

## About Millennial Entrepreneurs (ME!) Pitch Competition

ME! is a fast-paced business pitch competition. Five entrepreneurs (or groups) will pitch an original business idea to a panel of business experts and an audience of entrepreneurs, small business owners, potential investors, students, business and community leaders on November 9, 2018, in Washington, D.C.

### Competition Prizes

- First Place: \$2500
- Second Place: \$1250
- Third Place: \$1000
- Audience Choice: \$500
- Honorable Mention: \$250

### Application and Registration

Space is limited to five contestants, who will be selected from the pool of registrants by the ME! Organizing Committee. The application is due September 30th. Applicants will be notified by October 10th of the ME Organizing Committee's selections.

Anyone who has a startup company, or a great entrepreneurial idea is eligible to pitch to a panel of judges for the purposes of receiving feedback and potential prize money,

### PITCH COMPETITION RULES

1. Submissions may be entered as individuals or teams.
2. The maximum number of team members for a single pitch is limited to 5 persons.
3. Each individual or team may enter only one idea or concept.
4. Pitch competitors may participate on only one team.
5. Only the pitching individual or the pitching members of a team may pitch to the panel of judges or answer questions from the judges and/or audience

# NCNW PITCH COMPETITION RULES & GUIDELINES

6. The ME Pitch Competition is open only to individuals who are members of NCNW as of October 1, 2018.
7. The ME Pitch Competition is open only to individuals who complete at least four NCNW entrepreneurship webinars, which are offered on the Fourth Thursday of each month at 7:00 p.m. and on the Fourth Friday of each month at 11:30 a.m. EDT.
8. The pitched idea or concept must be the original work of the individual or team pitching it. Ideas and concepts deemed by the ME Organizing Committee to be deceptive, insincere, offensive, immoral, or unethical may be screened and disqualified.
9. Participants must be no more than forty (40) years old, as of November 1, 2018. Proof of date of birth will be required.

## Eligibility

Ideas and concepts pitched must be in the start-up or early stage of development. Individuals or teams must disclose any funding already received at the time of registration. Ideas or concepts may already be funded before this competition by personal or family funds, small amounts of seed capital from outside investors, or modest amounts of funding stemming from institutional or research grants. In no case may an idea or concept be funded from any source for more than \$125,000. The competition is limited to startup businesses with annual revenue of \$125,000, or less.

The ME Organizing Committee has the sole discretion to determine which teams are invited to pitch. It may also disqualify and/or remove any individual or teams for any reason that it deems appropriate before and/or during the pitch competition for violation of these rules. All decisions regarding team participation in the pitch competition are final.

## Disclaimers

Millennial Entrepreneurs, NCNW and the Millennial Entrepreneurs Organizing Committee reserve the right to disqualify any applicant or registrant who violates competition rules, engages in conduct unbecoming to NCNW, or behaves in any manner that is not aligned with the mission and purpose of NCNW.

## PITCH GUIDELINES

**1) Objective:** The objective of the pitch is to simply define the idea or concept by explaining a product, service, or value proposition.

**2) Pitch Application:**

Submit the following information about your idea via online application to [MEcompetition@ncnw.org](mailto:MEcompetition@ncnw.org).

Team Contact Information: Include contact name, address, email and telephone.

Executive Summary (limit 500 words)

Market Analysis (limit 250 words)

Description of Product/Service (limit 250 words)

Description of Marketing and Sales Strategy (limit 250 words)

Names of Team Members (upload document)

The Pitch is summary of the idea or concept, i.e. the product or service. It's content is up to team. Some elements to consider in preparing your pitch include:

- a. Description of Product or Service

# NCNW PITCH COMPETITION RULES & GUIDELINES

- b. Value Proposition – How will the product or service add value for customers?
- c. Target Market Characteristics – Who will buy the product or service? How big is the target market?
- d. Differentiation – How is the product or service different from existing products and services?
- e. Competitive Advantage - What is the competitive advantage? (patent, algorithm, unique service model, etc.)
- f. Revenue Model – How will the product or service generate revenue? (sales, subscription, advertisement, etc.)
- g. Revenue Estimate – How long will it take to generate revenue and what sales revenue is expected
- h. PowerPoint or slide presentations are not allowed. Contestants may display/share/show prototypes, samples, or posters. Materials may be distributed to the judges (but not to the audience) during the pitch.

**4) Time:** Three (3) minutes are allocated to each team’s pitch. Three (3) minutes are allocated to Q & A with the judges. In total, each individual or team pitching will have six (6) minutes maximum; three (3) minutes to pitch the idea or concept and three (3) minutes to answer questions from judges and get valuable feedback. Time will begin when the presenter begins to speak.

**5) Confidentiality:** Confidentiality is not guaranteed in any way. Do not include confidential material in your submissions. NCNW and ME Pitch Competition accept no responsibility for preventing other competitors, audience members, or judges, sponsors or others who see or hear a pitch competitor’s idea or materials from sharing the idea and/or materials. Nondisclosure Agreements (NDAs) and Covenants Not to Compete between a competitor and NCNW or the ME Organizing Committee, judges and/or audience members are not permitted. Sharing your idea or concept may be deemed a public disclosure. It is the responsibility of applicants to consult with an attorney before entering the competition.

# NCNW PITCH COMPETITION RULES & GUIDELINES

NCNW and ME Pitch Competition and its Organizers are not responsible for any confidentiality issues that may occur during the course of, or as a consequence of, the competition. Pitch Competition competitors agree that NCNW incurs no liability from disputes arising therefrom.

**6) Reproduction:** NCNW and ME Pitch Competition Organizers may take photographs and/or video of any materials used or made available by pitching individuals or teams during the competition for public relations purposes. Any content presented by a competitor should be considered public information disclosure. Competitors should carefully consider excluding any proprietary information or materials that the competitor feels is at risk of disclosure.

**7) Prize Money:** Prize money will be awarded and allocated in equal shares to each individual member of the winning team. The individual recipients of prize money will be responsible for the tax implications of their winnings. ME Pitch Competition prize money payments may be considered by the Internal Revenue Service as ordinary income to the individual(s) or team members receiving the prize money.

**Contact:** For any questions about the pitch, please contact us at [janicelmathis@ncnw.org](mailto:janicelmathis@ncnw.org).

**Acknowledgement:** Entrants acknowledge that by submitting the application to participate, they have consented to the rules of NCNW's Millennial Entrepreneurs Pitch Competition.

GUIDELINES