

NAME of Presenter and/or Idea: Peter Menachem - Sela Timolco

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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| 1 Very Weak | 2 Weak | 3 Below Average | 4 Average | 5 Above Average | 6 Strong | 7 Very Strong |
|----------------|-----------|-----------------------|--------------|-----------------------|-------------|---------------------|

What are the **strongest aspects** of their business concept?

Very good business plan.

What are the **weakest aspects** of their business concept?

lots of good questions to solve.

Brief comments about their **presentation or presentation style**

Good presentation

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Peter Menschem

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What are the **strongest aspects** of their business concept?

Award winning product, initial access to grocers.

What are the **weakest aspects** of their business concept?

Ultra-competitive, fragmented market.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Salsa Tinoteo

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What are the **strongest aspects** of their business concept?

1. Proven existing market
2. Ready-to-sale product
3. Versatile product line.

What are the **weakest aspects** of their business concept?

1. Big players in the market, need a lot of cash to compete.

Brief comments about their **presentation or presentation style**

Very good.

Any other comments or questions that you may have for the team

Challenge - Brand recognition

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NAME of Presenter and/or Idea: PETER MENACHEM

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What are the **strongest aspects** of their business concept?

He has a 'PRODUCT' already, Very Exciting

What are the **weakest aspects** of their business concept?

I Am not sure, if we can protect this as IP

Brief comments about their **presentation or presentation style**

Extremely Enjoyable, SALSA Tastes great too

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- seems to be a good product
- already Agreed with Whole Foods.
- people seem to like the taste

What are the **weakest aspects** of their business concept?

- will people outside of AZ like it?
- limited market because its a high end market only

Brief comments about their **presentation or presentation style**

- great presentation
- very personable & friendly

Any other comments or questions that you may have for the team

- are there any similar products on the market?
- How significant are the analysts? What are they.

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What are the **strongest aspects** of their business concept?

Established Brand in a market

What are the **weakest aspects** of their business concept?

Competition
Grocery products are notoriously low margin

Brief comments about their **presentation or presentation style**

Very Strong

Any other comments or questions that you may have for the team

Your Name: **Peter Menachem**

Instructions: Vote for the projects you'd like to see in the Program for Entrepreneurs
 You can vote for your own team

| (in Random order) | Summary | Vote for ideas you liked |
|-----------------------------------|---|--------------------------|
| Ted Getten - LifeDash | LifeDash is the hub for your online life. It's a place to keep an eye on all of your accounts, at a glance, and get personalized offers that will save your money and expand your horizons. With LifeDash, you can track cell phone usage, magazine subscriptions and frequent traveler data -- and then based on your accounts receive discounted offers to other relevant services. LifeDash is the intelligent way to manage your life online. | |
| Kevin Howson – Good Groceries | A service that allows shoppers to “vote with their grocery dollars” by allowing them to interact with their grocery shopping data online. Shoppers get fast and easy information on issues they care about, so that they can more easily buy the kinds of food they want to eat, and at the same time, support companies that provide those sorts of food. Shoppers, for example, might care about sodium, MSG, genetically modified ingredients, or green friendly products. In exchange for providing access to this data, grocery stores get feedback on their products at an individual level, and would have unprecedented insight into the buying desires of their shoppers. This marketing data would be extremely valuable to the stores, who would cover the cost of the service. | |
| Evan McCormick – Mobile Mechanics | Automotive Repairs on Your Schedule | ✓ |
| Peter Menachem – Salsa Timoteo | Salsa is the number #1 condiment in America, outselling even ketchup. Salsa Timoteo develops, manufacturers, and distributes all natural, gluten free premium salsa and other related food products. The 7 lead products have won 30+ awards, have been featured on the Food Network, and sell in selected grocers including Wholefoods. | ✓ |
| Ope Onibokun - Africa Rising | Identify small to mid-sized businesses in East Africa that provide profitable investment opportunities | |
| Ravi Nagar - iMarket | <p>For a long time shopping malls, grocery stores and just about every retail outlet has relied on using pamphlets and distributing them to prospective customers. We all find our mail boxes with whole bunch of fliers of discounts delivered to us everyday.</p> <p>I would like to propose an idea that cuts down company costs in marketing their products, yet at the same time has greater reach to the customers.</p> <p>My idea is based upon the stunning revolution that iPhone and now Android based phones have brought to the market. With the prices going down heavily, smart phones will be readily available at very low prices in near future.</p> <p>I would like to develop application for these smart phones which allows users:</p> <ol style="list-style-type: none"> 1. Define wish list 2. Show alerts on cell every time a user is driving close enough to the mall or grocery store that has the product on offer at a price the customer wants. This can be done by tying up with the different service providers as all of them have towers at certain distance. 3. Allow the user to buy and reserve from the phone as and when they see alert. <p>I believe this will lead to huge savings on marketing products for the malls and stores. Also this is a targeted marketing technique and would have higher results.</p> | |
| Sophia Cao – Votosphere | The mission of Votosphere is to facilitate decision-making and deliberation within groups. Using cloud-based voting and analytics software presented in an aesthetically appealing interface, we will allow groups to conduct elections using ranked-preference ballots. These groups can be anybody from Duke Student Government conducting a presidential election to you and your closest friends picking a restaurant to host a birthday party. The ranked-preference ballots are assessed using a variety of mathematical methods. In particular, we emphasize the use of Condorcet methods, which prove consistently superior to opposing methodologies of election in mathematical assessment. Ultimately, in addition to our function as a voting software service, we intend to organize discussion on massive levels using Condorcet slate methods, centered around topics like politics and policy, consumer goods preferences, and even philosophical debate. Revenue will be generated from the analytics that we continuously collect, with each election generating tons of data that can be sold back to the group conducting the election via a Freemium model, or to a third party anonymously in aggregate form. Sponsored polls will also be a source of revenue, providing valuable information to companies. | |

