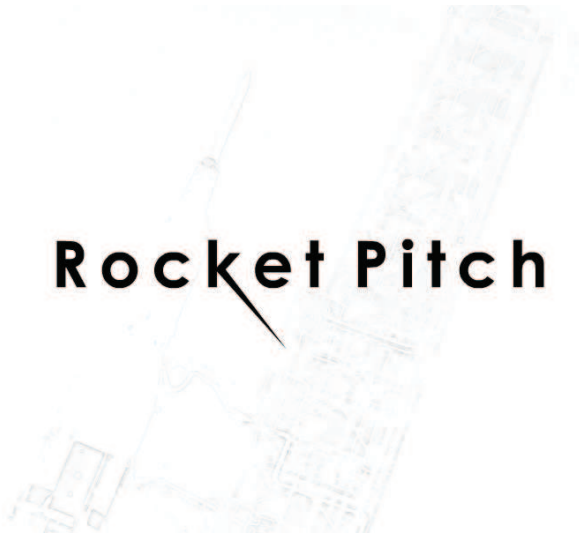


Welcome to the Rocket Pitch Program!



The Rocket Pitch is a powerful and disciplined format to present a new business idea. In this program, you will learn the basics of a Rocket Pitch and its various uses.

You will have the opportunity in the course of the program to view real Rocket Pitches by current and former students at Babson College. You also have the option to participate in practice exercises designed to reinforce key learning points.

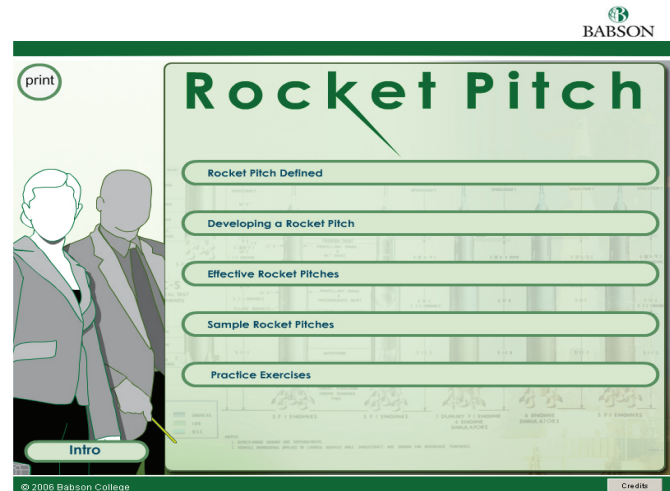
There are five sections to the program and they are as follows:

- Rocket Pitch Defined
- Developing a Rocket Pitch
- Effective Rocket Pitches
- Sample Rocket Pitches
- Practice Exercises

At the end of the Rocket Pitch program, you will be able to:

- Describe the features of a Rocket Pitch Presentation, its key components and how and why it is used;
- Describe the steps to prepare and develop a Rocket Pitch;

- Identify the best practices to follow when making a Rocket Pitch;



The program is designed for you to proceed through the content in a linear fashion. Click on the next and back buttons on the bottom of the screens to move forward and backward through the program. You also have the flexibility to view the sections in any order by clicking on the house icon to return the main menu then selecting another section. If there is a video clip associated with the screen you are viewing, a video icon will appear. Click on that video icon to play the video. Lastly, if you want to print this presentation and the transcripts from the video, click on the print icon to launch and print the PDF of this presentation.

Rocket Pitch Defined

When you hear the term, Rocket Pitch, what comes to mind? Do descriptive words such as fast, comprehensive, or concise come to mind? Those adjectives certainly describe the Rocket Pitch presentation, but it is a lot more than that.

The Rocket Pitch provides a vehicle for describing a new business idea in a clear, concise manner. In fact, a Rocket Pitch must be delivered in three minutes or less. Research has shown that people makes up their minds in less than 90 seconds

as to whether they want to know more about an idea. So developing a 3 minute Rocket Pitch requires a significant amount of time, thought, practice, and revision.



From an entrepreneurship process perspective, creating a Rocket Pitch early and refining the pitch as the business opportunity develops allows the entrepreneur to stay focused on the nature of the opportunity. The ability to articulate an opportunity at any time and in any environment is an essential tool of a skilled entrepreneur.

The Rocket Pitch is also a great opportunity to practice organizational and preparation skills. Command of these core skills is invaluable in a broad range of professional situations where preparation, practice and clear communication are critical to success.

The framework of the Rocket Pitch presentation is simple: the presenter has three minutes and three slides to tell a story to potential investors, or other interested parties. The challenge is to frame the business idea and message clearly and consistently within the three minute timeframe.

Let's view a complete Rocket Pitch to get us started. Then we will focus on the goals and components of a successful Rocket Pitch. Click the video icon below to play the video.

