

A Guide to the YEA! Investor Panel

Investor Panel Guidelines

- *Presentation Length* - Not to exceed five minutes before Q & A. Presentations exceeding five minutes may result in ineligibility to compete in the Saunders Scholars competition.
- *Template* - Students are required to use the presentation template.
- *Slides* - The addition of slides is permitted, though slides cannot be deleted.
- *Photos & Videos* - Addition of imagery and visuals is encouraged, keeping in mind the presentation length cannot exceed 5 minutes.
- *Formatting* - Students are encouraged to polish the look of their presentations by changing the colors and fonts used in the template to those of the brand.
- *Handouts* - All students should share a handout of some kind with the Investor Panel judges.
 - Products - a product prototype
 - Food - a food sample (in its final packaging, if applicable)
 - Services & Social Enterprises - Brand literature, collateral, information sheets, or photos, etc.
- *Speech Cards* - Speech cards must be written verbatim to what's presented at the Investor Panel. Departing from the script provided on the speech cards may result in ineligibility to compete in the Saunders Scholars competition.
- *Proofreading* - All presentations are expected to be free of misspellings and grammatical errors. YEA! Directives in the templates should be removed.

Presentation Recommendations

- *Proof of Progress & Execution* - Students should demonstrate actions taken to ensure business success prior to the Investor Panel event. E.g. Have they already taken pre-orders for their brownies from a number of interested customers?
- *Proof of Market* - Students who present positive findings of market surveys are proving consumer demand. E.g. 93 of the 100 people who sampled my brownies said they would buy them for their parties.
- *Strong Financials*
 - Long-term Goals and Growth Potential - Has the student articulated how the business will grow over the next few years and demonstrated an understanding of how they will manage growth in demand?
 - Sales Projections - Monthly sales projections should begin in the month of the Investor Panel.
 - Start-up Asks - Should include the cost of running the business in the first 2-3 months of operation, not the first 2-3 years of operation. The "asks" should be modest and demonstrate resourcefulness. In a start-up business, equipment might be purchased used or rented until profits allow the owner to purchase new equipment.
 - Personal Financing Strategy - Students are expected to contribute 10-20% towards their start-up, along with funding from family and friends. Students are required to spend their personal, family and friends contributions prior to accessing Investor Panel funds. Only money spent after the Investor Panel will be accounted for as a "Personal Contribution." Students are positioning themselves for the launch of their businesses following the Investor Panel. Dollars awarded at the Investor Panel may only be used to make new purchases after the Investor Panel, and may not be used to reimburse purchases made prior to the Investor Panel.
 - Profit - Students MUST be able to show that their business will be profitable. All businesses must show an annual profit of at least 4 times what they are asking for from the investors.
 - Required Costs - Students are required to include the costs of paying the graphic designers (\$75), the web developers (\$75), and the Tradeshow Fee (\$50) in the "Start-up Chart." These payments will be made prior to any other business purchases.

Special Note Regarding the Saunders Semi-finalist

- The Saunders Semi-finalist will advance on to compete at the regional level using the same exact PowerPoint presentation, speech cards and business plan submitted as final for the local Investor Panel Event. Please keep this in mind as students prepare their final presentations for the local events.