



# MICHIGAN'S NEXT BIG IDEA

## SBAM Pitch Competition

### TIME BREAKDOWN (120 seconds total)

#### 0:00-0:15 — The Hook

##### Start strong

- Who you are (individual's name)
- Company name
- The problem you're solving (real, urgent, specific)

*"Hi, I'm Jane Smith, founder of Acme Inventory Solutions. Small manufacturers lose thousands every month due to outdated inventory systems."*

#### 0:15-0:40 — The Solution

##### What you do and why it's different

- Your product or service
- What makes it unique
- Why it works better than current options

*"Acme provides an AI-powered inventory platform designed specifically for small manufacturers – simple, affordable, and fast to deploy."*

#### 0:40-1:10 — Market & Customer

##### Prove this is a real business

- Who your customer is
- Size of the opportunity (high level)
- Current traction (users, revenue, pilots, partnerships)

*"There are over 10,000 small manufacturers in Michigan alone. We currently serve 120 customers and grew revenue 40% last year."*

#### 1:10-1:35 — Business Model

##### How you make money

- Pricing model
- How customers buy from you
- Why the model scales

*"We operate on a subscription model starting at \$99 per month, with strong retention and low customer acquisition costs."*

#### 1:35-1:55 — Team & Vision

##### Why you're the right founder

- Brief background of founder/team
- Why you're uniquely positioned to win
- Long-term vision or impact

*"Our team has 20+ years in manufacturing and software. Our vision is to modernize operations for every small factory in the Midwest."*

#### 1:55-2:00 — The Close

##### End with confidence

- What winning means for your business
- Clear, memorable closing line

*"With SBAM's support, we're ready to scale and help Michigan's manufacturers compete and grow."*

### Video Tips (Judges Care About This)

- Look directly at the camera
- Keep it simple – no slides required
- Good lighting and clear audio matter more than fancy production
- Be confident, authentic, and concise
- Practice until you hit **1:50-2:00 max**

### Common Mistakes to Avoid

- Spending too long on your backstory
- Using jargon or buzzwords
- Forgetting how you/the company makes money
- Going over the 2 minutes