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What are the **strongest aspects** of their business concept?

① Business is already up and running
② Proven business model (generating cash flows)
③

What are the **weakest aspects** of their business concept?

① Very competitive market, probably low margins
② Possibly shorter shelf life.

Brief comments about their **presentation or presentation style**

pretty good.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Flexibility to add more products
It is already up and running

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

already established, which says a lot

What are the **weakest aspects** of their business concept?

Competitive market, not certified organic

Brief comments about their **presentation or presentation style**

very confident

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: PETER - SALSA

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What are the **strongest aspects** of their business concept?

SEEMS TO TASTE BETTER

What are the **weakest aspects** of their business concept?

~~W~~
MAY SEEM HARD TO GROW - ENOUGH DEMAND?
OTHERS USES FOR SALSA
SATURATED MARKET

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

CAN THINK ABOUT BUILDING COMPLEMENTARY PRODUCTS (CHIPS, GUAC, OTHER DIPS, ETC)

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What are the **strongest aspects** of their business concept?

- Salsa is the #1 condiment in the U.S.
- already generating revenue
- premium product

What are the **weakest aspects** of their business concept?

- easy to duplicate, hard to distinguish this product

Brief comments about their **presentation or presentation style**

managed the allowed time constraints

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

It is a working business, thus it has experience with sales, mfg, pricing and has well cash flow nice taste.

What are the **weakest aspects** of their business concept?

Very strong competition.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Existing product and sales
Understanding of market
Premium pricing and higher margins

What are the **weakest aspects** of their business concept?

Competitive market
~~Difficulty building brand~~ Difficulty building brand
How does macro-economic conditions affect sales?

Brief comments about their **presentation or presentation style**

Nice job

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- Good job handing out the product... always a crowd pleaser
- Awards + Wholefoods aspects give a good sense of concreteness.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

- Good slide, explains what a team member ~~is~~ would be doing.

Any other comments or questions that you may have for the team

- Get this into the Fox Center!!

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NAME of Presenter and/or Idea: Peter Menadhem - Salsa Timoteo

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What are the **strongest aspects** of their business concept?

- already well underway, concept developed → just need to grow the business

What are the **weakest aspects** of their business concept?

- need to find ways to explain why this product is better than others → while some of sales pitch is tasting the product, you need to have descriptive way of explaining the product to make people interested in tasting it (get some food writers to help you make it sound delicious with words)
- increasing scale will need some work

Brief comments about their **presentation or presentation style**

- good ability to respond to questions
- don't hold your pen while speaking

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Tastes good—has potential.

I think that has huge upside—just needs to refine the unique story of the product

What are the **weakest aspects** of their business concept?

Need to really refine your salsa niche—why is Salsa Tomatoes so special? Because its gluten free? Why is this special?

