



SJE Cooperative Competition

Videos Due April 8, 2022 5:30pm PT

Prize Money

\$500

Competition Guidelines:

Eligibility:

Any 2022 SJE participant who is forming their entrepreneurial endeavor into a worker or community cooperative may submit a three minute pitch video by Friday, April 8th at 5:30 pm PT to compete for a \$500 prize funded by the Foundation for Economic Democracy. Videos should be submitted via this [form](#). Winners will be announced by April 25, 2022

Cooperatives pitched must be in the initial stages of development. In no case may a cooperative be funded from any source for more than \$10,000. This is a competition for idea and early stage social justice entrepreneurs.

The cooperative business must be the original work of the individual pitching it. Ideas and concepts deemed by the Institute for Innovation and Entrepreneurship SJE Team and the Foundation for Economic Democracy to be fake, insincere, offensive, immoral, or unethical will be screened and disqualified.

The Institute for Innovation and Entrepreneurship SJE Team and the Foundation for Economic Democracy have 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.

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? 20%

III. How does it work? How well does the opportunity meet the social justice entrepreneurship goals of collaboration, engagement, profit reallocation, and continued power redistribution especially as it relates to cooperative ownership models? 25%

IV. Are you sure? How well will forming a cooperative 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 and the Foundation for Economic Democracy 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 and the Foundation for Economic Democracy are 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 and the Foundation for Economic Democracy may share the videos made available by pitching individuals for public relations purposes. Any content presented by a competitor should be considered public knowledge.

Competitors should 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 Foundation for Economic Democracy treats prize money payments as income to the individual(s) or team members receiving the prize money. The Foundation for Economic Democracy will write a check to the winner of the competition.