



The Idea – Round One

Thursday, April 1st by 5:00 p.m.

The Business Model/Plan – Round Two

Thursday, April 8th at 7:00 p.m.

The Presentations – Round Three

Friday, April 16th at 7:00 p.m.

The PITCH

-- Competition Guidelines for 2021 --

Competition Overview

Hosted by the Center for Student Enterprises and Entrepreneurship Development (C-SEED), the PITCH provides students with an opportunity to learn more about innovation and entrepreneurship through the development of an idea, creation of a business model/plan, and delivery of a pitch presentation. The competition consists of three rounds to ensure that ideas are fully developed and create value for the customer, client, and/or community.

The competition is open to any full-time or part-time undergraduate student at Berry College. Please know that students must be enrolled in the spring semester of 2021. Students may participate as an individual or team -- Teams are limited to four students. There will be two divisions (a goods division and a services division), and four finalists from each division will compete for cash prizes totaling \$27,000 on April 16, 2021.

The judges' awards for the PITCH are as follows:

1 st Place	Henry and Clara Ford Innovation Fund Award	\$10,000 (2 x \$5000)
2 nd Place	Chairman's Challenge Award	\$7000 (2 x \$3500)
3 rd Place	Bettyann O'Neill Innovation Award	\$4000 (2 x \$2000)
4 th Place	Seed Funding Award	\$2000 (2 x \$1000)

In addition, the audience attending the final round will select their overall winner for an additional \$1000 award.

Submission and Presentation Guidelines

The PITCH consists of three rounds:

The Idea (Round One) -- Participants must submit the official registration form and a one-page proposal that provides an overview of their idea. **Electronic submissions of both the registration form and proposal (converted to pdf files) are due by Thursday, April 1st by 5:00 pm.** All electronic submissions should be sent to erenshler@berry.edu and files should be labeled with Your Name (or Team Name) - The PITCH - Round 1.pdf (example: Kevin Renshler - The PITCH - Round 1.pdf). If you wish, hardcopies of the registration form and proposal may be sent to 420 Green Hall (Attention: Kevin Renshler) by that day. Proposals longer than one page will not be accepted.

Your proposal should include the following:

- General description of the idea (a good or service)
- Apparent need for your idea -- The customer, client, and/or community's problem
- The potential value gained by using your good or service
- How your idea can have a positive impact on society

Semi-finalists will be notified by Friday, April 2nd (by 5:00 pm) in order to prepare for the next round of the competition.

The Business Model/Plan (Round Two) -- Semi-finalists will develop their creative ideas using a modification of the Business Model Canvas (Osterwalder & Pigneur, 2010). This phase of the competition consists of an oral presentation and submission of supporting materials. The supporting materials must include a cover page, executive summary (one page maximum), the business model canvas (one page), and up to five pages of additional materials explaining the different aspects of the business model/plan or other information that the students think will support their idea. **Round 2 will take place on Thursday, April 8th at 7:00 pm, and be held in Green Hall.** Each semi-finalist will have three minutes to present followed by a two-minute question and answer period.

The business model canvas should address the following areas:

- The "customer" and their problem
- The product (a good or service) and its value proposition
- Your team that includes key personnel, key partners, and capital needs
- Marketing considerations such as production, placement, and promotion strategies
- Important activities and success metrics
- Projected revenue and expenses
- Your profit and exit strategies

Selected finalists will be notified on Friday, April 9th (by 5:00 pm) to prepare for the final round of the competition.

The Presentation (Round Three) -- **On Friday, April 16th at 7:00 pm in the Krannert Center (tentative),** eight finalists (four per division) will make a five-minute presentation to a panel of judges to pitch their idea. This will be followed by a three-minute question and answer period. The presentation should be a synopsis of the idea with the goal of persuading the panel of the worthiness of the opportunity. In other words, the presentation should clearly demonstrate why your idea provides value to a customer, client, and/or community and could become a viable business/organization. All awards will be based upon the final presentation and all submitted materials.

The presentation will be evaluated on the following criteria:

- Quality and persuasiveness of the oral presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the questions and answer portion of the presentation
- Level of professionalism

The official announcement of the winners -- both judges' and audience's awards -- will take place at the end of the evening's program. A reception will be held after all presentations have concluded.

Workshops and Preparation for the Competition

A series of work sessions to allow students to develop their idea and learn more about the business model canvas will be held throughout the month of March. Starting March 14th (Sunday) and concluding on March 31st (Wednesday), work sessions will be held in 420 Green Hall from 7:00 pm to 9:00 pm each night. Students are encouraged to attend these sessions or stop by the Center for Student Enterprises and Entrepreneurship Development (420 Green Hall) when help is needed. Whether you are familiar with the competition or not, these sessions are designed to assist students at all levels and address their current needs.

For all semi-finalists and finalists, a series of workshops will be provided beginning April 2nd. The topics of each session will be based on the needs of the participants. The location and times will also be determined at a later date to accommodate the schedules of our students.

If you have any questions about the competition or need assistance, please contact Dr. Kevin Renshler at erenshler@berry.edu or (760) 290-2685.