**College of Business Administration**

**2020 College Wide Pitch Competition Guidelines**

**November 6th, 2020**

The Process:

* [Apply through College Pitch Competition Google Form](https://docs.google.com/forms/d/e/1FAIpQLSeOFQU9WxqL4OdAct8cvqDJefyEr0Dc3XYkt9_jNjdSGH0htA/viewform) by October 30th at 5:00 pm
* Notified if selected for pitch presentation by November 4th at 5:00 pm
* If selected for pitch presentation pitch day will be November 6th

The Resources:

* [Carlsen Center for Innovation and Entrepreneurship: Virtual Entrepreneurship Toolkit Series](https://www.eventbrite.com/e/virtual-entrepreneurship-toolkit-series-tickets-118650961219)
  + 5-part series that will support you in refining your idea into a business model and preparing you for a 5-minute pitch
  + Session on Wednesdays from 6 to 8 pm starting October 7th through November 4th
* Carlsen Center for Innovation & Entrepreneurship: Pitch Crafting Workshop
  + An hour-long session to support you in translating your idea into a successful pitch presentation
  + October 23rd at 3:00 pm, October 30th at 2:00 pm, November 3rd at 4:00 pm
* [Carlsen Center for Innovation and Entrepreneurship Virtual Office Hours](https://calendly.com/c-r-law/college-pitch-competition-prep)
  + One on one consultation opportunities with the Carlsen Center’s Executive Director
  + Find a time that works between 9:00 am and 5:00 pm Monday through Friday

The Guidelines:

* Each pitcher or pitching team will give an oral pitch for their idea or business venture
* Each pitcher or pitching team will have 5.0 minutes to pitch their business ideas and 5.0 minutes for the judges to ask questions. The panel will be strict on time!
* The pitchers should focus on the following:
  + Information about the problem/opportunity
  + Product/service information and how it will solve the problem or take advantage of the opportunity
  + Do you or your team have the ability (or expertise), skills, and passion to implement this business, nonprofit or produce the product or service
  + Who will buy it (target market) & why; and the market and its size?
  + Price of the product/service, cost to produce it (revenue or business model)
  + Competition and competitive advantage
  + Communicating your idea clearly and be concise and effective when answer judges’ questions
* You will be contacted through email regarding your pitch results and feedback.