



WHY USE THE FOUNDATION COURSE?

FOR ENTREPRENEURSHIP INSTRUCTORS
AT COLLEGES & UNIVERSITIES



INTRODUCTION

Welcome and thanks for your interest in our online *Foundation Course*! This e-guide is intended for college and university instructors who want to learn more about using our online *Foundation Course* to help prepare their student entrepreneurs for an investor pitch competition (like shark Tank) at the end of their class/semester.

Please Note

Without an investor pitch event at the end of your class/semester, we do not recommend using our *Foundation Course*. An investor pitch event provides the motivation for student entrepreneurs to focus on our online course and complete it.

An investor pitch event also increases student engagement in your class and their business idea(s). Therefore, if you don't have an investor pitch event and want to learn more about how to create one, check out our "Getting Started Guide," which is available on the same page of our website as this e-guide.

What We Will Cover

In this e-guide, we will cover the following:

- 1) Why do entrepreneurship instructors use our *Foundation Course*?
- 2) How does the *Foundation Course* compare to alternative learning materials?
- 3) Success stories
- 4) Frequently asked questions

WHY USE OUR COURSE?

Why do Entrepreneurship Instructors use our *Foundation Course*?

Preparing student entrepreneurs to create and deliver an effective pitch to investors can be like entering a “tornado of chaos,” because it requires teaching many disparate topics, and the available learning materials are fragmented and incomplete:



Instructors compensate for the gaps in the learning materials by spending a lot of time teaching and pitching coaching. However, the results are usually inconsistent investor pitches (unless there is an extremely high instructor to student ratio).

Tornado of Chaos	Burns Instructor Time	Inconsistent Results
<ul style="list-style-type: none">• Many disparate topics• Fragmented & incomplete learning materials	<ul style="list-style-type: none">• Instructors compensate for gaps in learning materials with their time• Many “coaching loops” to refine student investor pitches	<ul style="list-style-type: none">• Inconsistent investor pitches• Unimpressed judges (alumni & sponsors)
Foundation Course	Saves Instructor Time	Improves Results
<ul style="list-style-type: none">• Learning journey designed for efficiency• All materials included	<ul style="list-style-type: none">• Impact more students or redeploy the saved time to higher-value activities	<ul style="list-style-type: none">• Improved pitch consistency and student confidence• Impressed judges (alumni & sponsors)

Our online Foundation Course takes students on an efficient “learning journey,” which saves instructor time teaching the basics and improves learning outcomes (see U. Baltimore success story below).

HOW DOES IT COMPARE?

How Does the *Foundation Course* Compare to Alternative Learning Materials?

It applies to both types of business models: The *Foundation Course* teaches fundamental principles of communicating with investors, so it can be used for both types of business models:

- Startups – searching for a new business model to disrupt a large market; and
- Traditional/small businesses - using an existing/defined business model.

This is important in the college/university environment because some student entrepreneurs are interested in startups and others want to start a small business.

It teaches 3 types of investor pitches: Other learning materials focus on the slide deck. However, an effective pitch to investors requires three types of investor pitches (at a minimum):

- 1) Attention Grabber (“Elevator Pitch”) – crisp summary of what the investor cares about.
- 2) Investment Summary (“Read Me Pitch”) - designed to be emailed/printed.
- 3) Slide Deck (“Listen to Me Pitch”) – designed to support a verbal pitch to investors.

	 Pitch Creator	Get Backed (Book)	The Best Startup Pitch Deck (Udemy Course)
Applies to Both Startup and Traditional Business Models			
Applies to Early-Stage (Angel) and Late-Stage Rounds			
Pitch #1: Attention Grabber (“Elevator Pitch”)			
Pitch #2: Investment Summary (“Read Me Pitch”)			
Pitch #3: Slide Deck (“Listen to Me Pitch”)			
Graphic Design Skills			
Presentation Skills			



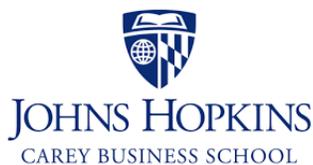
SUCCESS STORIES



The University of Baltimore **saw a 64% improvement in learning outcomes** while preparing finalists for an investor pitch competition.



Henry Mortimer
Director, Center for
Entrepreneurship & Innovation



At Johns Hopkins Carey Business School, **over 100 students per year** use the Foundation Course as part of an entrepreneurship class.



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



At UMBC, improved consistency of student pitch presentations allowed the instructor to start **inviting alumni and local investors/executives** to participate as judges.



Jason Pappas
Adjunct Professor of Entrepreneurship,
UMBC

FREQUENTLY ASKED QUESTIONS

How Long is the *Foundation Course*?

Students typically complete the online *Foundation Course* in 4-5 weeks. Download our “Getting Started Guide” (same web page as this document) to see our example timeline plus other important tips for instructors.

How to Purchase?

The instructor incorporates our online, self-study *Foundation Course* into their class curriculum and the students purchase it (like a book) from the [Courses Page](#) on our website.

Student Discount?

If students will purchase our *Foundation Course* as part of your class, we will provide a student discount code. Please send an email to support@PitchCreator.com with the answers to the following questions:

1. The number of students in your class?
2. When is your investor pitch event and is there a website for it?
3. What do you think is an appropriate price for your students/course?

Does the *Foundation Course* Compete with Business Model Canvas?

No! You can think of the Business Model Canvas as preparation work for the *Foundation Course*. If an entrepreneur has developed a Business Model Canvas (or similar), they will have a head start on creating an Investment Summary (“*read me pitch*”) which covers more topics specific to investors than the Business Model Canvas.