The main goal of a Rocket Pitch is to illustrate a business opportunity. Preparation is key to ensuring that every single person in the room has a vivid picture of the opportunity identified and the value that can be

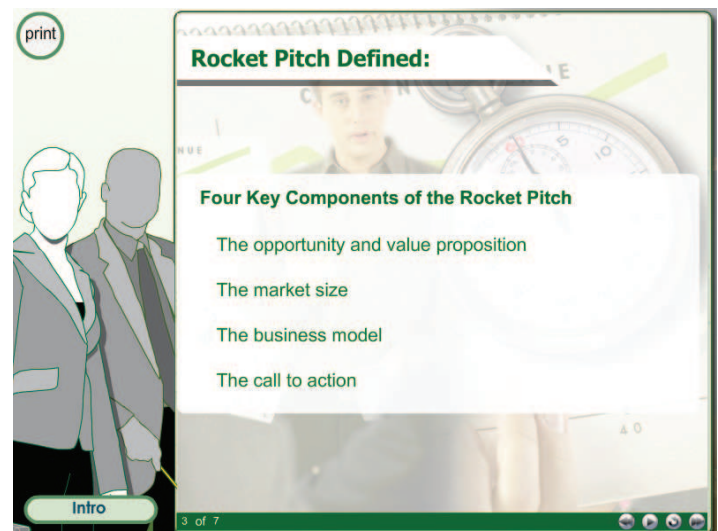
created once acted upon. A pitch needs to be clear and straightforward and not overly technical.

All audience members must be able to understand, and even paraphrase, the nature of the opportunity after hearing the entrepreneur's Rocket Pitch. If the listener cannot accurately articulate the entrepreneur's vision, the pitch needs further refinement.

Making an effective Rocket Pitch begins with having



a strong grasp of its four major components. All components are needed; leaving a component out will create a gap in the story you are trying to tell. The four components simply answer the questions: What's the problem? What's the solution, Who will it help? Can I make money? And what do I need in order to move forward?



In other words, the four key components of a Rocket Pitch include:

- **The opportunity and value proposition**
- **The market size**
- **The business model, and finally,**
- **The call to action.**

Let's review each of these.

Some of the greatest entrepreneurial ideas are born from customer pain – a problem with existing products or services. With this in mind, it is important that the business opportunity align with customer need. Simply put, an opportunity is the identification of a problem with a desired solution that enters the market at the right time. This is the most important component of a Rocket Pitch.

It should be clear how the product or service solution that is being proposed will address a customer point of pain. If there are enough people with the same pain, there may be an opportunity! What also must be clear is how the solution will differ from the competition's solution. This is the Value Proposition. Value



propositions are often used to describe the value added of a product or service and highlights competitive advantage.

Other sources of opportunity are changes in technology, trends, social changes, regulatory changes, or emerging market segments. In the case of breakthrough technology, customers may not recognize current problems. As a result, the pitch must capture the audience by illustrating what the future could be and how the world will be impacted. Rather than recognizing need, such a pitch must create need.

Take a look at this example of a Rocket Pitch presentation where the presenter describes how his product will address a customer need or point of pain. Click the video icon below to play the video. The video will begin at the point where the value proposition is discussed. You can also view the video in its entirety by using the control buttons at the bottom of the video player.

The value of an opportunity is strongly correlated with the size of the market and the percent of the market a business is likely to capture. Keep in mind that industries are a conglomeration of like organizations but markets are comprised of customers. Identifying what customers will be most attracted to your product



or service, also known as the target market, is an important first step in understanding market size. Once the target market is understood, estimating market size and demand potential is a logical next step.

Take a look at this example of a Rocket Pitch presentation where the presenter describes the market size. Click the video icon below to play the video. The video will begin at the point where market size is discussed. You can also view the video in its entirety by using the control buttons at the bottom of the video player.

The third component of the Rocket Pitch is the Business Model. It is very important to give your audience a clear picture of the business model in a Rocket Pitch. Potential investors want to be able to easily visualize how revenues will be generated from the product or service.

