?

We had already completed a great deal of customer discovery and produced a viable prototype by the time we entered the TiE University start-up competition. Accordingly, we knew what market we wanted to be in, how we were going to get there, and had already begun developing relationships with future customers. Where our TiE University experience made the biggest impact was in how we got to the heart of our value proposition. Thanks to the caliber of people TiE University brings together, we met a number of professionals familiar with the markets we were investigating and they recognized values in our product that we had not discovered. Prior to participating in the TiE University competition, we were focused on the reduction in cost per unit and the increase in performance that our product offering. However, one of our coaches told us that the true value is in the nearly double life-span our product offered. We learned that the increase in the lifespan of an LED offered by our product translated to a reduction in the total cost of ownership of one maintenance cycle. For industrial end-users, replacing lights is very labor-intensive and expensive. Therefore, we learned to focus on the reduction in the total cost of maintenance. While our ultimate customers are LED manufacturers, the additional value proposition we learned as a result of participating in the TiE University program has been a great way of demonstrating the value of our product.

What would you tell anyone about TiE University and TiE?

TiE University and TiE bring together highly accomplished entrepreneurs who want to help the next generation of entrepreneurs succeed and make the world a better place.

What would you tell a fellow university student about TiE U and why they should enter the event?

The TiE University program is well organized, provided extremely valuable feedback, and the members are always willing to help you advance your idea.

What did you learn from your TiE University experience?

First off, we learned about the existence of TiE! Now we know there are many organizations that will help entrepreneurs with their ventures, giving them support and connecting them to the right people. It's great to be able to tap into a community of like-minded individuals that all want to see one another succeed. Additionally, through the judging rounds we learned what the strong points and weak points of our idea and pitch are and what investors may be looking at. This provided a great opportunity not only to refine how we pitched but also refine our actual business.

**What difference did the TiE University experience make in the development/progress of your startup idea?**

TiE University connected us with two great coaches that helped us immensely with our pitch and business plan and who will now be lifelong contacts. These kinds of important and helpful contacts are invaluable to starting a business. Through their help and the help of judges, we also refined our idea so that we will be able to more effectively develop and market it.

What would you tell anyone about TiE University and TiE?

TiE University was a great collection of young, bright minds as well as accomplished entrepreneurs. It is a great way to see what kinds of ideas are being worked on and what interests your contemporaries.

What would you tell a fellow university student about TiE U and why they should enter the event?

If you have a startup idea, TiE University is a great way to get connected to a coach and other students to learn important skills that are needed to make your startup successful.

What did you learn from your TiE University experience?

Throughout TiE University, our team learned the value of networking, both for customer discovery and to find the right talent to bring a startup together. Through mentorship, we also learned how to craft a functional pitch and talk to people in industry terms. Moreover, we learned the importance of always synthesizing feedback and incorporating it into the business model along the way on the path to commercialization.

**What difference did the TiE University experience make in the development/progress of your startup idea?**

The TiE University experience forced us to scrutinize the weak parts of our original plan, such as beginning with manufacturing rather than licensing our technology to the manufacturers themselves. Our mentors guided our business model to be direct and more easily explained than it had been prior. With this guidance, we have made networking connections that eventually brought us to a potential client ready to contract us for testing of our technology with their product. Thanks to the funding from the TiE University Entrepreneurship Competition, we can now afford chemical reagents to continue testing on our technology, and we expect to have a functioning prototype by the end of the summer!

What would you tell anyone about TiE University and TiE?

We would tell anyone that any budding entrepreneur who has not heard of this program, even if they are in high school, needs to reach out. Not only did TiE and TiE University build our confidence in our startup, it helped springboard us into a crowd of mentors whose wisdom still proves priceless. Even the other teams are inspiring, and meeting so many successful entrepreneurs throughout the course of the events will only make you feel more driven.

What would you tell a fellow university student about TiE University and why they should enter the event?

Undoubtedly, yes. There is no downside to the time and effort that our team put into TiE U. It only made us more capable as entrepreneurs and creative thinkers.