



*Catalyst*  
**BIZPITCHCOMPETITION**

# Competition Rules





## Catalyst: Business Pitch Competition for Women

The premiere business pitch competition for women entrepreneurs. The competition promotes entrepreneurship and small business development by focusing on women created, managed, and owned small business ventures. Women are provided with expert feedback and the opportunity to win a cash prize to help fund their ventures.

### Eligibility Criteria:

1. Business must be currently registered with the Virginia State Corporation Commission
2. Business must be currently licensed in its respective locality
3. Business must be owned and operated majority (51% greater) by a woman

### Application Process

1. Submit executive summary, application and \$50 nonrefundable application fee by February 19, 2017.
2. Submit required promotional materials for social media judging round by February 28, 2017.
3. The top 6 business as voted by social media followers on the EventFANatic page will move on to the live pitch competition.
4. Finalist **must** attend mandatory preparatory workshop, held April 30, 2017.

### Key Dates:

Task	Deadline
Competition Opens	January 20, 2017
Executive Summary & Application	February 19, 2017
Semi-Finalists Announced	February 24, 2017
Social Media Voting Starts	March 1, 2017
Social Media Voting Ends	March 15, 2017
Finalists Announced	March 16, 2017
Prep Workshop – Required	April 30, 2017
Pitch Competition	May 20, 2017

### Live Pitch

The business pitch is a competition where women business owners will have the opportunity to present their new venture in an elevator-pitch format to judges in front of a live audience. The judges and audience will determine the winner of the \$1,000 cash prize.

## **Confidentiality and Intellectual Property**

All submitted information is deemed the property of the participating owner and any licensors that it has. All of our judges and staff are working professionals 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. Owners 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 or competition staff member may have any vested interest, equity stake, or financial stake in any of the finalist companies. Any of the previously listed parties that stand to gain financially or otherwise from the success of any finalist company is strictly prohibited. Any such associations will result in disqualification of the business and/or removal of that individual from his or her associated position with the competition.

## **Live Business Pitch Competition**

The live pitch competition will take place during the morning session of the ConnectHER workshop on May 20, 2017. Only the ten (10) finalist businesses from the social media competition will be eligible to participate in the live pitch competition. The live pitch competition will be judged by professionals in the area of entrepreneurship and leadership development in the Richmond area. Audience votes will make up a portion of the score for the pitch competition.

## **Rules & Criteria**

- Pitches must be no longer than 2 minutes.
- Pitches will be hard stopped at the 2 minute mark. Time begins when the presenter begins speaking.
- Visual aids, index cards, slides, or props may be used during the pitch. No more than 2 slides may be used.
- There will be a 3 minute question and answer period following each pitch.
- Presenter must be physically present and give the business pitch live, in person. The winners must also be present to claim their prizes.
- The presenter with the highest online vote count will decide their pitching order. All other 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 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.

## Executive Summaries

All submitted work must be the original work of business contestants or appropriately licensed work of others. Any submission that does not meet these requirements will be eliminated from the competition.

Executive Summaries must follow the following format:

- Must be no longer than 2 pages
- At least a 10 point font
- At least .75" margins on all four sides
- Must be submitted in PDF format
- Please include the recommended data points listed below. Additional data points not listed below can be provided within the length guidelines.

### Executive Summary Data Points

- One Sentence Summary
- Overview of Business
- Problem Solved
- Product or Services Offered
- Market Overview
- Business Model
- Customers or Prospective Customers
- Sales & Marketing Strategy
- Competitive Environment
- Management Team
- How Funding will be Used
- Contact Info for the Team Leader

**Please note:** All submission deadlines are **final**. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The EventFANatic staff encourages each team to submit their executive summary early so that any technical difficulties can be resolved before the deadline hits.

### Prize(s):

The winning business owner(s), as determined by the judges and audience at the live pitch will be awarded a \$1000 cash prize. In addition, the winning business may be entitled to receive certain other non-monetary prizes (to be announced).

The individual recipients of prize money will be responsible for the tax implications of their winnings. EventFANatic treats prize money payments as income to the business receiving the prize money. To receive money, a tax ID must be provided.

## **Disclaimers**

EventFANatic LLC, in its sole discretion, reserves the right to disqualify any entry in its judgement that violates the rules of the competition or is not aligned with the purpose of the competition.

EventFANatic assumes no responsibility to ensure the confidentiality of any information disclosed during the competition.

Sharing your idea or concept may be deemed a public disclosure, so if you are interested in filing a patent, you may need to consult with a patent attorney before entering the competition.

EventFANatic is not responsible for any confidentiality issues that may occur during the course of the competition and will not be involved in any way with disputes arising therefrom.

EventFANatic, or authorized designee, 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 knowledge.

Competitors may exclude any proprietary information or materials that the competitor feels is at risk of disclosure.