Brief comments about their **presentation or presentation style**

Good presentation style—having chips and salsa is better—You've made great progress, articulate the niche!

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Trusted

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What are the **strongest aspects** of their business concept?

- tasty product
- could be poised to attack gluten free market

What are the **weakest aspects** of their business concept?

- seems very "fanned" as business/idea already, curious why it hasn't expanded.

Brief comments about their **presentation or presentation style**

- nice job handling questions
- passionate about his product - sells well

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Salsalimato

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What are the **strongest aspects** of their business concept?

Sands like a good brand and has a great taste.

What are the **weakest aspects** of their business concept?

Tough space.

Brief comments about their **presentation or presentation style**

Great job, the sample was great.

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

Good starting product. You have a niche.

What are the **weakest aspects** of their business concept?

Not a great uniform way to get product in stores.

Brief comments about their **presentation or presentation style**

Very direct.

Any other comments or questions that you may have for the team

Have you considered direct sales?

NAME of Presenter and/or Idea: Peter/Salsa Timoteu

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What are the **strongest aspects** of their business concept?

The business is already established

What are the **weakest aspects** of their business concept?

competition.

financial need to become a national brand.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Salsa Tomatoes / Peter

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What are the **strongest aspects** of their business concept?

→ organic boom

What are the **weakest aspects** of their business concept?

→ how is he gonna penetrate market with
so many competitors
→ how is he gonna do product
differentiation in the market.

Brief comments about their **presentation or presentation style**

→ excellent.

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: PETER

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What are the **strongest aspects** of their business concept?

already has its products.

What are the **weakest aspects** of their business concept?

How to solve manufactory section to make the margin grow.

Brief comments about their **presentation or presentation style**

use SALSA product to give audience a direct impression about the company.

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Timoteo

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What are the **strongest aspects** of their business concept?

TASTY PRODUCT

What are the **weakest aspects** of their business concept?

TOO COMPETITIVE MARKET
NOT ORGANIC
TOO LITTLE DIFFERENTIATION

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Salsa Tiro tea

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What are the **strongest aspects** of their business concept?

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

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What are the **strongest aspects** of their business concept?

- people ~~look~~ look for healthy premium food
- food natural preservative

What are the **weakest aspects** of their business concept?

- overloaded market
- not organic

Brief comments about their **presentation or presentation style**

good presentation

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What are the **strongest aspects** of their business concept?

The idea has been implemented already

What are the **weakest aspects** of their business concept?

Competitive market.

Brief comments about their **presentation or presentation style**

Good Start with food distribution

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Levy Menachem

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What are the **strongest aspects** of their business concept?

Good taste

What are the **weakest aspects** of their business concept?

had several bad, too many angles...

Brief comments about their **presentation or presentation style**

good to bring them some house-etc products

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Lemar

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

What is the strength of their proposed idea?

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|----------------|-----------|-----------------------|--------------|-----------------------|-------------|---------------------|
| 1 Very Weak | 2 Weak | 3 Below Average | 4 Average | 5 Above Average | 6 Strong | 7 Very Strong |
|----------------|-----------|-----------------------|--------------|-----------------------|-------------|---------------------|

What are the **strongest aspects** of their business concept?

Very innovative and creative, good for educational purposes.

What are the **weakest aspects** of their business concept?

Brief comments about their **presentation or presentation style**

Very nice presentable style.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Meachem - Salsa Tinoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

- 30 awards
- whole foods store approval

What are the **weakest aspects** of their business concept?

- Margins \rightarrow esp. if organic
- lots of competitors = ~~low~~ lower margins?

Brief comments about their **presentation or presentation style**

Tastes great! nice idea.

Any other comments or questions that you may have for the team

Wish we had this here! Tastes great!

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Salsa Timote

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

Gluten Free ⇒ Special Section

What are the **weakest aspects** of their business concept?

Low barriers of entry

Brief comments about their **presentation or presentation style**

Honesty seemed w/ confidence.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Monachem - Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

The potential market is large.
The product and distribution is already available.

What are the **weakest aspects** of their business concept?

Marketing and initial stage to compete on a national level
is the hardest to do.

Brief comments about their **presentation or presentation style**

Its good.

Any other comments or questions that you may have for the team

Great salsa. I think it would be better to make it
organic. For the price it is competing at, it makes more sense.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

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What are the **strongest aspects** of their business concept?

good initial feedback.

What are the **weakest aspects** of their business concept?

