

WELCOME

Congratulations! You have been chosen to participate in the FUNDIT Marketplace as a potential funding project. This packet was designed to prepare potential projects for their pitch opportunity and guide you through the FUNDIT process.

LEARN ABOUT FUNDIT

FUNDIT is an initiative of the [New Mexico Economic Development Department](#) and brings together a variety of agencies and public/private organizations to increase funding and leverage finance opportunities for communities across New Mexico. FUNDIT is more than an opportunity to find capital; potential projects will receive feedback and connections to financing opportunities, along with access to a library of financial resources creating a holistic approach to community improvement. Learn about [FUNDIT members](#) to see which potential funders would be a good match for your project.

HOW IT WORKS

Once you have completed the application process and been chosen to present you can begin to think about what information needs to be gathered. The Marketplace Meeting Prep and Marketplace Presentation sections provide details on what information should be included in your presentation and contain a PowerPoint slide template for you to use during your presentation. A representative from FUNDIT will provide you with information on the date and time of the meeting, login credentials (if the meeting is virtual), directions (if the meeting is in-person), and who to contact if you have technical difficulties or need assistance.

Once you are in the meeting, a FUNDIT moderator will provide a brief introduction and give you controls for your presentation. This is your time to shine! Remember, focus on the impact that your project will have on the community but most importantly, funders want to know how they will get their money back. This should be the main focus of your presentation.

During the meeting, you will be asked questions, provided with feedback on your project, and supplied with potential funding ideas. This is the most collaborative and exciting part of FUNDIT! Everyone is there to make sure that your project is the best it can be and provide solutions for how to get it done. A FUNDIT representative will be keeping track of all the potential contacts and funding solutions that are provided so you are able to focus on answering questions.

After the meeting, you will be supplied with a list of contacts and potential funding opportunities. A FUNDIT representative will be available to answer follow-up questions and provide introductions to funders. The journey isn't over - as a part of the FUNDIT community you will have access to educational webinars covering a variety of development finance tools and how to best utilize them. A FUNDIT representative will follow up periodically to check in about project updates and provide timely information about funding opportunities.

MARKETPLACE MEETING PREP

The following sections have been provided to help you prepare for your presentation. Please follow these guidelines as closely as possible to ensure your presentation is easy to follow and fits into the allotted time.

YOUR PRESENTATION SHOULD INCLUDE:

- Brief explanation of the project including the need it fulfills and community benefits
- The location/ address of the project
- The anticipated start and end date of your project
- Additional funders involved and the amount of money they are providing
- Total estimated cost of the project
- How much funding is needed
- Future goals of the project
- Contact information including phone number & email

BE PREPARED TO ANSWER QUESTIONS REGARDING:

- Additional current funding sources
- Project timeline
- Current project investments
- Project partners
- Does your project exist in an Opportunity Zone?
- Do you have renderings, maps, and or drawings?

MARKETPLACE PRESENTATION

PRESENTATION LENGTH

Your presentation should be 5-6 minutes. Be clear and to the point about your mission, what you need the funding for, and the benefits of your project. If you have additional materials you would like to include, consider providing links to your website, marketing materials, or other items that funders can look over at a later time.

PRESENTATION EXAMPLE

See attached

These slides have been provided to help guide you through developing your presentation. These slides are a template and should be adjusted to best highlight your project. As you develop your presentation, remember that it shouldn't be longer than 6 minutes.

ZOOM INFORMATION AND INSTRUCTIONS

WHERE WILL THE MEETING TAKE PLACE?

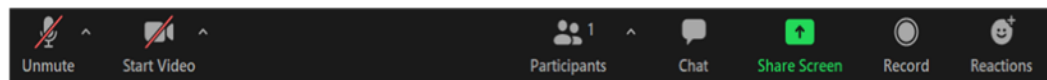
The FUNDIT Marketplace will take place over Zoom, a free virtual meeting platform. You will need access to a computer and internet to fully participate. View the [system requirements](#) for Zoom and choose the method that works best for you.

HOW DO I LOG IN?

All participants will be provided a Zoom link, phone number, and meeting ID. Once you click on the link it will take you to the meeting in Zoom. Please make sure your name is written First/Last for easy identification. You are welcome to use computer audio, if phone audio works best use the phone number and meeting ID that are provided.

HOW DOES ZOOM WORK?

Zoom is an online platform that allows participants to use video features to have a virtual meeting. Using the toolbar, as seen below, participants are able to mute/unmute, start/stop video share, or chat with the other participants.



WHAT IF ZOOM DOESN'T WORK?

If you experience any technical difficulty logging in to the Zoom meeting, please contact [\(insert contact info\)](#).

HELPFUL REMINDERS FOR PRESENTING VIRTUALLY

KEEP AN EYE ON THE TIME. Participants will be provided guidelines on how long the presentation should be and paying attention to the time will ensure that all questions from potential funders can be answered.

PRACTICE, PRACTICE, PRACTICE. When preparing for a pitch make sure to practice what you are going to say and time how long it will take to present.

BE PREPARED FOR QUESTIONS. Potential funders will be curious about your project and will have lots of questions. Refer to the Marketplace meeting prep section to see a list of questions and topics to help you prepare.

BE YOURSELF! Don't forget your dazzling personality and sparkling smile. Not only will it make you feel more relaxed, it's an easy way to connect with people, even online!