WBENC Student Entrepreneur Program Pitch Competition
Contents

General Competition Information .................................................................................................................. 3
Important Dates ............................................................................................................................................... 4
Confidentiality and Intellectual Property ..................................................................................................... 4
Conflict of Interest Statement ....................................................................................................................... 4
The Use of Mentors ....................................................................................................................................... 4
Round 1: Elevator Pitch Competition .......................................................................................................... 5
  Rules & Criteria ........................................................................................................................................... 5
  Executive Summaries ................................................................................................................................. 5
  Presentation Judging Criteria ..................................................................................................................... 5
Round 2: Pitch Deck Q&A Competition ....................................................................................................... 6
  Rules & Criteria ........................................................................................................................................... 6
  Pitch Deck .................................................................................................................................................. 6
  Presentation Judging Criteria: ...................................................................................................................... 6
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 $20,000 in seed capital cash prizes.

Round 1: Pitch Competition:

- The elevator pitch competition is an individual competition where students will have the opportunity to present their 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:**

1st Place: $10,000  
2nd Place: $6,000  
3rd Place: $4,000

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 activities 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 exists 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 complete a W-9 and WBENC SEP surveys 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 wbencsep@wbenc.org
Important Dates

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary Submission Deadline</td>
<td>June 17, 2019</td>
</tr>
<tr>
<td>Pitch Deck Submission Deadline</td>
<td>June 26, 2019</td>
</tr>
<tr>
<td>WBENC Pitch Competition Round 1</td>
<td>June 27, 2019</td>
</tr>
<tr>
<td>WBENC Pitch Competition Round 2</td>
<td>June 27, 2019</td>
</tr>
<tr>
<td>Selection of Winners</td>
<td>June 27, 2019</td>
</tr>
</tbody>
</table>

Confidentiality and Intellectual Property

All submitted information is deemed the property of the participating individual and any licensors that it has. All 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 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
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:
  - Must be no longer than 1 page
  - Must be submitted in PDF format
- Suggested areas to cover in the Executive Summary:
  - Overview of Business
  - Problem Solved
  - Product or Service Offered
  - Market Overview
  - Business Model
  - Customers or Prospective Customers
  - Sales & Marketing Strategy
  - Competitive Environment
  - Management Team
  - Capital Needed
  - Contact Info

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 Competition. 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 encouraged to avoid speaking about topics or items that should remain confidential.

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 5 minutes including Q&A from the judges
- Students are allowed a 7-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 encouraged to avoid speaking about topics or items that should remain confidential

Pitch Deck
- All submitted work must be original work
- Pitch Deck - 7 slides maximum length (inclusive of introduction and closing slides). Suggested topics to cover include:
  - The Problem/Solution
  - Product/Service
  - Market Opportunity > Competition
  - Business Model > Traction > Validation
  - Revenue Model > Financials
  - Go To Market > Growth Strategy
  - Team
  - Investment ‘Ask’
- Pitch decks that exceed this limit will be eliminated from the competition

Presentation Judging Criteria:
- The Problem/Solution - Go to Market/Growth Strategy
- Market Opportunity/Competition - Team
- Business Model/Traction/Validation - Effectiveness of Q&A Answers
- Revenue Model/Financials - Overall Presentation Effectiveness