Since a strong business model is often one part product and one part infrastructure, investors will want



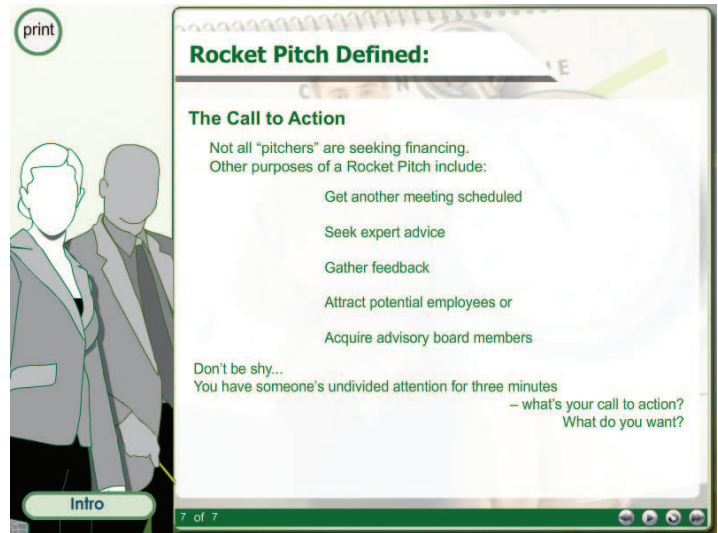
a quick overview of the key logistical and operational aspects of the business, but don't get bogged down in the details of operations. A quick sentence or two on logistics should give enough information and interested parties can ask the detailed questions later. Too much information can be the demise of a good Rocket Pitch!

Some of the key questions that the business model section of the pitch may address include: How will the product be put on the market? Will it be sold from a storefront or over the Internet? How much of the business will need to be outsourced and why? Are there supplier agreements? What are the revenue and cost drivers? Again, not all questions can be answered in the Rocket Pitch, so consider what's most important to the type of business being presented.

Take a look at this example of a Rocket Pitch presentation where the presenter describes a business model. Click the video icon below to play the video. The video will begin at the point where the business model is discussed. You can also view the video in its entirety by using the control buttons at the bottom of the video player.

The last component of the Rocket Pitch is the Call to Action. Every Rocket Pitch has a different purpose and not all "pitchers" are seeking financing. Perhaps, the purpose of the pitch is simply to get another meeting scheduled, seek expert advice, gather feedback, attract potential employees or even acquire

advisory board members. Whatever the purpose of the pitch, the time is now to ask for what you want. Don't be shy. You have someone's undivided attention for three minutes – what's your call to action?



Take a look at this example of a Rocket Pitch presentation where the presenter wraps their pitch up with a call to action. Click the video icon below to play the video. The video will begin at the point where there is a call to action. You can also view the video in its entirety by using the control buttons at the bottom of the video player.

Developing a Rocket Pitch

A convincing pitch requires practice, practice, and more practice. Some entrepreneurs have stated that they have spent more time developing their Rocket Pitch than a business plan presentation. Rehearsals with friends, colleagues, and others will help ensure that the pitch is clear, within the 3-minute time limit, and that there is effective coordination between their narrative and the slides. Unlike longer presentations, a Rocket Pitch should be written before working on the presentation. A Rocket Pitch is approximately 500 words.

Take a look at this interview. Two Babson students discuss how they prepared for their Rocket Pitch, the issues they encountered and the strategies they used. Click the video icon below to play the video.

The Rocket Pitch is not just about content; it's also about style. Not only is a business opportunity being described; the image of the entrepreneur is being projected. Research has shown that investors invest in the person or team before they invest in a business

idea. A quality lead entrepreneur or entrepreneurial team will be able to grow a business rather than launch a single product. So, the value of the pitch and new venture is a function of the opportunity AND the entrepreneur.



Effective “Pitchers” use honed social skills to gain the knowledge and information you need to ensure a successful pitch. These skills include:

- Social Perception – in other words, read the audience on the spot and adjust if necessary.
- Impression Management – dress appropriately and use confident articulation
- Persuasion and Social Influence – tailor the pitch so that it appeals to the audience. Make it personal when possible.

Remember That First Impressions Matter

- Be confident
- Show passion and be expressive, and

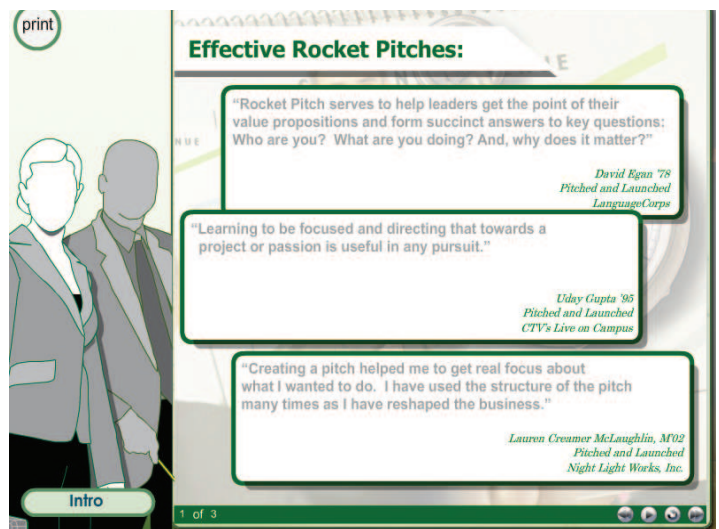


- Polish and practice the Rocket Pitch

Effective Rocket Pitches

The Rocket Pitch is a staple of the Babson community. Each year, we have a day devoted to Rocket Pitches, when undergraduate and graduate students on campus can present their ideas to other students, alumni, faculty, investors and other friends of the College. It’s a high-spirited, adrenaline-pumping event where students truly learn the value of 3 minutes with 3 slides.

