

Ireviewed 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 OF FINANCE, JOHNS HOPKINS CAREY BUSINESS SCHOOL FOUNDER, SOKAT.CO





CASE STUDY: JOHNS HOPKINS CAREY BUSINESS SCHOOL

#### **BACKGROUND**

**CLASS** Graduate Entrepreneurial Finance, Johns Hopkins Carey Business School

**INSTRUCTOR** Jim Kyung-Soo Liew, Ph.D. Assistant Professor in Finance

**INVESTOR PITCH** At the end of the semester, students pitch their businesses to **EVENT** entrepreneurship instructors and other judges.

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**RATIONALE** The instructor has included an investor pitch event at the end of his class for multiple years because it motivates his students and engages

them in their business ideas.

### **CHALLENGES**

1. The instructor wanted to prepare the students for the investor pitch event at the end of the semester.

2. With 100+ students in his graduate entrepreneurial finance classes, the professor was looking for a way to leverage his, and his teaching assistant's, time.

#### **SOLUTION**

**INSTRUCTOR** Incorporated the *Foundation Course* into his curriculum and used our

example four-week timeline in his class outline. The students purchased

the course like a book from the Pitch Creator website.

100+ STUDENTS In 2018, over 100 graduate students worked through the Foundation

Course in parallel with the in-class curriculum. As they progressed through the course they received feedback from the TA/instructor on

the two assignments they handed in.

#### **SUCCESS**

1. Student Engagement: "Students cite it as one of the most valuable tools they've found out about while in this MBA program."

2. Learning Outcomes: The quality and consistency of the student investor pitches (both written and verbal presentations) improved dramatically.



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### **REFERENCE**

Jim Kyung-Soo Liew, Ph.D. is happy to be a reference for other college/university entrepreneurship instructors who are considering incorporating the *Foundation Course* into their class curriculum.

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# ABOUT JOHNS HOPKINS CAREY BUSINESS SCHOOL

The Carey Business School is the business school of Johns Hopkins University, America's first academic research institution. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the Carey Business School was founded on the principle that business is not an end unto itself but a means for building a more successful society. We are dedicated to the development of new business knowledge and to the education of exemplary business leaders and citizens.

# **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!

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