

CASE STUDY



University of Baltimore Center for Entrepreneurship & Innovation Attman Competition Fall 2018

“Pitch Creator allows me to accomplish several things at once: to help student entrepreneurs apply what they’re learning in the classroom to real-world scenarios, develop a deeper understanding of how to communicate to investors and others, and improve the quality of their final presentations as much as possible.”

HENRY MORTIMER

DIRECTOR, CENTER FOR ENTREPRENEURSHIP & INNOVATION
UNIVERSITY OF BALTIMORE



BACKGROUND

CENTER	Center for Entrepreneurship & Innovation, University of Baltimore
DIRECTOR	Henry Mortimer
PROGRAM	Six finalists compete in the annual Attman competitive Business Prize .
RATIONALE	This event allows entrepreneurs with active businesses to compete for monetary prizes. In the process, they improve their communication skills, their understanding of the strengths and weaknesses of their business model, and their confidence.

CHALLENGES

1. Without proper guidance, student entrepreneur investor pitch presentations can be inconsistent, incomplete, and often lacking in professionalism. These issues can detract from the quality of their ideas and prevent all from competing on an even playing field.
2. Class schedules, workloads and other external forces can limit the amount of time that students have to prepare for the investor pitch event.

SOLUTION

DIRECTOR	Henry Mortimer, engaged Pitch Creator to accomplish the following: <ul style="list-style-type: none">- Help the entrepreneurs learn how to develop a complete pitch to investors consisting of both a “read me pitch” and a “listen to me pitch.”- Increase the quality and consistency of their final presentations.
PITCH CREATOR	We provided the entrepreneurs with access to our online <i>Incubator Course</i> 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 64%: The average improvement on the core learning objectives was 64% across the entrepreneur finalists.

Qualitative Improvement: The entrepreneurs made significant qualitative improvements including:

- A deeper understanding of how to communicate with investors.
- Increased engagement in their business due to producing a well-defined plan.
- A stronger grasp of how to plan financials.
- Increased confidence.

REFERENCE

Henry Mortimer is happy to be a reference for other entrepreneurship center and incubator directors/instructors who are considering either using our *Incubator Course* or combining that with an individualized Pitch Creator coaching program.

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ABOUT THE ATTMAN COMPETITIVE BUSINESS PRIZE

With more than four decades of experience as a successful business owner, Leonard Attman believes that a solid business concept and good execution can lead to a successful venture. Leonard and Phyllis Attman established the [Competitive Business Prize](#) in 2011 as a way for UB students and alumni to compete for business venture seed funding and to showcase the university's history of producing successful entrepreneurs. Six finalists compete in this annual event for cash and in-kind services (UB's version of *Shark Tank*).

ABOUT THE CENTER FOR ENTREPRENEURSHIP & INNOVATION

The University of Baltimore [Center for Entrepreneurship and Innovation](#) (CEI) encourages and supports entrepreneurial learning among students, alumni and faculty. CEI directly assists and supports students and young alumni interested in building or growing an enterprise. This is accomplished through support, culture, competitions, events, education, research, and relationships within the business community.

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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