

Pitch Prep Series

Summary: The 43North business plan competition announced 113 semifinalists for its \$5 million in prizes on July 15, 2014. With more than a dozen semifinalists residing in various WNY Innovation Hot Spot Incubators, a Pitch Prep Series was quickly executed to help incubator clients move forward. Final pitches were held August 20 – September 3, 2014.

- 1. Reception (7/18/2014):** Congratulating semifinalists and outlining plans for STOR and Innovation Hot Spot to provide assistance

Thirteen companies attended.

- 2. Investors' Perspective featuring Rami Katz of Excell Partners (7/28/2014):** Money matters! Experienced investors will share insight into the personal qualities they look for in founders when making investment decisions.

Nine companies participated in a classroom setting.

- 3. Elements of the Pitch featuring Patrick Finan of Block Club Creative (8/6/2014):** Get Started! Seasoned entrepreneurs will cover dos and don'ts, the proper balance of technical and business information, and knowing your audience.

Eight companies participated in a classroom setting.

- 4. Accounting counseling with Mark Kane of the Kane Firm (8/12/2014 – 8/13/2014):** Organization counts! Licensed accountants will address what prospective funders look for in evaluating balance sheets, income statements, and cash flow pro formas.

Nine companies participated in in-person counseling sessions.

- 5. Pitch Practice with Bela Musits of High Peaks Venture Partners (8/15/2014 – 8/22/2014):** This is it! Founders will look into the camera and make their pitch and get feedback from judges.

Eleven companies participated in online simulations mimicking their formal 43North pitches.

- 6. Instruments of Investment with Diane McMahon, corporate attorney (8/28/2014):** They really like you! Attorneys will cover the details and logistics of bringing investors on board, from term sheets and operating agreements to contracts and closings.

Seven companies participated in a classroom setting.