

Pitching Guidelines

Entrepreneur Magazine's GROWTH 2.0 CONFERENCE

Ideas for Now. Insights for Tomorrow.

Thank you for your interest in Entrepreneur! To help us determine where your company might be a good fit in the magazine or on our website, please be prepared to provide the following basic information when you pitch us at Growth 2.0:

- Name/s of founders
- Age/s of founders
- Name of business
- Brief description of what business does
- Year business founded
- Annual sales

We are looking for entrepreneurs whose stories illustrate lessons that other readers can learn from. To help focus your three minute pitch, please consider the following questions:

- What do you think is interesting or newsworthy about your company? Explain briefly.
- What key challenges or obstacles did you overcome while starting and/or growing your company? Explain briefly.
- Do you use any innovative or unusual marketing or sale strategies, financing strategies, or management techniques? Briefly explain what you do and why it is innovative.
- Have you developed an innovative product, service, or technology? Explain briefly.
- Is there a specific marketing/sales strategy, financing method, or management technique that has greatly helped your business's growth? Explain briefly.

Once we receive your information at Growth 2.0, if we are interested in pursuing your story, someone from Entrepreneur will contact you to follow up.