Here are some quotes from students who have discovered the value of preparing a Rocket Pitch:



“Rocket Pitch serves to help leaders get the point of their value propositions and form succinct answers to key questions: Who are you? What are you doing? And, why does it matter?”

“Creating a pitch helped me to get real focus about what I wanted to do. I have used the structure of the pitch many times as I have reshaped the business.”

“Learning to be focused and directing that towards a project or passion is useful in any pursuit.”

Before we review the key themes in the context of these past presentations, let’s review a few do’s and don’ts.

Remember to:

- Hook the audience with an opening that is attention grabbing then continue with a simple, engaging story that sustains audience attention.

- Use 1 or 2 sentences to concisely describe the business
- State the problem or customer pain.
- Clearly describe the value proposition that highlights competitive advantage.
- Show passion and enthusiasm so the audience will want more.
- Be in command.
- Focus on the opportunity, describe it clearly, and present slowly.

What not to do:

- Don't speak too fast. Make sure you have timed what you are going to say for each slide.



- Don't use a lot of technical jargon. It's best to keep it simple so that you have 100% audience understanding.
- Don't show operational details or financial details that will be hard to follow in a short period of time.
- Don't read your slides. Remember, you are telling a story.
- Don't exceed the time limit, but use all the time allotted.

Rocket Pitch Video Clip 1

Hello everyone. My name is Adam Boyce and my experience as a scientist allowed me to learn some very interesting things.

For example, when you put a lotion on with an SPF 15 or an SPF 30 and you go outside, you think you're protected from the sun. However, the reality is you are not.

The problem is your sunscreen does not provide you full protection from ultraviolet radiation.

SPF is a measure of your protection against UVB radiation; however, UVA radiation has proven to be more damaging as it can penetrate deep into the skin and cause more damage, damage that can lead to skin cancer.

Skin cancer is the number one form of cancer today, and over 1 million Americans will be hospitalized this year alone.

Not only this is UVB rays are considered your burning rays; UVA rays are considered your aging rays. They're causing you wrinkles, your sagging skin, your age spots, and even your tough leathery skin.

Now while it might be cool to look as tough as Clint Eastwood, not everybody wants to look like an old cowboy with a leather mitt for a face.

Now I say this jokingly, but in all seriousness, people deserve better protection, and that's exactly why I'm standing in front of you today.

We at Blue 42 Nanotechnologies have a solution that can provide you with the best protection from ultraviolet radiation, protection that can help you to prevent getting skin cancer and protection that can help you to look younger, longer.

What we will do is use a proprietary Quantum Dot technology that can create nano-crystals out of your naturally occurring ingredients, zinc oxide or titanium dioxide. What's unique about our technology is that we can actually tune the nano-crystals to cover the full spectrum of ultraviolet radiation. By changing the size and shape, we can precisely control your protection against UVB and UVA radiation.

What's also unique about our technology is that we can actually absorb more UV light energy than is

possible today, meaning that not only will you have a fuller protection, you'll have a stronger, longer lasting one, too.

Now our strategy is to manufacture and market this technology to companies in the sun care and cosmetics industry, companies like Schering-Plough selling their Coppertone products, and companies like L'Oreal selling their high-end cosmetics.

The sunscreen market was a \$3.5 billion industry in 2003 and was growing at a rate of over 14.9%. With over 50 potential customers, our nano-crystal technology has the potential to affect over \$7.2 billion of sales by 2008.

Now we believe that our technology is the most innovative form of protection that is possible today. It is protection that will help you prevent getting skin cancer, and it is protection that'll help you to look younger, longer.

Again, my name is Adam Boyce. This is Blue 42 Nanotechnologies. I thank you for your attention.

Rocket Pitch Video Clip 2

Good morning everybody. My name is Chris Anderson, and I'm here to talk to you about Metro Transport Payment Systems.

MTPS is a business built around my passion for making your lives a lot easier when driving around urban areas and paying for parking.

Let's think about today's way of how you pay for parking. You pull into a parking space on the side of the street, you find a parking meter, you dig for loose change, and you pay the meter if you have the loose change.

Some new technologies in cities today called "Pay and Display" are allowing you to walk down the street. You pay a machine with credit card, cash, or coin. You walk all the way back to your car and put a receipt on your dashboard. And then you get on your way. And what does that mean for you if it's raining outside or if you're running late for an appointment? Good luck.

