



SJE Pitch Competition

April 15, 2021 5:30-7:30pm PST

Pitch Competition Guidelines:

Eligibility:

SJE registrants who complete the SJE program by 1) attending all three sessions, 2) articulating a value proposition, and 3) providing an overview of their business model may pitch their business in the final competition for cash prizes.

Ideas and concepts pitched must be in the initial stages of development. In no case may an idea or concept be funded from any source for more than \$25,000. This is a competition for idea and early stage social justice entrepreneurs.

The idea or concept that the individual/team pitches must be the original work of the individual or team pitching it. Ideas and concepts deemed by the Institute for Innovation and Entrepreneurship SJE Team to be fake, insincere, offensive, immoral, or unethical will be screened and disqualified.

The Institute for Innovation and Entrepreneurship SJE Team has the sole discretion to disqualify and/or remove any individual or teams for any reason that it deems appropriate before, during, and/or after the pitch competition for violation of these rules. All decisions regarding an individual's or team's removal and/or disqualification from the pitch competition are final.

Nuts and Bolts:

- Pitches must be given by individuals. Have the strongest communicator pitch on behalf of a team.
- Each pitch may only pitch one idea or concept.

- No PowerPoint or screen sharing will be allowed.
- Pitch competitors may **not** participate on multiple teams.
- Pitchers will have 3 minutes to pitch, plus 2 minutes to answer judges' questions.

Pitch Guidelines

1) Objective: The objective of the pitch is to simply articulate the idea or concept, define the value proposition, and preview the business model within 3 minutes. *Note:* The pitch competition is not a “sales pitch.” However, the judges want to see passion and energy from the entrepreneur(s) pitching, please DO NOT try to “sell” the product or service to judges. Judges are not thinking about buying the product or service, but understanding the value proposition of the idea or concept.

2) Introduction: Introduce or open the pitch with an interesting question or statement that spikes the interest of the judges and the audience. Keep the judges and audience engaged! If there is no observable passion about the idea or concept, chances are neither the judges nor the audience will have passion for it either.

3) Pitch: Remember, the pitch is a simple summary of the idea or concept. Within the 3 minute time limit, it should cover the following:

I. *Product or Service* – Briefly describe the product or service. How does it meet a market need? How are you keeping social justice goals in mind during the production of your product or service?

II. *Stakeholder Impact* – Who are the stakeholders and what impact (both positive and negative) will your business have on the well-being of *all* stakeholders? Stakeholders include customers, employees, community members, etc.

III. *Value Proposition* – How is the product or service going to add value for potential stakeholders?

IV. *Business Model* – How will the product or service generate revenue? (sales, subscription, advertisement, etc.) How will this revenue be distributed or shared?

V. *Environmental Cost* – What are the environmental impacts involved in delivering your product/service, who will they affect, and what plans do you have to mitigate those impacts?

VI. *Equity and Diversity* – Is the value created distributed in an equitable way amongst stakeholders? Do negative impacts disproportionately affect one group or another? Who profits from the value created and who bears the costs of mitigating negative impacts?

4) Time: Time is of the essence. There are 3 minutes allocated to each individual pitching an idea or concept. There are 2 minutes allocated for a Q & A session with the judges. You will be muted after going over your

time. Practice, Practice, Practice – it isn't good to be cut off after 3 minutes and still have more to your pitch. Students can reach out to Nubia Valascao at the CSULB Hauth Center to schedule an appointment for free [pitch coaching](#).

Confidentiality: Do not include confidential material in your submissions. There is no way for the Institute for Innovation and Entrepreneurship SJE Team to enforce a prohibition of other competitors, audience members, or judges who see and hear a pitch competitor's materials from sharing the idea and/or materials.

Non-Disclosure Agreements (NDAs) between a competitor and the judges and/or audience members will not be required or allowed.

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.

The Institute for Innovation and Entrepreneurship SJE Team 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.

The Institute for Innovation and Entrepreneurship SJE Team 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. The PitchFest will be streamed on Facebook Live.

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

Prize Money: Teams that win prize money will have the prize money allocated to one member of the team. It is up to the team to determine further distribution. The individual recipients of prize money will be responsible for the tax implications of their winnings. The Institute for Innovation and Entrepreneurship treats prize money payments as income to the individual(s) or team members receiving the prize money. To receive the prize money, a tax ID or social security number must be provided.