

# You Decide

## Scenario Summary

As outlined in the lecture this week, an incubator is a large firm that nurtures many companies and invests in business ideas. Incubators provide support in many ways and you would like to submit your idea to Rollins Incubator, Inc. in order to benefit from their management and financial support.

## Your Role/Assignment

You are an entrepreneur that wants to be funded by Rollins Incubator, Inc. You have an outstanding idea that needs funding and you feel that bringing your idea to an incubator would increase your chances of success.

You have contacted the Janet Rodgers, Vice President of Business Development of Rollins Incubator, Inc., and she told you that you will have 5 minutes with the Michael Rollins, the CEO of Rollins Incubator, Inc.

## Activity

Develop a 12-slide PowerPoint presentation to pitch your idea to Mr. Rollins. You only have 5 minutes, so your slideshow must be succinct, compelling, and not exceed 12 slides. Your 12-slide presentation should include the following:

- Your first slide is simple. State your company name and motto, with a tagline and a date.
- Tell us your objective. In other words, how much money do you need and why you are here?
- Discuss your business proposition. What is it that your business creates, who do you sell the product to and how big is that market?
- Speak about your product or service and the technology platforms you intend to use.
- Need to detail the market. How big is the market, and where is the market headed?
- Market competition.
- Tell us what your business model drivers are and what makes you stand out from the competition. In other words, what makes you unique?
- Discuss the risks involved in your idea and the management team you will bring on board (including yourself).
- Financials: basic revenues and costs, and profits in a 3 to 5 year team.
- Your last slide is the amount of money you need to fund your idea and the basic breakdown of where the money will go.

Be sure to use the Notes section of the PowerPoint to outline and detail anything that you may want to highlight in your presentation. Keep these notes succinct as well.

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## Key Players

### **Janet Rodgers, VP Business Development, Rollins Incubator, Inc.**

I have secured a 5 minute block for you to pitch your idea to Mr. Rollins, the CEO. I have seen many of these presentations, so here are some tips to help you out.

Keep your presentation short and sweet. You only have a few minutes to impress him, so get to your idea quickly. Here is the format I see that works best.

State your company name and motto, with a tagline and a date.

Then tell us your objective. In other words, how much money do you need and why you are here?

And, what is your business proposition and your target market? Have you considered your competition? And what are the risks?

Lastly, be sure to include financial statements with basic revenues and costs, and don't forget to include how much money you are asking for!

You have a lot of work to do, and good luck!

### **Michael Rollins, CEO - Rollins Incubator, Inc.**

I heard that Janet gave you some helpful tips for your upcoming presentation.

I just want to make sure that you understand to keep your presentation short and succinct. I only have a few minutes and I see many presentations. Be sure that your idea is compelling and clearly stated, and that your slides are easy to read. I'm sure Janet explained my 12 slide rule.

I look forward to your presentation!