So let's talk about what MTPS can do for a new parking process. Through the technology of Radiofrequency Identification, you park your car, and the tag in your car will automatically connect to the parking meter on the side of the street, which then transmits your secure information to the city's database.

This information then travels between your financial institution and municipality to actually make the transaction happen, and it also allows for valuable add-on services.

For the city: remote monitoring and diagnostics.

For you: subscription services to find out where and when parking spaces are open in real time.

Now it's also important to note that, in the Northeast, there are 7½ million users of EZ Pass between New York and New Jersey, and another 600,000 users of FastLane in Massachusetts. This is also growing at a rate of about 12% per year, and this is a RFID technology that's already being used, which implies a very large user base.

So let's talk about the financial opportunity.

Today, there's a \$15 billion market covering the Public Sector Parking Equipment industry. There are

4½ million parking meters alone in the United States, and every year, about 2 billion dollars in quarters pass through these parking meters.

So what does this really mean? It means we have a very lucrative opportunity.

Let's take an example: Worcester, Massachusetts, has a network of 1700 parking meters. Last year, they collected \$320,000 in coins from these meters. Now, if you take a step back and think about what these parking spaces represent, they represent revenue. And for the city, each space represents a certain amount of money that it should collect. Multiply that times the number of days in the year and hours that people should park and the number of times people ought to pay. The city of Worcester should have collected about \$4 million in an ideal scenario.

Now nobody expects to actually collect the full \$4 million, but to add to this, last year the city of Boston did a test on offering more flexible payment options to motorists.

That test found that revenues would increase by 22% when offering new ways for motorists to pay for parking. So, Metro Transport Payment Systems would be a business built around offering product and system integration to municipalities as well as valuable services to these same customers as well you, the motorist.

Once again, my name is Chris Anderson. This is Metro Transport Payment Systems, and I look forward to speaking to you after the presentation.

Rocket Pitch Video Clip 3

Hello. My name is Carmen Ferrara, and I'd like to introduce you to iPresent Communications. But first, I want to give you a quick example of how our software can be used to improve your sales effectiveness.

Let's take a salesperson: Kate. Kate is looking to get a meeting with a new prospect, Jim. Kate sets out using her standard set of tools, and a couple of e-mails, a few voicemails later, she's still unable to get that meeting with Jim.

Now, what if Kate could sit down in front of her laptop and record an audio or video presentation synchronized with a set of PowerPoint slides, where Kate could clearly describe the benefits of her product, and she can talk about, specifically, how her product solves a problem she knows Jim has been experiencing. She could attach a customer testimonial and a product white paper directly to the presentation.

Then, she can send this professional-looking, multimedia presentation to Jim as a link in an email, asking him to view it when it was convenient for him.

Finally, Kate would automatically be e-mailed once Jim had viewed the presentation, and she could follow up with a call.

Now what if all of this could happen in about the same amount of time that it takes to write an email or leave a voicemail?

Well, it can.

This sales example is just one way that our software could be used, but I think it illustrates what iPresent is all about, which is improving web communications through the use of rich media.

Rich media communications combine audio, video, graphics, and other web-based content into a dynamic, synchronized online presentation that can be viewed by anyone with a web browser.

So what exactly is iPresent?

Well, iPresent is a software service that allows anyone to be able to create, manage, and distribute compelling rich media presentations, training materials, online e-learning courses, or demos over the web.

Our platform consists of two primary components: iPresent Producer, which is a powerful desktop

authoring tool, and iPresent Online, which is a multimedia web-log publishing service.

Both tools work seamlessly together.

So why is our software better?

Well, it works the way you work. It integrates with PowerPoint, so it allows you to quickly create dynamic presentations in an environment you're already familiar with. It is a self-service application and is designed for ease of use, so it requires virtually no training.

An online account can be set up quickly, and you can begin publishing your first presentation in a matter of minutes.

It is an affordable and flexible, hosted application, so there is no IT infrastructure required, no expensive hardware or software to install or maintain, and there are no setup fees. It is truly a new approach to online training and communications.

Our service is unique in that it is the first service of its kind to combine rich media authoring with multimedia web-log publishing.

iPresent's value is in the ease of use features, its painless and flexible service model, and its ability to deliver just the right set of features to help you meet your online communications objectives.

Thank you. If you'd like to take a look at our software, please step by our booth after. Thanks.

Rocket Pitch Video Clip 4

Hi. My name is Kelly Griffin, and I took a shower this morning. I am hoping for the sake of the individual that's sitting next to you, you did as well.

But did you ever stop to consider what it takes to manufacture the towel that you use to dry yourself off with?

Well, let me share some information.

