



Start:ME

Community Tradeshow

Session Eight

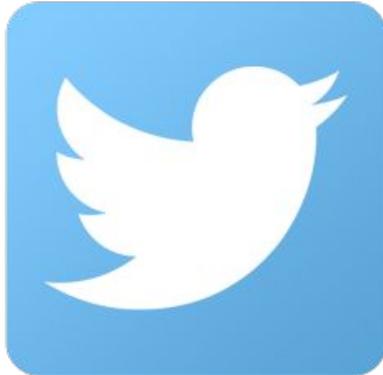
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Start:ME session objectives

- 1 Network with community resources
- 2 Pitch businesses for practice peer-rating



Review last week's assignments

- 1 Develop networking plan for Community Tradeshow
- 2 Prepare pitch for practice peer-rating
- 3 Continue developing funding needs



Peer Rating – Core Aspect of Start:ME

- **We are a peer-based program (not expert driven)**
 - We teach and coach one another
 - We actively provide feedback
 - We evaluate and assess businesses that are most promising/“ready”
- **We ask you to rate your fellow entrepreneurs as a valuable feedback tool**
 - Mentors
 - Customers
 - Lenders
 - Peers
- **Do not to praise or discourage**
 - Show you where you stand based on peers and mentors feedback
- **Use for focus and fuel**
 - Only the final rating counts
 - You have a final rating and chance to pitch again on Pitch Night (final session)



Key feedback focus areas

**THE SKILLS /
BACKGROUND**

**PROMISING
PRODUCT /
SERVICE**

**CLEARLY
DEFINED
MARKET**

**STRONG
FINANCIAL
OUTLOOK**

**STRONG
CAPITAL LOAN
PROPOSAL**

Think like an investor. Be honest. Learn/build on results.



Peer Rating Categories / Sheets

For each member of your group assign a number of 1-4 in each box.

DO NOT rate yourself.

1= Strongly Disagree; 2= Disagree; 3= Agree; 4=Strongly Agree

SKILLS / BACKGROUND	PROMISING PRODUCT or SERVICE	CLEARLY DEFINED MARKET	STRONG FINANCIAL OUTLOOK	LOAN REQUEST
the entrepreneur has the skills and experiences to succeed in their industry	the entrepreneur has a product or service that meets customers' needs	the entrepreneur understands their core customers and how to reach them	the entrepreneurs has a strong understanding of their finances and strong and realistic projections	If you were in charge of the loan funds, would you fulfill their loan request?
<i>1 to 4</i>	<i>1 to 4</i>	<i>1 to 4</i>	<i>1 to 4</i>	<i>Yes or No</i>



Your three assignments this week

- 1 Continue refining Excel Financials
- 2 Update Business Plan on a Page (Capital Needs)
- 3 Continue drafting written Business Plan

Extra!

