

# Entrepreneur Scholarship

Got a great business idea? If you are an upcoming or recent high school graduate with an idea, this could be the perfect start. Pyzel Surfboards is offering a \$2,000 scholarship to two young entrepreneurs.



We want to give back to our local community by offering funds to young entrepreneurs for starting their own businesses.



What sets you apart?  
What independent business venture ideas do you have?

## How to Apply?

Email [efforts@pyzelsurfboards.com](mailto:efforts@pyzelsurfboards.com) your detailed business plan presentation using a maximum of 10 slides. Think Google Slides/PowerPoint, or try Canva for fun presentation templates. We don't care which program you use, but you will need to download the presentation as a PDF and attach it to the email including "scholarship" in the subject line..

## Eligibility Requirements

- Must be a recent or upcoming high school graduate or completed the GED
- Live in San Diego County or in the Hawaiian Islands.
- No minimum GPA is required.

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Pyzel Surfboards knows that sustainability is critical, so we are looking to support two young entrepreneurs that have an idea for a business that either solves a problem or makes a current business more sustainable.

**Need help?** Watch a few episodes of *Shark Tank* or *The Profit* to see examples of good pitches and bad ones.

-Use this link for ideas on how to build a winning presentation:  
<https://tinyurl.com/2khyanna4>

## Need Tips?

Follow these 10 tips to make an amazing presentation.



## Prize

Two winners, one from each region will receive a \$2,000 check for the best sustainable business plan presentation.

## TIPS

1. Tell a story
2. Show that there's a market
3. Keep your solution simple
4. Show how you make money
5. Show that you have traction
6. Have a marketing and sales plan
7. Explain why you are the right person
8. Know your numbers
9. Know the competition
10. Have a spending plan

The deadline for entry is December 15, 2021, the winners will be selected by January 15, 2022 and notified by email. By entering, you are agreeing to have us post your name on our pyzelsurfboard Instagram accounts.

Email: [efforts@pyzelsurfboards.com](mailto:efforts@pyzelsurfboards.com) with any questions.

Here are some tips on how to make an amazing presentation:

1. **Tell a story:** Nothing will hook investors more than a story that they can relate to. That's why your pitch deck should start by defining the problem you are solving. Make sure your audience can easily understand that there's a real problem that your company can solve by making your story real and relatable.
2. **Show that there's a market:** You may have a great idea to solve a real problem, but unless enough people have the problem, it's going to be hard for investors to consider your pitch. Your presentation needs to show that there is a market, but don't exaggerate the size or make the classic mistake of saying that you're going to, "get 1% of a trillion-dollar market."
3. **Keep your solution simple:** You don't have a lot of space in a pitch presentation to go into detail about your company and your product, so keep the description of your solution simple and straightforward. Getting a second meeting with investors is your goal, so it's fine if not all questions are answered on the slide that describes what your company does.
4. **Show how you make money:** Surprisingly, many pitch presentations skip one of the most important parts—how your company actually makes money. Don't forget this critical slide in your presentation.
5. **Show that you have traction:** Traction is proof that you have a good idea. Whether you have early customers or other evidence that your target market is interested in your solution, make sure to share that evidence. It can be in the form of a timeline of milestones you've achieved, or a list of evidence that your company is likely to be successful to get you going!
6. **Have a marketing and sales plan:** You don't need to have all of the details fleshed out, but your pitch deck should include some details on how you plan on marketing and selling your product. Investors will want to know that you've thought about this aspect of the business.
7. **Explain why you are the right person:** You, and your team, are what investors are really investing in. There are always great ideas, but only so many people are qualified to turn those ideas into successful businesses. Your presentation should show why you and your team are the right people to build a successful business.
8. **Know your numbers:** Even though any forecast is just an educated guess, potential investors will want to understand your thinking on how the business will grow over time and what it's going to take to be profitable. Be sure to include a brief summary of your sales forecast, expense forecast, and anticipated profits. Just be sure to be realistic.
9. **Know the competition:** Every business has competition, so don't make the mistake of saying that you don't have any. Your presentation should show who your competition is and why your product is better.
10. **Have a spending plan:** If you do get investment, how will you plan on spending it? Investors don't just write checks because you have a great pitch deck. They are going to want to know how you plan on spending their money to build your business.