Behind corn, more pesticides are sprayed on cotton than on any other agricultural crop grown in our country. It takes almost two-thirds of a pound to a full pound of pesticides and other synthetic chemicals to manufacture the one towel that you used this morning. But what's even scarier is that, according to the EPA, 7 of the top 15 most commonly used pesticides are likely or known to cause cancer.

So this is where Erben Ansel comes in.

Erben Ansel is a retail company that provides consumers, like ourselves, with home furnishings and decorative accessories that are not only environmentally friendly and safer to use, but also still stylish.

So besides your organic cotton bath towels, other product categories would include that of furniture.

Dining room tables are created from faster growing, more sustainable hard woods that are free of formaldehyde. Additional bed and bath items would include items such as your shower curtain, or a bath mat that matches your bath towels, or a duvet for your bedroom.

Accessories include items such as a recycled glass vases, or soy-based candles with lead-free wicks, or recycled aluminum candle holders.

So I'm sure you're really wondering, "Is there a market for these items?" Well, there is. It's a \$440 million market that's growing at 20% year, and it's expected to continue at this rate for at least the next 5 years.

Now, at this time, this is still a highly fragmented market. There is no company or companies that are clearly dominating this segment. Now, along the same lines, however, the suppliers are still relatively small.

So this is where Urban Ansel can really benefit from

some of these aspects in terms of the fact that we can purchase items in low minimum order quantities. In addition, in speaking with these suppliers, they're very receptive to working with companies in order to create exclusive products.

Now, Erben Ansel intends to have 30% of its product line being exclusive to the company. This is very similar to Pottery Barn or Crate and Barrel that have incorporated this strategy into their business plan as well.

Now please keep in mind these are durable goods. They have high gross margins of 65% and higher, even as high as 95% for some of the textile items.

So how can you order these products?

Well, you can either log onto ErbenAnsel.com and purchase directly off the internet or you can purchase through a catalogue that would be mailed out approximately three or four times per year.

So, at this time, Erben Ansel is looking for additional team members. I have a strong background in retail and retail management, and my partner has a background in furniture design and material application. And we're looking for additional team members.

If you want to learn more about the company or our products, once again, my name is Kelly Griffin, and I'm available after the presentation. Thank you very much for your time.

Rocket Pitch Video Clip 5

Hello everyone. My name is Amanda Santos. I'm an MBA student here at Babson, but formerly, I was a researcher at biotech and pharmaceutical companies.

I'm here to present my new business venture, Scientific Solutions.

Our mission is to bring the right treatments to the right patients.

1.4 million people this year will be diagnosed with cancer. This means that almost everybody in this room will be directly or indirectly affected by cancer.

Unfortunately, the most common method for most cancer treatments is trial-and-error.

We feel that this can be greatly improved by leveraging new drug design methods, which help doctors link diagnosis and treatment much more effectively. My company will be doing biomarker testing.

A biomarker is an indicator in the body, which indicates which patients will respond to certain drugs. We will run tests for known biomarkers, in which pharmaceutical companies have already found the biomarkers and have already developed the tests.

Here are a few of these tests:

Volume and multi-placing will allow us to greatly reduce our costs.

We will run a battery of standardized, automated tests on one sample set of patient material. This reduces patient discomfort, cost, and turnaround time.

Additional tests for multiple biomarkers are minimal. This is achieved through economies of scale and economies of scope.

Automation and standardization of testing will allow us to do this.

Our customers will be hospitals and clinics. They will use us because either they don't have this testing in-house currently or because, if they do, they're probably only testing for one biomarker, the most common mutation.

This can be ineffective at finding the cause of the mutation. For instance, the drug arrestor which was approved for lung cancer may also work on head and

neck cancer patients with the same biomarkers.

If a patient is tested at our facilities and is found to have the same biomarkers as those lung cancer patients, they may be able to get into ongoing clinical trials.

Hospitals and clinics will use this because it will be cheaper for them to outsource this testing to us rather than to develop this testing in-house.

We will test for all known biomarkers and all cancer types. Our focus on this type of testing will allow us to be a one-stop shop for biomarker testing.

Our automation will allow us quick turnaround times, and we will set a standard for best practices to ensure reliable, consistent results. No more variation between testing centers or people doing the tests.

There's a benefit to humanity in a good business in improving on the current method of trial-and-error cancer treatments.

Rocket Pitch Video Clip 6

Unfortunately today, I must start with two somber statistics.

Ten people will die in the next hour of a healthcare-acquired infection. Additionally, eleven people will become sick with a healthcare-acquired infection before I finish this pitch.

My name is Michael Perlmutter and, along with Nancy Dubois, a former Stanford Medical Center nurse, we've started Immacule Technology, a company that's leading the fight against healthcare-acquired infection.

