



# University of Maryland Baltimore County (UMBC)

**Fun Fact:** During the 2018 NCAA Basketball Tournament, UMBC became the first No. 16 seed to defeat a No. 1 seed (Virginia) in the NCAA men's tournament.

“Incorporating Pitch Creator into my entrepreneurial finance course enabled me to fill a big void in the curriculum, namely how to teach aspiring entrepreneurs how to create a world-class investor pitch quickly and efficiently.”

**JASON PAPPAS**

ADJUNCT PROFESSOR, ENTREPRENEURIAL FINANCE AND PLANNING  
UMBC



## BACKGROUND

**CLASS** Undergraduate Entrepreneurial Finance (UMBC ENTR 330)  
Master's Program Entrepreneurial Finance and Planning (UMBC EIL 604)

**INSTRUCTOR** Jason Pappas, Adjunct Professor

**INVESTOR PITCH EVENT** At the end of the semester, student teams pitched their businesses to a group of judges known as the *Retriever Tank*.

**RATIONALE** For multiple years, the instructor included an investor pitch event in the curriculum of his class because it increased students' engagement in their business ideas and in his class.

## CHALLENGES

1. The quality of student investor pitch presentations was inconsistent and sometimes poor overall.
2. Because of #1, the instructor was hesitant to invite alumni and local investors/executives to participate as judges for the investor pitch event.

## SOLUTION

**INSTRUCTOR** Incorporated the Pitch Creator *University Course* into his curriculum, so the students knew when they signed up for the class that they would be purchasing our online course like a book. He used our example four-week timeline in his class outline.

**STUDENTS** Worked through the *University Course* in parallel with the in-class curriculum and received feedback from the instructor on the two assignments they handed in.

## SUCCESS

1. **Learning Outcomes:** The quality and consistency of the student investor pitches (both written and verbal presentations) improved dramatically.
2. **Corporate Engagement:** The instructor has subsequently invited local investors and executives to participate as judges. That corporate connectivity with business leaders has been valuable to the students and the school.
3. **Alumni Engagement:** The instructor has also invited alumni to participate as judges and that has helped to strengthen their connection with UMBC.

## REFERENCE

Jason Pappas is happy to be a reference for other college/university entrepreneurship instructors who are considering incorporating the Pitch Creator University Course into their curriculum. Please email him and copy his assistant.

**EMAIL**    jpappas@umbc.edu

**ADMIN**    Kim Foxwell; kfoxwell@antsonadvisors.com

## ABOUT UMBC

The University of Maryland, Baltimore County (often referred to as UMBC) is a public research university in Baltimore County, Maryland. As of Fall 2017, it had enrollment of 13,662 students, 48 undergraduate majors, over 60 graduate programs and the first university research park in Maryland. UMBC undergraduate alumni who identify as African American have gone on to pursue and earn more M.D.-Ph.D.s than alumni from any other institution across the country ([article](#)).

## 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](http://WWW.PITCHCREATOR.COM)

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

[SUPPORT@PITCHCREATOR.COM](mailto:SUPPORT@PITCHCREATOR.COM)

