

## WBENC Student Entrepreneur Program Pitch Competition

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## General Competition Information

The WBENC Pitch Competition is a two-round evaluation elevator pitch competition hosted at the WBENC National Conference and Business Fair. The competition promotes women entrepreneurship and small business development by focusing on student created, managed, and owned ventures. Students are provided with expert feedback and the opportunity to compete for \$10,000 in seed capital.

### Round 1: Pitch Competition:

- The elevator pitch competition is an individual competition where students will have the opportunity to present their new ventures in a 90 second elevator-pitch format to a live audience and judges. The audience will select the best pitch which will be evaluated along with the judge's score. The top 5 students will move on to the Pitch Deck Q&A Competition round.

### Round 2: Pitch Deck Q&A Competition:

- 5 Students are selected to participate in round two, the Pitch Deck Q&A Competition where students will present in a tradition slideshow format to a live audience and panel of judges. Grand Prizes will be awarded to the top three students.

#### **Grand Prizes:**

1<sup>st</sup> Place: \$5,000

2<sup>nd</sup> Place: \$3,000

3<sup>rd</sup> Place: \$2,000

The WBENC Pitch Competition is an education experience available to selected students of the WBENC Student Entrepreneur Program. Selected students are encouraged, but not mandated to participate. WBENC reserves the right to review individuals on a case-by-case basis and make final eligibility decisions. Participants who promote illegal, illicit, unethical, immoral, or other types of activates which may be considered unworthy of association with the Women's Business Enterprise National Council may be disqualified.

Cash prizes for the WBENC Pitch Competition will be awarded and paid to the legal entity where one exists. If no entity exist then the prizes will be awarded to the individual participant.

Prize awards may be subject to taxation and are the sole responsibility of the entity or person to whom the awards are distributed. Each entity or individual will be required to provide a W-9 before receiving any prizes. All non-entity prize payments will be reported on a Form 1099-MISC. Foreign entity applicants need to contact the competition coordinator at the e-mail address below to get exact requirements.

Questions about any aspect of the completion should be addressed to [agaeckle@wbenc.org](mailto:agaeckle@wbenc.org)

## Important Dates

Task	Date
Executive Summary and Pitch Decks Submission Deadline	June 21, 2017
WBENC Pitch Competition Round 1	June 22, 2017
WBENC Pitch Competition Round 2	June 22, 2017
Selection of Winners	June 22, 2017

## Confidentiality and Intellectual Property

All submitted information is deemed the property of the participating individual and any licensors that it has. All of our judges and staff are working professionals and business owners who routinely evaluate business plans and protect the property of others in the process. However, they do not sign any non-disclosure agreements to participate in this competition. Individuals are strongly encouraged NOT to provide any specifics or details that are considered to be intellectual property or the key to intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of concerns over confidentiality.

## Conflict of Interest Statement

No Judge, WBENC Staff Member, Board Member, volunteer, participant, or attendee may have any vested interested, equity stake, or financial stake in any of the finalist companies. Any of the previously listed parties that stand to gain financial or otherwise from the success of any finalist is strictly prohibited. Any such association will result in disqualification of the individual and/or removal of that individual from their associated position with the competition.

## The Use of Mentors

- Corporate Member and WBE mentors can assist the students
- The use of the mentor in the development of the "Elevator Pitch" and "Pitch Deck" are the responsibility of the student
- Mentors should provide advice and insights into the development of the pitch, presentation coach, and other general education interactions, however mentors should not develop the presentation or pitch on behalf of the student

## Round 1: Elevator Pitch Competition

The Elevator Pitch Competition will serve as Round 1 of the WBENC Pitch Competition and will take place during the WBENC Student Entrepreneur Program. All selected students are eligible to participate in the elevator Pitch Completion. The Elevator Pitch Competition will be judged by a group of selected judges.

### Rules & Criteria

- Pitches must be no longer than 90 seconds. Pitches will be hard stopped at the 90 second mark. Time begins when the presenter begins speaking.
- No visual aids, index cards, slides, or props may be used during the pitch.
- There will be no question and answer period following the pitches
- Presenter must be physically present and give the elevator pitch live. No pre-recorded pitches will be allowed in her place.
- Presenters will be scheduled to present in random order. A list with the presentation order will be generated on the day of the event.
- There are no specific requirements for the content of the elevator pitches. Contestants should consider the overall presentation including content, delivery, and audience impact.
- There will be no guarantees of confidentiality; presenters are encourage to avoid speaking about topics or items that should remain confidential.

### Executive Summaries

- All submitted work must be the original work. Any submission that does not meet this requirement will be eliminated from the competition
- Executive Summary must adhere to the following format:
  - o Must be no longer that 2 pages
  - o At least 10 point font
  - o At least .75" margins on all four sides
  - o Must be submitted in PDF format
- Executive Summary should cover the following:
  - o One Sentence Summary
  - o Overview of Business
  - o Problem Solved
  - o Product or Service Offered
  - o Market Overview
  - o Business Model
  - o Customers or Prospective Customers
  - o Sales & Marketing Strategy
  - o Competitive Environment
  - o Management Team
  - o Capital Needed
  - o Contact Info

### Presentation Judging Criteria

- Ability to grab and hold attention – set the “hook”
- Well defined problem/pain-point and solution
- Well defined and quantified accessible market
- Justification for team’s ability to succeed
- Overall, we desire to find out more about this venture

## Round 2: Pitch Deck Q&A Competition

5 finalists of the Elevator Pitch Competition will be selected to participate in the Pitch Deck Competition. There will not be time to prepare additional material before the Pitch Deck Competition begins so all material should be prepared beforehand.

### Rules & Criteria

- Presentation must be no longer than 10 minutes including Q&A from the judges
- Students are allowed an 11 slide deck (**inclusive of introduction and closing slides**)
- Presenter must be physically present and give the elevator pitch live. No pre-recorded pitches will be allowed in her place
- Presenters will be scheduled to present in random order. A list with the presentation order will be generated on the day of the event
- There are no specific requirements for the content of the elevator pitches. Contestants should consider the overall presentation including content, delivery, and audience impact
- There will be no guarantees of confidentiality; presenters are encourage to avoid speaking about topics or items that should remain confidential

### Pitch Deck

- All submitted work must be original work
- Pitch Deck - 11 slides maximum length (**inclusive of introduction and closing slides**).  
Recommend topics to cover include:
  - Vision / Elevator Pitch
  - Traction / Validation
  - Market Opportunity
  - The Problem
  - Product / Service
  - Revenue Model
  - Marketing & Growth Strategy
  - Team
  - Financials
  - Competition
  - Investment 'Ask'
- Pitch decks that exceed this limit will be eliminated from the competition

### Presentation Judging Criteria:

- |                         |                                      |
|-------------------------|--------------------------------------|
| - Situation Analysis    | - Management Team                    |
| - Market Opportunity    | - Financials                         |
| - Business Model        | - Investment Potential               |
| - Competition           | - Effectiveness of Q&A Answers       |
| - Go To Market Strategy | - Overall Presentation Effectiveness |