As you can see here, the Immacule solution involves the patient transmission chain of nosocomial or healthcare-acquired infections.

If you look at the chain here, you can see that bacteria and viruses in hospitals are put on inanimate objects such as a bedside table, the bedrail, or the sink area. Then, the patient touches that, puts their hands to their mouth, and contracts the healthcare acquired-infection.

Our solution, which is patented by Solutia Incorporated, a diversified chemical company, combines an antimicrobial technology, so a germ- or bacteria-killing technology, along with a unique delivery system, namely a medical film similar to the window film that you guys put on your windows when you want to keep the heat in.

That technology changes the patient transmission chain for healthcare-acquired infection from this to that, where you only have the healthy patient leaving the hospital after a prescribed period of time.

Now we are the only complete solution in the healthcare-acquired infection space, as we compete mostly with disinfectants and cleaners or catheters, which, generally speaking, affect 1 point of the chain but not the whole chain themselves.

We put together a board with over a hundred years of experience in both medical film technology as well the simple startup technology that is necessary to create any startup business.

We've already raised a significant amount of capital that's going to take us through, approximately, the first year and a half of production. But the problem is worse than those statistics I started with.

The problem goes much farther than that. Approximately 90,000 people every year in the United States alone die from a healthcare-acquired infection.

Now about 2 million people or 5-10% of people who go into hospitals, overall, will get one of these healthcare-acquired infections, which costs hospitals \$5 billion or between \$40,000 and \$60,000 per patient to fix the problem. Then again, we have broad-sweeping legislation that's going around the country because people have readily identified this problem, and the legislation is going in 39 states, six of which it's already passed, and 33 of them where it's pending and will probably pass over the course of the next year.

Now this legislation makes all of the statistics of healthcare-acquired infection available to the general public via website, but that is only the beginning of a solution to healthcare-acquired infection.

What we need is a complete solution. We need the Immacule solution, the solution that's leading the fight against healthcare-acquired infections.

Thank you very much. My name, once again, is Michael Perlmutter, and along with Nancy Dubois, we are running Immacule Technology. Thank you very much.

Rocket Pitch Video Clip 7

Good afternoon everybody. My name is Jason Reuben, and I am an undergraduate student here at Babson College.

The business that I would like to pitch is called Shoham International.

Over the summer, I worked for a jewelry manufacturer. My job was to help the designer in the whole process of taking the customer's sketch and turning that piece into an actual ring.

That process takes about 15 days, and the reason why it's so long is because the customer has to scan in or mail in some kind of sketch or model that he thinks he wants his jewelry to look like. He will send that to the designer. The designer will have to make a digital prototype and send it back to the customer for their authorization. The customer has to approve. It gets sent back to the designer. The designer has to make a 3D-rendered model. The 3D-rendered model must now get approved by the customer. Once the customer actually gives the final approval, there's lag time on how the transaction is going to proceed.

After that process, finally, the ring has to be manufactured.

There has to be a better way.

The online jewelry industry is a huge market. It's \$3 billion.

In the next five years, it's going to double.

Online jewelry is 5% of the market right now, and online sites, such as Blue Nile and other jewelry companies, use the same basic template for selling their jewelry.

They don't give the customer the ability to customize their piece.

The customer must just look at a catalogue and pick the ring. They don't even have a 3D-rendering. Jewelry my way, which is basically the prototype that we have up here on the board today, lets the customer, in a real-time capability, create their own ring by setting their own mounting, choosing from 300 different varieties of bands, choosing from different diamonds, colors, different sizes, different quality – all real time.

The program will basically know what the market value is for gold, what the actual price of the diamond is at that present day. If the customer goes on the website three weeks later and diamond prices go up, the website will be able to identify that, and prices will be adjusted.

It's about time that the jewelry industry decided to go the "just-in-time" route.

Why pay so much for jewelry pieces when you don't have to?

The reason jewelry markup is so high is because the manufacturer and the retailer has to put in place some allotted amount of money for rings that aren't sold. The inventory is just so high, and just-in-time jewelry will fix that problem.

Where we would basically position ourselves compared to the retail stores and online jewelry stores are, we'd be on the higher customization section with a lower price than the retail jewelry stores and just a slight higher price than the online retail stores because of our 3D software and our fast delivery process.

The competencies that I bring to the table: my family has been in the jewelry and diamond industry for over 25 years now, and I, myself, am the president of Orion, which is a men's diamond belt company.

I live in breathe the luxury industry, and this is why I know it will succeed.

I've already been able to secure first round of funding, which is going to take me through for the next four months, but now I need your help.

I need you to take me to the next level.

I need the second round funding, where I can actually produce this prototype, have a patent on it, have it stay in America, and if you guys have any questions or would like to hear more about this idea, please stop by inside the lounge, and I'd love to speak with you.

