



Yeshiva University

SYMS SCHOOL OF BUSINESS

YESHIVA UNIVERSITY SYMS School of Business Fast Pitch Competition Application 2012 (Deadline April 30, 2012 @ 5:30pm)

Business Name: _____ **Name of Contestant(s)** _____

Two-Line Pitch _____

- 1) **Business Description:** What do you do? For whom? Tell us a little bit about how you serve or meet the needs of your customers; limit your response to less than 80 words.
- 2) **Business Summary:** In one or two paragraphs, describe your products and/or services, who are your target customers? Why should they buy your product(s)? How do you market these products? How does your business make money (revenue sources)?
- 3) **Problem/Solution:** Describe your **Unique Value Proposition**—Show why there is a real need for your product(s); if possible, use any data gathered directly from customers. How does your offering provide value to your customers; how does it benefit your customer?
- 4) **Competitive Advantage:** Describe how your business concept is novel or distinctive. What advantages does your business have compared to your major competitors? How will your products and/or services impact the performance of your competitors?
- 5) **Market Need and Opportunity:** Estimate the market size, profitability and growth rate for your business over the next 3- 5 years.
- 6) **Go-to-Market Strategy:** Describe the strategy and methods for launching your business and selling your product(s) and/or service(s), including your initial customer segments and how you plan to target them, as well as your sales process.
- 7) **Business Model:** Describe how your business will operate on a day-to-day basis, including staffing, start up costs, sources of financing, current financial situation, projected growth and profit in the next 3 to 5 years; ownership and shareholder equity, current liabilities and assets, etc.
- 8) **Growth and Scalability:** Explain how your business could increase current sales volumes, expand into other markets, use additional distribution channels, and expand your product lines. If possible, discuss the business metrics that would enable your business to scale up to higher profit margins over time.
- 9) **Management Structure:** Highlight the relevant experience of owners, investors and management team members. Describe your Board of Advisors and sources of business assistance or services.
- 10) **Financial Information:** Indicate the amount of money you will need to start/launch your business. How much money has been raised so far? How much money will you need to grow the business before you make a profit? What is the projected rate of return to your investors over the next 3 to 5 years?
- 11) **Website and other Information:** Provide us with a contact telephone number and email address. If you have a business website, please provide us with a link to your website. Optional--Provide any additional information that can be used to evaluate your business concept. This should be limited to 4 or 5 pages attached to this application.
- 12) **INSTRUCTIONS:** **AFTER COMPLETING THIS APPLICATION, EMAIL A COPY (IN WORD DOCUMENT FORMAT) to Ms. Vicky Geathers at geathers@yu.edu ON OR BEFORE MONDAY, APRIL 30, 2012.**