

MICHIGAN CELEBRATES
SMALL BUSINESS

MICHIGAN'S NEXT BIG IDEA
Pitch Competition

TIME BREAKDOWN (120 seconds total)

0:00-0:15 — The Hook
Start strong
- Who you are (individual's name)
- Company name
- The prolem you're solving (real, urgent, specific)

"Hi, I'm Jane Smith, founder of Acme Inventory Solutions. Small manufacturers lose thousands every month due to outdated inventory systems."

0:15-0:40 — The Solution
What you do and why it's different
- Your product or service
- What makes it unique
- Why it works better than current options

"Acme provides an AI-powered inventory platform designed specifically for small manufacturers – simple, affordable, and fast to deploy."

0:40–1:10 — Market & Customer
Prove this is a real business
- Who your customer is
- Size of the opportunity (high level)
- Current traction (users, revenue, pilots, partnerships)

"There are over 10,000 small manufacturers in Michigan alone. We currently serve 120 customers and grew revenue 40% last year."

1:10–1:35 — Business Model
How you make money
- Pricing model
- How customers buy from you
- Why the model scales

"We operate on a subscription model starting at $99 per month, with strong retention and low customer acquisition costs."

1:35–1:55 — Team & Vision
Why you're the right founder
- Brief background of founder/team
- Why you're uniquely positioned to win
- Long-term vision or impact

"Our team has 20+ years in manufacturing and software. Our vision is to modernize operations for every small factory in the Midwest."

1:55–2:00 — The Close
End with confidence
- What winning means for your business
- Clear, memorable closing line

"With SBAM's support, we're ready to scale and help Michigan's manufacturers compete and grow."

Video Tips (Judges Care About This)
- Look directly at the camera
- Keep it simple – no slides required
- Good lighting and clear audio matter more than fancy production
- Be confident, authentic, and concise
- Practice until you hit **1:50–2:00 max**

Common Mistakes to Avoid
- Spending too long on your backstory
- Using jargon or buzzwords
- Forgetting how you/the company makes money
- Going over the 2 minutes