



FreshTracks Peak Pitch – What to Expect

Peak Pitch brings together entrepreneurs and investors for a fun day of skiing, networking and fundraising. Entrepreneurs get the opportunity to deliver the Vermont version of an “elevator pitch” to investors, advisors and sponsors while riding the chairlift throughout the morning, after which everyone will meet for a networking luncheon and a “pitch off” in the afternoon. Attendees have described Peak Pitch as the best networking event of the year, and there have been valuable business connections made at the event over the years.

Thanks to our sponsors this event is free to entrepreneurs who want to network and to investors and advisors who are interested in hearing pitches from local businesses and willing to provide helpful feedback, counsel and introductions.

IF YOU GO:

You are responsible for your ski or boarding equipment; you may either bring your own or rent equipment at the main lodge before returning down the mountain to ski at the Timberline area. Thanks to our sponsors, we'll provide you with a free lift ticket as well as a hearty breakfast and lunch.

INVESTORS:

At check-in each investor/advisor (“pitchee”) will be given mock “checks”. Pitches from entrepreneurs (“pitcher”) will take place on the chairlift ride. Feel free to offer helpful suggestions and constructive feedback to the entrepreneurs. If you hear a pitch that you like, please give one or more of your checks to the entrepreneur.

ENTREPRENEURS:

Come prepared to pitch your business idea! The lift ride is about 6 minutes long, and we ask that you keep your pitch to a maximum of 4 minutes to allow time for any questions and constructive feedback from investors. You'll get several rides in throughout the morning with multiple opportunities to pitch to many investor/advisors. When everyone returns to the Mountain View Room in the Gatehouse Lodge for lunch, we'll tally the entrepreneurs' checks and select 4 or 5 top "check" recipients who will then have the opportunity to pitch their business idea to the audience.

Here's one possible outline for an effective pitch:

- Tag line opener to position your company
- Burning problem that you target
- Size of opportunity
- Your unique solution
- "So What?" benefits (Why are you better?)
- Mission statement (restate company's goal)
- Call to action: what you want the listener to do - the "ask"

Sugarbush Resort Lincoln Peak: Gatehouse Lodge-Mountain View Room

8:30 Check-in & breakfast
9:15 Sample Pitch & Rules
9:30 Pitching & Skiing!
12:30 Buffet Lunch
1:00 Pitch-Off & Prizes
1:45 Schedule Concludes

1. Arrive early, if possible. We'll be set up for check-in by 8:15.
2. Check-in at the designated "Check-in" tables (one for entrepreneurs, one for investors/advisors) where you will be required to sign a waiver prior to receiving your lift ticket and event materials. Note that even if you have your own lift ticket or season pass, we will require the waiver since you are participating in a sponsored event.
3. Once you turn in your signed waiver, you will receive an event packet containing:
 - A numbered commemorative ski bib with logos of our sponsors (red numbers for entrepreneurs -"Pitchers", green numbers for investor/advisors - "Pitchees")
 - Two name tags: one for your bib and one to use on your indoor clothing when you come in for lunch and the afternoon portion of the program.
 - Lift ticket
 - List of Attendees
 - Mock checks for Investors/Advisors
4. Help yourself to the buffet breakfast that will be available upon check-in.
5. Listen to a brief summary of how Peak Pitch works, and brief introductions from some of our generous sponsors. The remaining sponsors will be introduced during lunch.
6. Head out to the lift line and prepare to pitch, listen, and ski! We'll have volunteers who will match entrepreneurs with investors in the lift line.
7. Please plan to head back into the lodge between 12 and 12:30 to enjoy a buffet lunch. Entrepreneurs should turn in any "mock" checks to Holly either before or during lunch.
8. We'll tally mock checks and allow the top "winners" to pitch to the lunch audience. Winners will be awarded prizes from our generous prize donors.
9. Once lunch and the group pitching conclude, feel free to stay and network or get back out on the slopes until closing time.

To learn more and to register to attend the event, please visit the Events page on the FreshTracks website for [Peak Pitch Registration Information](#). You must register to attend. Attendance is limited. See you on the slopes!

If you have questions about the event, or want to learn more, please email Holly Killary: holly@freshtrackscap.com.

Please note:

We reserve the right to use photos and video from the event for our marketing purposes such as news items on our website and social networking sites. Your names and email addresses will be shared with attendees.