



SJE Pitch Competition

April 6, 2022 5:30-7:30pm PT

Prize Money

1st Place CSULB Student: \$5000

1st Place Community Member: \$5000

Audience Choice \$1000

Pitch Competition Guidelines:

Eligibility:

Space is limited to 15 SJE pitches. The eligibility pool consists of those who: 1) applied for SJE 2) attended the first three sessions (or reviewed the session recordings posted on the SJE course site, 3) maintain a US bank account, 4) adhere to these pitch competition guidelines, and 5) submit their desire to [pitch](#) form by Wednesday, March 23, 2022 at 5:30pm PT.

If there are more than 15 submissions, a review process will evaluate the persuasiveness of the value propositions. Applicants will be notified no later than Monday, March 28, 2022 if you are selected to pitch.

Businesses pitched must be in the initial stages of development. In no case may a business be funded from any source for more than \$25,000. This is a competition for idea and early stage social justice entrepreneurs. Previous SJE winners are ineligible to participate.

The business must be the original work of the individual 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 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 removal and/or disqualification from the pitch competition are final.

Nuts and Bolts:

Pitches must be given by an individual who applied and participated in the SJE program. This individual may be representing a larger team or community. No team pitches are allowed.

Each individual may only pitch one business.

No PowerPoint, screen sharing, or multimedia will be allowed.

Time:

Time is of the essence. There are 3 minutes allocated to each individual pitch and 2 minutes allocated for Q & A 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.

Participants can reach out to Hauthcenter@csulb.edu to schedule an appointment for free pitch coaching. Be sure to say you are a SJE participant referred by Dr. Ebony Utley for business pitch consulting. Dr. Utley will offer a pitching workshop as part of SJE and will also open coaching office hours on April 4th and 5th.

Pitch Criteria:

**note: all references to opportunity refer to the product, service, technology, or experience that you are developing*

All pitches should cover the following:

I. What is the value proposition? How well does the value proposition add value for all potential stakeholders? 25%

II. Why does the community need the opportunity now? How well is the market need articulated? 25%

III. How does it work? How well does the opportunity meet the social justice entrepreneurship goals of collaboration, engagement, profit reallocation, and power redistribution? 20%

IV. Are you sure? How well will the opportunity's business model create value for its target community/communities and the environment? 20%

V. Can we do it? – How well is the pitcher qualified to deliver the opportunity in collaboration with supply chain representatives, employees, team members, customers/clients, and community members? 10%

Confidentiality:

Do not include confidential material in your pitch. 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 during the competition for public relations purposes. Any content presented by a competitor should be considered public knowledge. The Pitch competition 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:

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, one must have a US Bank account.