Not Unique. Intense competition.

Brief comments about their **presentation or presentation style**

Impressive.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Salsa Timoteo

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What are the **strongest aspects** of their business concept?

- taste / product

What are the **weakest aspects** of their business concept?

- competitive mkt.

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

- How do you research the recipe / How long does it take to research.
- Who is your target g.?

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem / salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

The flavor is good (30).
The fact it's being sold today in all-foods.
*to differentiate it as a high-trend product gonna take much more than I think it is much better.

What are the **weakest aspects** of their business concept?

The ~~competition~~ other players in the market are very strong in the ~~of~~ food industry.

Brief comments about their **presentation or presentation style**

- good that you brought tastings.
- too much information on the slide.

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Peter Wehachem

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

Nice taste.

What are the **weakest aspects** of their business concept?

Tough to compete. Need more differentiating aspects.

Brief comments about their **presentation or presentation style**

well done. The power point had too many details.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem, Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

• established business, good product

What are the **weakest aspects** of their business concept?

• unclear growth opportunities / ROI
• distribution to gluten-free market - how?

Brief comments about their **presentation or presentation style**

Love the product demo! (Tastes good too)

Any other comments or questions that you may have for the team

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NAME of Presenter and/or Idea: Salsa Timoteo

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What are the **strongest aspects** of their business concept?

Already a developed product, an existing company

What are the **weakest aspects** of their business concept?

- What is the direction of the company
- ~~needs more average~~ ~~already there~~
- Staves competition.

Brief comments about their **presentation or presentation style**

Very nice.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem - Salsa Timata

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

- ~~Products not shared.~~
- ~~What is the selling point~~
- Product has been developed and is selling.

What are the **weakest aspects** of their business concept?

- Issues not shared
- Biggest advantage not shared.
- Not Certified organic
- Flavour profile etc - not sure whether it that is a diffiator.

Brief comments about their **presentation or presentation style**

Not clear on growth strategy → market niche.

Any other comments or questions that you may have for the team

Need to have more specific issues. Pitch → "Come join ~~me~~, lets figure it out" does not inspire confidence.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: PETER MENACHEM (SALSA TIMOTED)

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

- Established brand in Arizona

What are the **weakest aspects** of their business concept?

- High Competition
- Pricing Strategies

Brief comments about their **presentation or presentation style**

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem - Salsa Timoteo

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What are the **strongest aspects** of their business concept?

~~Established~~ - tastes good
- established
- in whole foods
- know that this isn't for Latin customers
- awards

What are the **weakest aspects** of their business concept?

uniqueness? not organic... differentiator?

Brief comments about their **presentation or presentation style**

- samples!
- good, open to other ideas

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem - Salsa Tomateo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

Has product

What are the **weakest aspects** of their business concept?

Hard to protect recipe

Brief comments about their **presentation or presentation style**

Hands-on / Taste product

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Lamar

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

- Great idea
- Large market / lots of flexibility
- Can see monetization ideas

What are the **weakest aspects** of their business concept?

- intellectual property?
- any issues from prior job?

Brief comments about their **presentation or presentation style**

Good intro "Games can save a life"
"Virtual ER?" - Think about how you could be THE medical gaming platform. Think big

Any other comments or questions that you may have for the team

Do this

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menacheem - Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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Overall score (circle one):

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What are the **strongest aspects** of their business concept?

Business is up and running.

What are the **weakest aspects** of their business concept?

Lots of competition in the space, not a recognizable name.

Brief comments about their **presentation or presentation style**

Very open and frank. Maybe too frank.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

You seem passionate about the product / project - I think that's an essential element!

What are the **weakest aspects** of their business concept?

You need some marketers for help in there and give you some good differentiation sound bites (story points on why it's better)

Brief comments about their **presentation or presentation style**

Likable guy!

Any other comments or questions that you may have for the team

Don't switch to a plastic jar - it compromises your "higher end" positioning. If necessary, make the jar smaller.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Meradhem

Instructions: Fill this out during their Q&A session. We will give this to the presenter.
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Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

- Good market
- Existing proof of sale-ability

What are the **weakest aspects** of their business concept?

- Lots of competition, promotion-driven
- Arizona mkt is very mex food focused
- Lots of cost in brand building - needs unique viral social net angle
- This is a small company at best

Brief comments about their **presentation or presentation style**

- Great slide/book so far
- Chips! Proof is in the salsa!

