Application Guidelines

Reverse Pitch MKE 2021

To apply to pitch back your solution for Reverse Pitch MKE 2021, you will be required to submit a summary of your solution, including details about your team, your proposed product, and your proposed business plan. This information is typically presented in PowerPoint or PDF format, but you may choose the format that best presents your concept.

You may define the information that is necessary to illustrate your preparedness to build a solution that addresses the problem, and this may vary depending on how far you have progressed in planning and building your solution. Note that most RPM teams in the past have been launching new companies, so if your company is already established you may need to adjust some of the guidelines accordingly. Here are some key points that are typically covered in applications for pitch back. If you need more detail on any of these suggested topics, please refer to the **Application FAQ and Appendix**.

Team Summary

- Introduce your company and how it will be presented to consumers. If your company is already established, please explain how the product/solution you are pitching for this challenge integrates into your current branding.
- Explain the ownership structure of your company and how this will change over time. Who plays a key role in your company and what plans do you have to expand or change this over time?
- Introduce the members of your team and why they will be good founders for this company. What unique strengths do you bring to solving this challenge?
- Describe the culture that you plan to cultivate at your company over time.

Product Summary
- Introduce your product and how it will be presented to consumers.
- Describe in detail the features of your product. What jobs do these features perform and what will be the experience of users? What features are unique to your product or competitive differentiators?
- Describe in detail the technical specifications of your product. How does/will your product work and what requirements are needed for integration and maintenance? *We recognize that you may not have a fully functional product at the time of pitch back and that additional details will be uncovered during prototyping and testing. Include as much information as you can based on current progress and future plans.*
- Describe in detail the work that you have done to date in validating customer models. How have you tested your product model with customers in your market so far and what additional testing and validation do you have planned?

Business Summary

- Describe your level of knowledge of the challenge landscape. What education and experiences have prepared your team to address this challenge?
- Describe your sales and marketing strategy, including details about branding and customer service. How do you plan to find and retain customers for your product?
- Describe the market that you are targeting and how your product and business fit into it.
- Explain how you will be funding your business. How will you use initial prize money and how will you continue to fund and grow your business after winning Reverse Pitch MKE.
- Tell us your goals for the future of your business and what you see happening for your business in the coming years. What are you most excited about and where do you see potential risks?
- How and when do you plan to exit your business? What do you see as your role in the business after you exit?

Supporting documentation that you may wish to include:

- Company org chart or ownership chart
- Business (Lean) Model Canvas
- P&L
- Revenue Models / Pro-forma
- Sales/Marketing Materials