

# 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

**Monique Brown**, VP Operations, HaneyBiz

**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

**Bridget Powers**, Former Mayor of Auburn and President, JxB Properties

**Don Whitaker**, Founder, CEO, CERONIX, Inc.

**Craig Mitchell**, Director, DCA Partners, LLC

**Debbie Lowe Muramoto**, Director, Women's Business Center

**Eric Ullrich**, Co-Founder, Hacker Lab

**Steve Ricketts**, Founder, SRickettsConsulting



**SIERRA**  
COLLEGE

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

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

**Wed., Nov 20  
6:00-8:00pm**

**Fireside Room (in Cafeteria)  
Sierra College Rocklin**

**Get Tickets!** <https://bit.ly/2N6C100>



**Guest Speakers**



**Thomas Hall**, Executive Director, CleanStart,  
empowers entrepreneurs to create  
new clean tech companies.

**Sam Ballard and Sean Namanny**, developers of a real-time mobile  
advertising platform to promote community events.

**Cierra Creter**, Sierra College student, pitching subscription service.

**Other students** giving elevator pitches.



## 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, 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 Nov 20th: <https://bit.ly/2N6C100> or contact **Steve Ricketts** [sricketts@cebridge.net](mailto:sricketts@cebridge.net) or (530) 878-0112.
- Check out:
  - 1) Courses and certificates <https://academics.sierracollege.edu/business>
  - 2) Makerspaces <https://sierracollegemakers.com/>