

If you dream of starting your own business, join us for the Startup Pitch **Mentor Round**

**Selected students
pitch their business
concepts**

**Local founders and
mentors freely offer
advice in live forum**

**Audience benefits
from entrepreneurial
insights**

Serial entrepreneurs listen to startup pitches and offer advice and practical resources to accelerate students' plans, reduce mistakes, secure funding and launch successful companies.

MEET THE MENTORS

David Dwelle, Co-Founder, Flyers Energy, LLC and Pacific Power Renewables

Jason France, Founder, President and Sole Owner, ClipperCreek, Inc.

Mark Haney, Founder, CEO, HaneyBiz and Host, The Mark Haney Show

Rand Heer, Founder, CEO, Pillar Corporation and Alight, Inc.

Aaron Klein, Co-Founder, CEO, Riskalyze, Inc.

Dr. Grover Lee, Founder, CEO, Wise Villa Winery and American Health Care

Don Whitaker, Founder, CEO, CERONIX, Inc.

Craig Mitchell, Partner, DCA Partners

Debbie Lowe Muramoto, Director, Women's Business Center

Eric Ullrich, Co-Founder, Hacker Lab

Steve Ricketts, Founder, SRickettsConsulting



Inspired to join the next round?

**February 20, 2019 &
April 17, 2019**



SIERRA
COLLEGE

There is no fee to attend or participate. Learn more about resources for entrepreneurs by contacting Steve Ricketts sricketts@cebridge.net or (530) 878-0112.

Sponsored by Ricketts Consulting, Meadow Vista CA, and Sierra College Workforce Development, Strong Workforce, and the Sierra Makerspaces initiatives.

**Wed., Oct. 17
6-9 PM**

**Fireside Room
In the Cafeteria**

Sierra College Rocklin

Get Tickets! <https://bit.ly/2M1p9Gv>

Mentors Increase Students' Startup Success

As a regional innovation center, Sierra College is committed to supporting locally grown businesses. The **Startup Pitch Mentor Round** is offered through the **Affiliate Mentor Program (AMP)**, a network of founders giving back through mentoring to AMP-up the real world startup resources available to Sierra College students.

Business leaders believe that there is untapped potential at Sierra College and are stepping in to mentor the next generation of startups with honest advice and referral to resources at no charge to increase successful company launches in the region.



Objective: Sierra College nurtures entrepreneurship to support the local economy and provide employment.

Goal: Students turn startup dreams into successful businesses.

Strategy: The Affiliate Mentor Program, a dream team of local experts, mentor budding entrepreneurs with immediate feedback and access to resources after listening to students present at Startup Pitch Mentor Round.

Tactics:

- Students access Sierra College classes, as well as community education courses and **Sierra Makerspaces** to learn skills, make connections, develop business plans and create prototypes.
- By attending free Startup Pitch Mentor Round events – October 17, 2018, February 20, 2019 and April 17, 2019, students learn by example how to perfect their business pitch and connect with startup resources.
- Students apply to present at Startup Pitch Mentor Round and receive mentors' advice at no charge.
- Using mentor feedback, students refine their pitches, follow-up on suggested resources, connect with funders, and save time and money avoiding costly mistakes as they launch successful companies.

Prepare Your Pitch: Top 10 Investor Questions

1. What is your idea or product? What problem does it solve or what market need does it address?
2. How does it solve the problem or address the market need? Why is it important?
3. What is your compelling/disruptive advantage versus the competition? Is it proprietary and/or patentable?
4. Is there a captivating need and a huge potential market?
5. What is your specific market niche and your estimated addressable market size?
6. How will you manage the company? Tell us about you and your current and future team. What is your experience and probability for success?
7. Who owns the company currently? What are your near-term and future needs for capital? How much will it take to reach various milestones and to achieve positive cash flow?
8. What is your current financial picture and monthly burn rate?
9. What are your current company and human resources and time commitments for launch and/or growth?
10. What is your offer (how much; price per share/unit; current valuation)?

Turn your Entrepreneurial Dreams into a Successful Startup

- Learn more about how Sierra College and the Affiliate Mentor Program (AMP) can accelerate your startup business. Get tickets for Oct. 17th: <https://bit.ly/2M1p9Gv> or contact **Steve Ricketts** sricketts@cebridge.net or (530) 878-0112.
- Attend Startup Pitch Mentor Round – October 17, 2018, February 20, 2019 and April 17, 2019, 6-9 PM Fireside Rm., Sierra College