



## Instructions for Pitch Session

*Thank you for your interest in the Juice Conference Pitch Session!*

Prospective participants should first register for the Juice Conference at <http://www.juiceconference.com>. Additional information is available from Skip Bates: [Skip.bates@bangor.com](mailto:Skip.bates@bangor.com).

The session will be divided into stages:

In Round 1, during the morning session on Friday, November 13, participants will be invited to give a 5-minute elevator pitch in a one-on-one setting. The panelists, all experienced bankers and investment professionals, will ask questions and offer feedback regarding the pitch. The Q&A period will be approximately 5 minutes. Each panelist will select two 'finalists' to participate in a second round of pitches on Friday afternoon.

In Round 2, the finalists will present their ideas in a public forum, including a full panel of reviewers. Time will be limited to 10 minutes for the presentation and five minutes of Q&A. The panelists will vote to determine the Top 3 submissions. All of the Round 2 finalists will be invited to an evening reception. The Investor Reception will be an opportunity to interact with experienced investment professionals in an informal setting.

At the Investor Reception, the Top 3 will present their ideas one final time. The audience will vote on the best idea. \$25,000 will be invested in the winning company, based on terms to be determined at a later date. The second and third runners up will each receive \$2500 prizes.

Submissions must include completion of the attached application form. Space is limited to one page. Please complete the form and forward to Terri Wark, at the Small Enterprise Growth Fund: [terri@segfmaine.com](mailto:terri@segfmaine.com).

Success will be determined by the ability of participants to communicate the compelling strength of their business plan, including details provided in the data form.

*Please note: The Juice Conference reserves the right to change the format of the pitch session as needed to accommodate the number of applicants.*

**One Sentence Pitch:**

**Business Summary:**

**Management:**

**Customer Problem:**

**Product/Services:**

**Target Market:**

**Customers:**

**Sales/Marketing Strategy:**

**Business Model:**

**Competitors:**

**Competitive Advantage:**

**Company Profile**

URL:

Industry:

Employees:

Founded:

City/Town/State:

**Contact**

**Financial Information**

Company Stage (check one):

Concept

Product Development

Commercialization (pre-rev.)

In-Market

Expansion

Previous Capital:

\$ Monthly Expenses:

\$ Capital Seeking:

Type of capital seeking (check one):

Equity

Bank Loan

Line of credit

Other \_\_\_\_\_

Additional Information:

Financials (\$ 000's)	2008	2009	2010	2011	2012
Revenue					
Expenditures					
Net					