

# Application FAQ and Appendix

## Reverse Pitch MKE 2021

### Frequently Asked Questions

**Q: What is needed to apply to pitch back solutions?**

**A:** You will need to submit one or more documents addressing the questions and information outlined in the Application Guidelines. Generally, we want you to describe your team members and their strengths, your proposed product and how it addresses the solution, your (proposed) business and the market you are targeting.

**Q: What kind of document should I submit?**

**A:** The format of the documents you submit for application is up to you. We have had teams submit PowerPoint decks, PDFs, and Word documents in the past. These documents could have design elements or may be simple. All the information can be presented in one document or in multiple documents. We encourage you to express yourself in your application documents, but the strength of your idea and how clearly it is communicated is most important.

**Q: Do I need to answer all the questions posed in the Templates?**

**A:** Not necessarily. We expect these are questions that will be relevant for most teams, but the specific information you address in your application document(s) will be unique based on your company and how developed your solution is at the point of applying. We do not expect fully functional tools/solutions for pitch back application. That said, your application will be most successful if you are able to explain any unknown information and how you intend to resolve this over time.

**Q: What happens after I apply to pitch back?**

**A:** We will review the pitch back applications and invite select teams to the Pitch Back Event during the week of February 7th or 14th. We expect to inform all teams as to whether they are invited to the Pitch Back Event by Friday, January 7. Teams invited to pitch back will receive opportunities to refine and practice their pitches with mentors and event organizers.

**Q: Do I need to live in Milwaukee/Wisconsin to apply to pitch back?**

**A:** There are no geographical restrictions on pitch back applications. That said, the core goal of Reverse Pitch MKE is to provide partnership opportunities between startups and the pitching companies. Pitching companies hope to work closely with your team as you build your solution and your business. This may be easier with a base of operations in Milwaukee and part of the prize package for winners includes access to co-working space in the area.

**Q: Do I need a team to apply to pitch back?**

**A:** While we don't define how many individuals need to be part of your team to pitch back, we strongly encourage you to have two or more individuals committed to working on your business full-time. While

we will provide mentorship and access to subject matter experts, the work of building your product (e.g. coding), seeking additional investment, and testing and refining the pilot product is ultimately that of your team. This is generally far too demanding for one person. Winning teams of past events have generally included at least one engineer and at least one business lead.

## Appendix

Included here are some additional questions you may want to address in your Application. These questions expand on the general topics communicated in the **Application Guidelines** document. It is not necessary to address all questions, but they may prompt some ideas in crafting your application.

### Team Summary

- Why did you pick the name you did for your team/company?
- What domains do you own?
- What sub-brands, if any, do you have and why?
- How does the company name reflect your approach to the market?
- List owners, role and % allocation
- What are your expectations in terms of future equity sharing?
- How do leadership team members know each other?
- Length of employment / engagement of each team member.
- Key skills / strengths / attributes of each team member
- Discuss any third-party relationships or partnerships you have secured.
- What company cultures do you respect or plan to model with your company culture?
- What makes your company culture unique?
- What innovation models, if any, have you used in structuring your company?
- What has inspired you in planning your company?
- What are your hiring plans with additional funding?
- What roles / competencies do you need to grow?
- How do you plan to attract talent?
- What books or other resources have you found helpful in building teams and culture?
- How do you see your team in the future?
- What risks do you see in your culture, team or organization?

### Product Summary

- What will you call your product and why?
- How does your product name align with your company name?
- What sub-products do you have and why?
- Who are your targeted users?
- What features are particularly cool, but not easy to demo?
- What integration options exist?
- If your product is awesome, how will you scale?
- What platform is your product on (will be on)?
- Share the technical architecture of your product (SAAS, APIs, DBs)
- What cloud services, microservices, etc. will your product include?
- Describe your development team: size of team, roles within team, competencies

- When do you plan to significantly version your product?
- What sort of pricing models have you validated?
- What personas are you targeting / validated?

### **Business Summary**

- What education or experience prepared your team to address this challenge? You may include previous experiences or knowledge and research gathered in the weeks following the RPM Event in October.
- Do you understand the industry / financial / technical requirements?
- How do you see compliance / regulation affecting your strategy and use of funds over time?
- What is your customer acquisition cost? What is the timeframe for new customer acquisition?
- How many customers does it require for you to break even?
- What attributes would a target customer have?
- Who is helping you with branding, marketing automation, partnerships and growth?
- How will you receive and implement customer feedback?
- How will you service customers (education, implementation, support, end)?
- What do you see as your market and what attributes/size is it?
- Who are your largest competitors?
- How does their market share compare with your market share? Today, in 1,3,5 years.
- How do you plan on using the prize money (\$10,000) and any other investment you receive from the pitching company?
- What additional funding do you plan on pursuing? What time frame?
- What do you think will be your biggest challenge in funding and growing your business?
- What are you most excited about in the future?
- What risks do you see financially in the future?
- What would you do if you exited successfully?
- What timeframe do you expect to exit your business?
- What attributes would be needed to exit?
- How would you handle ownership transfer?
- What do you foresee as your role in the business after your exit?