

Emerging Developer Pitch Outline

1. Cover Slide
 - **Title:** Project name or address.
 - **Subtitle:** “Ground-Up Construction” or “Small-Scale Acquisition.”
 - **Presenter(s):** Name(s) of student(s) or team.
2. Executive Summary
 - **Project Overview:** Brief description of the project (ground-up or acquisition.)
 - **Location:** Include address and key locational benefits.
 - **Investment Summary:** General cost, projected returns, and timeline.
3. Market Analysis
 - **Demographics:** Description of target market for the project.
 - **Economic Factors:** Why this location or project type makes financial sense (growth trends, demand, etc.).
 - **Competitor Analysis:** Highlight comparable projects in the area.
4. Project Description
 - **Type of Project:** Ground-up construction (e.g. residential, mixed-use) or acquisition of existing property.
 - **Scope:** Size of the project (number of units, square footage, etc.).
 - **Design Concept:** Basic architectural concept or use of existing structure (if acquisition.)
 - **Timeline:** Estimated development or renovation timeline (include key phases.)
5. Team Needed
 - **Developer/Project Lead:** Describe the role of the developer.
 - **Architect/Designer:** Role in designing the project.
 - **General Contractor:** Construction and execution.
 - **Financial Advisor/Analyst:** Role in securing funding and managing financials.
 - **Legal:** Need for lawyers (contracts, zoning, etc.)
 - **Property Manager (if applicable):** Post-construction or post-acquisition management role.

6. Development Budget
 - **Land/Acquisition cost:** If applicable, cost of land or existing structure.
 - **Construction or Renovation Cost:** Breakdown of materials, labor, and soft costs.
 - **Financing Structure:** Description of how the project will be funded (loans, equity, etc.).
 - **Contingency:** Set aside for unexpected costs.
7. Financing Plan
 - **Equity and Debt Breakdown:** Who is contributing funds and how much of the project will be financed by debt vs. equity.
 - **Lenders/Investors:** Identify potential sources of capital.
 - **Exit Strategy:** How investors will be repaid (sale, rental income, refinancing.)
8. Project Benefits
 - **Financial Returns:** Projected return on investment (*ROI*), cash flow, and Internal Rate of Return (*IRR*.)
 - **Community Impact:** Benefits to the local community (e.g., affordable housing, revitalization, job creation.)
 - **Sustainability:** Highlight any Eco-friendly or sustainable practices.
9. Risk Assessment
 - **Market Risks:** Describe potential risks like market downturns, changes in interest rates, or local competition.
 - **Construction Risks:** Potential delays, cost overruns, or permitting challenges.
 - **Mitigation Strategies:** Steps the team will take to minimize these risks.
10. Next Steps
 - **Milestones:** Key next steps in the process (e.g., securing financing, finalizing design, breaking ground.)
 - **Call to Action:** What are the next actions that need to be taken to move the project forward (investment, approvals, etc.).
11. Closing Slide
 - **Thank you/Contact Information:** Presenters' name(s), contact information, and any relevant social media or professional profiles.