Thank you so much.

Rocket Pitch Video Clip 8

Good morning everyone.

My name is Rich Enos, and I'm CEO and co-founder of a company called "Study Smart."

We're an educational services company that provides tutoring programs for families and schools.

We compete with companies like Kaplan, Princeton Review, or Sylvan, but we're able to command higher prices and stronger margins because we offer a more personalized level of instruction and also the convenience of working either in your own home or at your school.

I'm here today because we're looking for a \$2 million investment, and I'm going to hit on three reasons that I think you should consider investing in us.

The first has to do with our track record. I founded the company back in 1999 after working for Kaplan. Today, we're a \$2.5 million company. We have offices that service Boston, New York, Philadelphia, Washington DC, and Chicago. As you can see from our sales numbers, we've averaged a 134% annual growth over the past five years. In addition, in 2004, we were able to pull down 10% net margins.

The key is that we have accomplished all of that through bootstrapping and a relatively low level of revolving credit lines and personal investments.

My second point has to do with the tutoring market opportunity. We want to use the \$2 million to take advantage of two key opportunities.

The first is the continued geographic expansion of our existing business model into new cities. College admissions is getting more and more competitive every year, and it's that competition that drives the growth of a company like ours. No tutoring company to date has emerged as the nationwide leader in one-on-one tutoring, and we think we have the opportunity to do just that. In addition, we'd like to use the \$2 million to take advantage and extend our services into the No Child Left Behind.

This is a \$2 billion tutoring market that emerged virtually over night as a result of new federal education legislation back in 2001. It's a direct extension of what we already do, and we believe we can leverage our know-how in this area to take

advantage what's an enormous and still emerging opportunity.

Third and finally, I wanted to just touch on the infrastructure that we've put into place.

This includes a management team with over 40 years of industry experience.

It also includes key investments in developing a fully turnkey and scalable business model. If there's one thing that we know how to do well, it's find a market, open an office there, and drive the sales of that market.

Lastly, we've also made significant IT investments. The most recent example of this is a fully web-based CRM platform. It manages a lot of our backend, it automates a lot of our processes, and it also ties directly into our performance management system, which is what drives the growth of our business at every level of the organization.

In summary, I guess what I'd say about Study Smart is that you have a company in a high-growth market with a track record of success that takes some of the risk out of your investment, and the platform to manage 8-10 times the amount of business that we're currently doing.

Thank you guys very much. It's been a great opportunity to present today, and good luck to everyone else who's presenting.

Rocket Pitch Video Clip 9

If you think it's hard to find jeans that fit, you're not alone.

On average, people have to try on 9 pairs of jeans before finding a pair that fits.

So what's making it so difficult?

Well, we live in a diverse world. We all are different body shapes. We all wear different sizes, and we certainly all have different style preferences. And I'll couple this with the fact that there are hundreds of denim brands with thousands of styles to choose from, and to top it off, there is no standardized sizing scale in the apparel industry.

So what this means is that you might be a size 6 in one brand, an 8 in another brand, and a 10 in yet another brand, so it's no wonder that 70% people complained about fit.

To solve this problem, we're launching the first retail apparel store 100% optimized for fit.

True Jeans is an online jeans store that sells a variety of existing name-brand jeans such as Levi's, Seven, Citizens, Diesel, and many others. Therefore, we make money by selling jeans. There's no custom manufacturing involved. We have proprietary software that allows customers to purchase jeans that fit over the Internet easily and reliably.

We'll be able to tell you exactly which brands of jeans and what styles fit you the best.

The jeans market is huge. It's a \$14 billion market with our primary adjustable market of online jeans sales at an estimated \$600 million.

In addition, it is expected that online sale of apparel will grow at a compound annual growth rate of 16% over the next five years, and True Jeans projects gross margins at an average of 40%. So as you can see, this is a very attractive market with a clear need for a product like ours.

True Jeans' customers follow three simple steps to find and purchase jeans that fit: measure yourself, choose style preferences, and buy jeans that fit. So customers follow an easy-to-use sizing wizard with detailed instructions to help them take measurements of themselves and enter those measurements online.

Our proprietary software will then create a personally ranked catalogue of jeans that fit based on each customer's unique body measurements and body shape.

Customers can then select a specific garment they're interested in and look at the pair of jeans to see additional product details as well as specific details about how that pair of jeans fits their body in each of their key body areas.

This truly makes buying jeans online easy and reliable. Customers at True Jeans measure themselves once and can eliminate the dressing room forever.

I'm Romney Evans, and I'm Jessica Arredondo.

True Jeans is looking for \$500,000 in financing to fund our launch and first stage operations.

We thank you so much for coming today and look forward to speaking to you after the presentations.