

# **Seventh Annual Northwest Missouri State New Venture Pitch Competition Guidelines**

## **Guidelines**

### **I. Eligibility**

The competition is open to three types of entries.

The first type is all students currently enrolled in an accredited higher education institution, regardless of class status. All members of teams entering the competition must be students at an accredited institution. The venture being presented in the pitch developed by the team is only eligible to enter the competition once and must not be attached to a business currently in operation.

The second type is current high school students. All members of the team must be currently enrolled in a recognized school. Teams must include at least two members and no more than five members. The venture being presented in the pitch developed by the team is only eligible to enter the competition once and must not be attached to a business currently in operation.

The third type is members of the community interested in presenting their start-up business ideas in a competitive setting. . The venture being presented must be a start-up idea and must not be attached to a business currently in operation.

### **II. Entry**

A team may enter by completing the registration form and emailing a short summary of their business idea. [llee@nwmissouri.edu](mailto:llee@nwmissouri.edu) Entries will be accepted until March 23, 2018. All teams that enter do so with the understanding that they will compete in the first round on April 13, 2018. Space will be limited and applying but not competing prevents another team from having the opportunity to participate in the competition. There is no entry fee for the competition.

### **III. Decisions and Changes to Rules**

While no changes are expected, the committee overseeing the competition reserves the right to alter or clarify rules at its discretion. Every attempt will be made to comply with the published rules at all times. All decisions of the committee and judges are final.

### **IV. Confidentiality**

Every effort will be made to limit exposure of ideas presented during the competition, although this cannot be guaranteed. In addition, the competition is open to the public and thus teams should not assume any amount of confidentiality. Judges, staff, other competitors, and others in attendance will not be asked to sign confidentiality agreements. Teams will not be penalized for declining to answer a question if the answer is deemed to potentially lead to disclosure of key intellectual property.

### **V. Waivers and Releases**

The views expressed by the judges, competition committee, and all those associated with the competition are their own and do not represent those of Northwest Missouri State University.

Everyone associated with this competition is volunteering his or her time and are under no obligation to provide advice or services to the contestants. Contestants release all involved in the competition from any responsibility or liability arising from decisions, feedback, or advice rendered before, during, or after this competition.

## **VI. Competition Format**

The competition will consist of three rounds of competition. The initial presentations will be one minute elevator pitches. Fifteen seconds will be allowed for transition between teams. Following the elevator pitch round, all participating teams will exhibit displays that explain their venture. Judges will tour the exhibits and meet with the teams that most impressed them during the elevator pitches. Following the exhibit round, the judges will meet to select the four finalists. The four teams selected for the final round will present again and the judges will select an overall winner for each track. During the final round, teams will have 10 minutes to present their business followed by 10 minutes of Q&A. Teams should be prepared for this format and structure their presentations accordingly in order to communicate the most important portions of their pitch to the judges. The schedule for the competition will be made available following the submission deadline.

## **VII. Evaluation Criteria**

Teams will be judged on the effectiveness and persuasiveness of the presentations, the innovativeness of the ideas, the quality of the ideas, the competitive advantage of the proposed businesses, effective discussion of financials, and the proposed management team. While all of these criteria will impact who advances and ultimately wins the competition, the final decision will be based on the investment potential. Presentations cannot contain fabricated information including (but not limited to) stage of product development, experience of members involved, or market research. Student teams will be evaluated using the same criteria, but within the context of this is a learning experience to help them improve and with a special focus on innovative ventures.

Judges will use the scorecard included at the end of the guidelines to evaluate each presentation.

## **VIII. Disclosure Statement**

Presentations do not constitute an offer to sell, or a solicitation of an offer to purchase, any securities of these Corporations, companies or sole proprietorships. Such an offer or solicitation, if and when made, will be made only through an offering registered with the Securities and Exchange Commission (and applicable state securities regulatory authorities) or under an available exemption from such registration.



**PART 1: ELEVATOR PITCH EVALUATION SHEET**

Judge Name: \_\_\_\_\_

1=Poor 2=Fair 3=Good 4=Very Good 5=Excellent

	Team #	Team #	Team #	Team #	Team #
	Name	Name	Name	Name	Name
<b>1. PROBLEM:</b> Clearly articulates a significant problem or need.					
<b>2. MARKET:</b> Clearly articulates target customers and the size/characteristics of the market.					
<b>3. FEASIBILITY OF THE SOLUTION:</b> Clearly articulates a feasible solution that is likely to produce a sustainable and profitable venture.					
<b>4. PITCH DELIVERY:</b> Presents with confidence and enthusiasm, conveys a memorable message, and makes you want to learn more.					
<b>TOTAL SCORE OUT OF 20:</b>					

## Northwest Missouri State University New Venture Pitch Competition Scorecard

<b>Presentation</b>	<b>Poor</b>										<b>Outstanding</b>										
Is the presentation logical?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Are questions effectively addressed?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Is the team persuasive?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Is the team professional/knowledgeable?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Idea</b>	<b>Poor</b>										<b>Outstanding</b>										
Is the idea innovative?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Is the idea well-developed?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Is the idea explained effectively?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Are major risks identified and addressed?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Market Potential</b>	<b>Poor</b>										<b>Outstanding</b>										
Sufficient market for the product/service?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Does it address an important need?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Competitive Advantage</b>	<b>Poor</b>										<b>Outstanding</b>										
Does business have a Competitive Advantage?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Management Team</b>	<b>Poor</b>										<b>Outstanding</b>										
Capable of implementing this plan?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Financials</b>	<b>Poor</b>										<b>Outstanding</b>										
Does the team present a good understanding of the financials?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
Are key projections effectively presented?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Investment Potential</b>	<b>Poor</b>										<b>Outstanding</b>										
Is this business a good investment?	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
<b>Strengths</b>																					
<b>Opportunities for Improvement</b>																					