



Crafting Your Winning Pitch

Geoff Meiteen BSc, GMB, DC
Co-Chair SCORE Kansas City
Director Acce\$\$ to Money

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Pitch Workshop Overview:

- Business Plan
- Audience and Purpose
- Pitch Components
- Pitch Structure
- The 5 Key Elements
- 4 Examples

What is a Pitch?

1. *Business Plan Representation*

- Consistency from Plan to Pitch
- Your pitch is a condensed presentation of your business plan

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3. Network
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What is a Pitch?



1. *Business Plan Representation*
2. Purpose to Raise Capital
3. Network
4. “Open the Space” - Ethos

- Consistency from Plan to Pitch
- Your pitch is a condensed presentation of your business plan

June 9, 2025

Breakfast and Lunch Included

Kauffman Foundation Conference Center

Audience and Purpose

Event	Location	Best Fit / Business type	Stage / Eligibility	Key Dates	Funding / Prize Type	\$ at Stake Est
Kansas City metro						
InvestMidwest	Kansas City, MO	AgriFood / MedTech / Digital Tech	Selected Midwest startups	Apr 21–22, 2026	Event underway / applications closed	Varies
LaunchKC Grants Competition	Kansas City, MO	Tech / Scalable	Pre-Seed / Seed startups	2026 cohort underway	2026 cohort underway / next cycle TBA	\$60K
Pure Pitch Rally	Kansas City, MO	Tech / Startup	Early-stage startups	2025 event held Oct 27	Watch for 2026 application cycle	Up to \$1M total commitments
FoodBizCon Pitch Competition	Olathe, KS (KC Metro)	Food / Consumer Products	Licensed / operating food businesses	Mar 6, 2026	Cash prizes	\$1K / \$3K / \$5K
Digital Sandbox KC	Kansas City, MO	Tech / Innovation-led	Proof-of-concept / prototype stage	Rolling	Active / rolling	Up to \$20K
AltCap Your Biz Pitch Competition	Kansas City, MO	Main Street / Service / Product	Rising small businesses	2026 applications open in August	Cash prizes	\$35K + \$20K + \$5K
The Vision of Equity Business Summit & Pitch Competition	Kansas City, MO	Small Business / Underserved founders	Local entrepreneurs and business owners	Mar 28, 2026	Cash prizes	\$10K / \$20K / \$30K
Kansas City Kansas <u>Youth</u> Entrepreneurship Challenge	Kansas City, KS	Student / Youth	High school students	March 5–6, 2026	Cash prizes	\$500–\$2K
Startup Weekend Kansas City	Kansas City, MO	All / Idea-stage	All levels	2026 dates TBA	Experience / prizes	Varies
Regnier Venture Creation Challenge	Kansas City, MO (UMKC)	Student / Early-stage	College startups	Applications Open 1/1/26	Cash prizes	\$5K–\$25K

Pitch Components

- [The Deck](#)

Pitch Components

- [The Deck](#)
- [The Script](#)

Pitch Components

- [The Deck](#)
- [The Script](#)
- [The Presentation](#)

General Pitch Structure

1. Typical Pitch competitions are 5 minutes.
2. Typical Pitch decks will be 7 to 9 slides (The Deck).
3. Pitches are tailored to specific audiences.
4. There are 5 Key Elements that “must be” incorporated.

5 Key Elements

1. **Introduction** of yourself and of your company. Tell your story. Develop a clear understanding of what your business is. First impressions...

Introduction
Market Research
Qualification
Financials
The Ask

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2. **Market Research** – Is there a need? Why is it important? What problem are you solving? What makes you competitive?
3. **Qualification** – how are you qualified to do this? What makes you the right business to do this business? Why are you passionate about this? How dedicated are you to this business?

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4. **Financials** – top lines. History then projections with the ask and without the ask.

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4. **Financials** – top lines. History then projections with the ask and without the ask.
5. **The Ask** - Be clear and in concert with the business plan. An incremental step unless otherwise clearly reasoned.

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