

How the Foundation Course Delivers Value

to College & University Entrepreneurship Instructors



EXECUTIVE SUMMARY

If you are a college/university entrepreneurship instructor with an investor pitch event (like Shark Tank) at the end of the semester, our *Foundation Course* delivers value to you and your students in the following ways:

1. Saves instructor time
2. Improves student learning outcomes
3. Applies to small businesses AND fast-growth startups
4. Increases student engagement, confidence and excitement
5. Increases alumni and corporate engagement

Value #1: Saves Instructor Time

PROBLEM: Raising capital is one of the most critical skills for an entrepreneur to learn but it can be incredibly time consuming for you to teach because it requires covering multiple disparate skills including the following:

- The fundraising process and what the investor audience is looking for.
- Content creation skills and presentation skills.
- How to create a “Read Me Pitch” and get feedback on it.
- How to create a “Listen to Me Pitch” (slide deck) and practice it.

SOLUTION: Our *Foundation Course* is an online, self-study course that students work through in parallel with your entrepreneurship class and submit two drafts to their teaching assistant (or you/instructor) for review and feedback. This saves you, the instructor, lots of time!

SUCCESS: A Johns Hopkins entrepreneurship instructor used our *Foundation Course* to prepare over 100 graduate students for an investor pitch event at the end of the semester.

Entrepreneurship Professor



“I reviewed Pitch Creator’s online, self-study Foundation Course and I was floored. This is an amazing course and I currently incorporate it in the curriculum of all of my Entrepreneurial Finance classes both in-person and online!”

- Jim Kyung-Soo Liew, Ph.D.
Assistant Professor, Johns Hopkins Carey Business School

Value #2: Improves Student Learning Outcomes

By using our Foundation Course, entrepreneurship instructors of undergraduate and graduate classes have experienced improved quality and consistency of the student investor pitches (both written and verbal presentations).

SUCCESS: An entrepreneurship center director at University of Baltimore saw a 64% improvement in learning outcomes while preparing finalists for an investor pitch competition.

Director of the Center for Entrepreneurship & Innovation



“Pitch Creator has the essential ingredients I need to help founders of all shapes and sizes to tell their story in the clearest, most concise and compelling way. In other words, Pitch Creator makes me be more effective as an instructor and mentor.”

- Henry Mortimer
Director, Center for Entrepreneurship & Innovation, University of Baltimore

Value #3: Applies to Small Businesses AND Fast-growth Startups

PROBLEM: Most other learning resources on the topic of fundraising or pitching investors are geared toward fast-growth (usually technology) startups. This is a problem for many college/university instructors who have students interested in starting a small businesses or other types of companies.

SOLUTION: Our *Foundation Course* teaches fundamental principles of communicating with investors/lenders that apply to small businesses AND to fast-growth startups.

SUCCESS: We've heard from many instructors that what they value most about using our *Foundation Course* is that it allows them to teach students skills that will apply to many types of companies and situations. Our case studies include contact information for the entrepreneurship instructors and they are our best references!

Value #4: Increases Student Engagement, Confidence and Excitement

An investor pitch event (like Shark Tank) at the end of the semester increases student engagement in their business idea and in your class. Qualitative improvements that instructors have reported when using our *Foundation Course* include increased student confidence and excitement around their business idea, and increased engagement and interest in entrepreneurship in general.

Dean of Education



"I purchased the Foundation Course and completed it; going through the University Course now. Very impressed with the content, flow, and ideas presented."

- Josh Smith

Dean of Education, Loyola University of Maryland

Value #5: Increases Alumni and Corporate Engagement

Because of the improved consistency and quality of student pitch presentations, entrepreneurship instructors are able and excited to invite alumni and business leaders to judge their investor pitch events at the end of the semester. This increased alumni and corporate engagement had benefits beyond the classroom and to the college/university more broadly.

Adjunct Professor of Entrepreneurship



"Incorporating Pitch Creator into my entrepreneurial finance course enabled me to fill a big void in the curriculum, namely how to prepare aspiring entrepreneurs for my investor pitch day at the end of the semester"

- Jason Pappas

Adjunct Professor of Entrepreneurship, UMBC