



PUTTING YOUR BEST FOOT FORWARD IN MUNICIPAL ACQUISITIONS VIRTUAL STUDENT STARTUP COMPETITION

HOSTED BY INNOVATION FACTORY

NOVEMBER 13, 2020 3-6 PM EST



Get registered

- Fill out the participant application **(by November 10th, 2020)**
- Sign up for the event on Eventbrite



Assemble Your Team

- Reach out to students across the Johns Hopkins community to build a team that supports your business
- We strongly recommend having at least one **Carey Business School** student on your team



Prepare Your Pitch

12-minute pitch + 5-7 minutes of Q&A by the judges

Must have your pitch deck ready for the dry run on

November 11th 5 pm EST

- **Establish Your Value Proposition**

What problem are you solving? Why will your solution work?

- **Know Your Market**

Who is your target audience? Who are your competitors?

What are their business models? How will you differentiate?

- **Show Your Business Model**

How is your business idea sustainable? How will it scale to meet current and future market opportunities?

- **Prepare Your Balance Sheet**

How are you (will you be) financed? What is your plan to procure more, and on what timeline? Effects on debt/equity?

What is your plan for funding should you win the **\$10,000**?

- **Define Your Goals**

What current traction/phase of development are you in?

What milestones do you have for growth? What success stories/metrics can you share?



Get Funding

Round 1 (November 13, 2020)

- 1st place - USD5,000
- 2nd Place - USD1,500
- 3rd Place - USD500

Round 2 (April 2021, TBD)

- 1st place - USD10,000
- 2nd Place - USD4,000
- 3rd Place - USD1,000

You can do it! Good Luck!

Questions? Contact Innovation Factory
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