



Road Pitch 2017

St. Johnsbury, Vermont
August 4, 2017 - 10:00 am

**Do you have an innovative product or a creative business concept?
Road Pitch 2017 is a business competition for Entrepreneurs.
Win cash prizes, receive helpful feedback from experts, and seek
investors and funding for your great ideas!**

Name _____ Email _____

Business Name _____ Existing Business _____ Start-up _____

Address _____

Website _____ Phone # _____

Please attach a detailed summary of your business concept/product and address the topics below. This information is critical when the Road Pitch judges review your application in advance:

- Describe your product/business concept and the market opportunity
- Is the business idea scalable?
- Describe your management team, their skills and experience
- Identify how your idea is unique or how your product fills a niche
- Describe your business model and distribution strategy
- Identify your competitors and their unique attributes
- What are the next steps your company will take in the next 12 months?
- Identify your capital needs and how the added value will make a difference

Entrepreneurs will have 5-7 minutes to make their “pitch” on August 4th followed by questions from the judges who will want to know the following:

- Why are you passionate about this and why are you right for the job?
- What problem are you solving for a customer and why is your solution different?
- How big is your market opportunity? How will you get your product to market?
- What are the next steps your company will take in the next 6-12 months?

(over)

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If you are interested in applying, but need help in responding to some of the questions please contact the VT Small Business Development Center: Ross Hart, Area Business Advisor, (802) 748-1014.

Submit the complete application by June 30, 2017 to Lorna Higgs, NVDA Project Manager, 36 Eastern Avenue, PO Box 630, St. Johnsbury, VT 05819 or by email lhiggs@nvda.net.

A review committee will select up to five (5) applications to compete on August 4th. Coaching will be offered during the month of July to help with a 5-7 minute “*pitch*” presentation. Catamount Arts will host the August 4th event at 10:30 am. Cash prizes will be awarded.