

CASE STUDY



Emerging Technology Centers AccelerateBaltimore 2019

“Pitch Creator enabled us to create an effective and impactful pitch that took our company to the next level.”

FREDDIE EPHRAIM

CO-FOUNDER, SPOTSWASH

WINNER OF THE ACCELERATE BALTIMORE
2019 INVESTOR PITCH COMPETITION



BACKGROUND

- CENTER** Emerging Technology Centers (ETC)
- DIRECTOR** Deborah Tillett
- PROGRAM** 2019 [AccelerateBaltimore](#) program. Six pre-seed-stage companies participated in a 13-week training program, which culminated in a demo day and investor pitch competition.
- RATIONALE** The winner of the investor pitch competition received \$100,000 in seed funding (convertible note). [[Technical.ly article](#)]

CHALLENGES

1. Pitching investors and raising capital is a critical skill for entrepreneurs to learn but incredibly time consuming for the ETC staff to teach.
2. Without proper guidance, entrepreneur investor pitch presentations can be inconsistent, incomplete and ineffective.

SOLUTION

- DIRECTOR** Deb Tillett engaged Pitch Creator to accomplish the following:
- Increase the quality and consistency of the final presentations.
 - Decrease the amount of time invested by ETC staff to teach this topic.
- PITCH CREATOR** We provided the entrepreneurs with access to our online course and supplemented that with individualized Pitch Creator coaching. We also established 8 core learning objectives and scored the entrepreneurs on each as they progressed through the program.

SUCCESS

Quantitative improvement of 62%: The average improvement on the core learning objectives was 62% across the entrepreneur finalists.

Qualitative Improvement: Increased entrepreneur confidence and understanding of how to communicate with investors effectively.

Incubator Staff: Did not have to spend as much time teaching because the entrepreneurs took Pitch Creator's online course and worked with their mentors/advisers to get feedback on drafts.

“

Pitch Creator really is the Rosetta Stone for entrepreneurs. They need to learn a foreign language when they talk to, and pitch to, investors. It helps them take the passion and the content and turn it into the ROI language that investors need.”

DEBORAH TILLET

PRESIDENT & EXECUTIVE DIRECTOR, EMERGING TECHNOLOGY CENTERS
PRESIDENT, MARYLAND BUSINESS INCUBATOR ASSOCIATION



REFERENCE

Deb Tillett is happy to be a reference for other incubators who are considering using our *Incubator Course* to prepare entrepreneurs for an investor pitch event.

EMAIL dtillettd@etcbaltimore.com

PHONE (410) 327-9150

ABOUT THE ACCELERATE BALTIMORE PROGRAM

[AccelerateBaltimore](#)[™] is an initiative of the ETC (Emerging Technology Centers), Baltimore's award-winning incubator, and [The Abell Foundation](#). In its first seven years, the program has invested \$1,300,000 in 41 companies. Its goal is to close the gap between innovative ideas and getting to market by providing seed capital, resources, mentors, potential partners and a collaborative community.

ABOUT EMERGING TECHNOLOGY CENTERS (ETC)

For nearly two decades, the [ETC](#), a Venture of the Baltimore Development Corporation, has provided a nurturing, innovative, and transformative experience for technology-focused entrepreneurs who are passionate about their businesses, motivated to succeed and committed to making a difference. The ETC promotes economic growth by providing its member companies with the resources they need – access to seed capital, mentors, potential partners, a collaborative community – to get where they want to go, as quickly as possible.

ABOUT PITCH CREATOR

Pitch Creator was founded in 2014 to create jobs in Baltimore by helping entrepreneurs learn how to communicate with investors and lenders to raise capital for their businesses. Since then:

- Pitch Creator has expanded to online courses used in multiple states by colleges/universities, incubators/accelerators, angel groups, and other investors.
- Over \$70 million has been raised by the entrepreneurs who volunteered testimonials for our website.
- Pitch Creator content has been featured in Inc. Magazine and Entrepreneur Magazine.

Thank you for reading!

PITCH CREATOR
WWW.PITCHCREATOR.COM

PITCH CREATOR, LLC
1929 E. PRATT ST.,
BALTIMORE, MD 21231

SUPPORT@PITCHCREATOR.COM