Any other comments or questions that you may have for the team

Lots of competition. This is tough mkt to break out of nationally

NAME of Presenter and/or Idea: Peter Kprachem

Instructions: Fill this out during their Q&A session. We will give this to the presenter.
Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

- Unique proposition: Organic Sauce
- Great Brand Name

What are the **weakest aspects** of their business concept?

- If you are forgetting LA consumers, the product is too mild - LA people like HOT sauces

Brief comments about their **presentation or presentation style**

- Too much information on the slide - hard to read and pay attention at the same time.

Any other comments or questions that you may have for the team

- Advice: Launch a HOT skew - More spicy
- Have you thought about foodservice distribution? - Taquerias, Restaurants? you might want to talk to Nestle or Kraft.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachen - Salsatmateo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

- Have trademarks! tradenames. That's great.
- Existing company w/ sales and presence in whole foods.

What are the **weakest aspects** of their business concept?

- Still tough to protect food products.
- Have distribution challenges

Brief comments about their **presentation or presentation style**

Good idea to bring sample of the product.
Honest about competition and market fragmentation
- A bit apologetic about the challenges ... a bit more energy to power through the challenges

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

Already an existing product.

What are the **weakest aspects** of their business concept?

- Getting into new markets / competing with large salsa producers may require significant leg work.

Brief comments about their **presentation or presentation style**

Well spoken, got the idea across

Any other comments or questions that you may have for the team

- May want to test the organic product and see how it sells
- Changing the jar to plastic may impact your sales.

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menuchem / Salsa Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.
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What are the **strongest aspects** of their business concept?

⇒ good salsa, defined product & market.
⇒ lot of opportunities to expand.

What are the **weakest aspects** of their business concept?

⇒ competitive market
⇒ low margins.

Brief comments about their **presentation or presentation style**

⇒ very knowledgeable
⇒ calm ⇒ this is great!

Any other comments or questions that you may have for the team

NAME of Presenter and/or Idea: Peter Menachem | Sulea Tãmpãro

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

- Product is strong - evidenced by the awards they have won.
- They have done well to differentiate themselves - they have identified a segment identified.

What are the **weakest aspects** of their business concept?

- Competitive market, but still, there is enough to play with

Brief comments about their **presentation or presentation style**

Liked the simple distribution effort

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem - Sabia Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.
Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

Unique product.

What are the **weakest aspects** of their business concept?

Competition in the market.
Need more marketing ideas.

Brief comments about their **presentation or presentation style**

Good.

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

Salsa Timoteo

NAME of Presenter and/or Idea: _____

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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What are the **strongest aspects** of their business concept?

The product(s) exist and they're already selling. Tastes good. I'd buy it

What are the **weakest aspects** of their business concept?

Intense competition. Many cheaper alternatives. I'm unconvinced about the margins

Brief comments about their **presentation or presentation style**

Generally good; comfortable conversational style; but answers did not always address the questions

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: PETER MENACHEM

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

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What are the **strongest aspects** of their business concept?

Business already exists and has sales

What are the **weakest aspects** of their business concept?

Not enough information on how to grow

Brief comments about their **presentation or presentation style**

- Presented really well and concept/domain understood well.
- Nice touch handing out salsa samples

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Menachem

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

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Overall score (circle one): What is the strength of their proposed idea?

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What are the **strongest aspects** of their business concept?

It's a leading product that sells in market -
The salsa is flavorful.

What are the **weakest aspects** of their business concept?

Cramped market:
Hard to differentiate.

Brief comments about their **presentation or presentation style**

liked the live sampler of salsa. Good marketing

Any other comments or questions that you may have for the team

Leave these forms at your seat. We will collect and share with each team

NAME of Presenter and/or Idea: Peter Memchen - Selva Timoteo

Instructions: Fill this out during their Q&A session. We will give this to the presenter.

Note: The purpose of this pitch is to assess the strength of the idea (not the presentation skills).

Overall score (circle one):

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What are the **strongest aspects** of their business concept?

lots of opportunity, especially w/ the exploding gluten-free trend

What are the **weakest aspects** of their business concept?

- very competitive market
- is there a demand for a premium seller?
- geographic too specific? ~~products~~

Brief comments about their **presentation or presentation style**

GREAT - smart to integrate product w/ presentation.

Any other comments or questions that you may have for the team