**THE BUSINESS PITCH CHECK LIST**

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If you are pitching for **£10,000** of funding to launch a new business idea or seeking the next level of business growth, then here is a quick checklist to help keep you on track before submitting your proposal. Your submission needs to be uploaded by midnight on **Tuesday 3 May 2022.**

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|  | **QUICK CHECKLIST** | **ACTIONED** |
| **1** | **IT’S GOOD TO TALK**   * No business is the same so make an appointment to chat through your ideas and gain lots of support with your pitch and financial projections. * Email: [enterprise@solent.ac.uk](mailto:enterprise@solent.ac.uk) to book an appointment with our Business Adviser, Nicky Curtis. |  |
| **2** | **BEFORE YOU START**   * Check the [criteria](https://students.solent.ac.uk/news/solent-university-business-pitch-competition) - will your business model support the pitching requirements? Is it:  1. Innovative and scalable? 2. Relevant to Southampton City and the wider community? 3. Is your idea sustainable (both financially and environmental)? |  |
| **3** | **PREPARING YOUR PITCH**  **Financial Projections**  You will need to complete your financial projections for 2 years.  You are not being asked for accurate figures of your turnover or expenses, but you do need to begin with the end in mind.   * Have you thought about where you want your business to be in 2 years’ time and provided a clear financial projection? * Need some extra support? Book an appointment by e-mailing [enterprise@solent.ac.uk](mailto:enterprise@solent.ac.uk). If you are only looking for funding for research at this stage, then that’s fine too, we can talk this through.   **Preparing your PowerPoint presentation with audio (no more than 10 slides please)**  **Content**  Have you included the following?   * **Intro slide** – personal details/contact, your degree, graduation year etc. * **About you** – what personal attributes/experience do you have that will help you achieve your business idea? * **Your business idea** – why is it innovative and scalable? * How might it support Southampton City and the wider community? * **Your 2 Year Plan** – how do you see your business developing. What is plan B if A does not work? * **Financial Information** – key highlights from your spreadsheet Turnover, Costs, Net Profit. * **Target Market** -who are your potential customers? * **Market Strategy** – how do you intend to reach your customers? * **Market Research** – who are your competitors? * **Intellectual Property** – do you need to protect your idea?   **Recording your presentation (10 minutes)**  You will need to record yourself with audio and video delivering your presentation.  **Top Tips**   * Is your background clear and professional? * Are you presenting clearly at a good pace and with enthusiasm? |  |
| **5** | **SUBMITTING YOUR ENTRY**   * Upload the following documents to [enterprise@solent.ac.uk](mailto:enterprise@solent.ac.uk) * Your 10-minute video recording of your pitch presentation. * An extra copy of your PowerPoint slides * Your financial projections for 2 years   If you have any problems uploading your documents, just get in touch via the e-mail above and we can help. |  |
| **6** | **WHAT HAPPENS NEXT?**  A panel will review your application and if you are successful, you will be offered the opportunity to do a stand-up pitch to our Chancellor Theo Paphitis on **Wednesday 29 June.**  Further support will be available to help you prepare your pitch.  **Best of luck and we can’t wait to see your entry!** |  |