

Gorge Angel Conference

Student Opportunity

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Five-Minute Elevator Pitch Presentation Guidelines

Area students are being given an opportunity to participate in the 2008 Gorge Angel Conference scheduled for September 23, 2008 from 7:30 AM until 2:00 PM.

The goals of a Five-Minute Presentation are to:

- Provide an exciting and compelling vision of your business opportunity;
- Excite the listener as to the opportunity for growth your business has;
- Ask for the financial or other assistance that you need; and
- Make a positive impression.

Student Company Profile

The ideal presenter is a representative from a new or start-up business who is a full time high school or area community college student under the age of 25 and:

- has a clearly defined business idea with a supporting business plan;
- is in a high growth business sector;
- is actively seeking funding; and
- would like to learn from the experience.

Media/Handouts

These are strictly oral presentations. PowerPoint, or other media presentations are not allowed, a simple one-page handout including contact information can be distributed. The key elements of this handout are listed below.

- Brief Description: Describe your product/service, who you sell it to, and why they buy it.
- Business Model: Show your product/service price, production or delivery costs and the profit per customer.
- Customer Acquisition: Explain how you acquire new customers and how much it costs to acquire each additional customer. Explain why your sales strategy works.
- Market Size: Define the size and characteristics of your target market.
- Competition: Identify what makes your product better, faster, or cheaper.
- Team: Explain who founded the company and why. Provide background information on your management team or proposed structure.
- Uses of Funds: Explain the amount of capital you need and provide detailed uses.
- Financials: Please provide a summary of any actual numbers and a 3-year projection.
- Return on Investment: Provide a clear plan to buy out equity partners or sell the company.

Presentation Format

It is critical that pitches are concise, compelling, and provide the audience with a clear sense of what the company needs to grow to the next level. Please note that pitches are not a venue to sell your products or services.

Each speaker is given five minutes for his or her presentation. There are no questions allowed as part of the one-minute pitches. Time limits are strictly enforced! Each presentation should include each of the following parts:

- Brief introduction of self and company
- Why does an investor/employee/strategic partner/vendor/supplier want to learn more about your company?
- What do you need?

This is a unique opportunity for area students under the age of 25 to engage in the business community. A student may be selected to receive an investment of up to \$5,000 or to provide a brief keynote speech at the conference regarding their business interests.

For more information: 541-387-6863 or
www.GorgeAngelConference.com



An Event of the Hood River County Office of Economic Development in cooperation with The Oregon Entrepreneurs Network, the Hood River County Chamber of Commerce, the SBDC, and MCEDD.



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FIVE-MINUTE PITCH APPLICATION Standard Submission Deadline: **July 31, 2008**

Prior to submission, contact Bill Fashing at 541-387-6863 to discuss your business. Mail your signed Application Form and your \$50 check made out to HRC Gorge Angel Conference to: Hood River County Office of Economic Development, 601 State Street, Hood River, OR 97301 (Non-refundable application fee includes one student admission to the conference).

I. Application Form

Company: _____
Address: _____
Phone #: _____ E-mail: _____
Key Contact Person (student): _____
One sentence description of your Business/Industry: _____

II. Executive Summary - Email your 3 page executive summary to bill.fashing@co-hood-river.or.us, or robinc@gorge.net. Your executive summary should include: Current contact information: Name, address, phone number, and e-mail address.

III. Registration - Sign here to indicate that you agree to the time and financial commitments described below and are under the age of 25:

- **2 - 4 hours** to work with Investor Group to perform due diligence and to practice presentations, if invited, in August and September 2008.
- Final presentation rehearsal on **September 17, 2008**
- Present at and attend conference on **September 23, 2008 (this is a school day for HS Students)**
- **Pay the application fee of \$50.00 (this does not guarantee a presentation at the Conference, but does include full admission)**

Signature: _____ Date: _____

Parent or Guardian Signature required in addition if under the age of 18:

Parent or Guardian _____ Date: _____

Disclaimer

Hood River County and OEN seek to diligently recruit and encourage applications from the largest number of companies in a broad spectrum of industry classes. Among the Gorge Angel Conference goals are to provide an informative and relevant event; to attract the maximum number of investor attendees; and to provide investment opportunities for startup companies located in the Gorge or willing to relocate to the Gorge. We reserve the right to work with applicants who meet the deadline but provide incomplete data; to recruit applicants after the deadline; and to consider non-applicants. In consideration of the opportunities provided by the Gorge Angel Conference, applicants are subject to and agree to all terms provided. All decisions shall be final and there is no mechanism for escalation or appeal. Investment funding to be provided by GAIN LLC which is independent from Hood River County and the Oregon Entrepreneurs Network. Hood River County will not be judging applications or selecting applicants.

Event Location – Hood River Inn, 1108 E Marina Way Hood River, OR
Event Date – September 23, 2008

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