**RULES AND GUIDELINES**

The Juniata Center for Entrepreneurial Leadership (JCEL), the Department of Accounting, Business, and Economics (ABE), and the Young Business Minds (YBM) are proud to host the 4th Annual Juniata College Business Pitch Competition.

**Overview**

Students from any POE submit a one-page business abstract outlining their business idea by February 15th, 2017. Students that have questions or concerns about their business idea can contact JCEL and set up an appointment to discuss call 814-641-3735 or email [anderst@juniata.edu](mailto:anderst@juniata.edu). The abstracts will be judged and the top 10 ideas will move on to the next round. On February 23rd the 10 participants will be required to attend a Mentor “Speed Matching” event where they will find a mentor to help them develop their ideas.

Students will then have until April 7th to prepare and upload their **5-minute** business pitch video to the Young Entrepreneurs’ Society’s (YES) Dropbox account. Judges will then decide on the top five pitches that will move to the final round on April 20th, 2017. The final round will be held at Neff Lecture Hall at 6pm in front of a live audience and streamed online. The judges, consisting of Juniata alumni and community business owners, will score the final 5-minute pitches. Judges may ask questions after each pitch during the 5 to 7-minute Q&A session. After all pitches are completed, the judges will deliberate on who they feel is the overall winner with the most viable business idea based on his/her pitch. The judges will use a scoring rubric provided to them to assist in the scoring process. Preference will be given to ideas that are most viable with presentation factoring in second. The best scored presentation will receive a cash prize of $1,000. The first runner-up will receive a cash prize of $500, second runner-up will receive $250, third runner-up will receive $150 and fourth runner-up will receive $100. The live and online audience will also be able to TXT their vote for who they think should win and that winner will receive a $100 gift card. The overall Pitch winner will also be eligible to attend the Collegiate Entrepreneurs Conference in the following Fall at no cost and be given an opportunity to apply to the National Business Pitch Competition. (Note: Winner must still be a full-time enrolled student at Juniata during the Fall 2017 semester to be eligible).

**Eligibility**

The competition is open to all currently, full-time students of Juniata College. Pitches must be for a novel idea, be it business, product, service, or process and can be for profit, non-profit, or a social venture. Students who operate an existing business may submit a pitch directly relating to the product or service they currently offer. Students may work in teams of 2 to 3 to develop their business idea, but the pitch can only be delivered by one student. All products or services will be evaluated and accepted or rejected by the Business Pitch organizers no later than February 20th 2017

**Round 1: Abstract Submittal**

To enter, individuals must write no more than a one-page abstract (single spaced, 12 pt. font, one inch margins) briefly explaining their idea by addressing the questions below and submit it electronically, as a Word document or PDF to [JCEL@juniata.edu](mailto:JCEL@juniata.edu) before 4pm on February 15th 2017.

Abstract should include: Name, POE, anticipated year of graduation, and should address the following:

1. What is the problem you are trying to solve? Why is it a problem?
2. What is your solution? What makes it unique or better than what customers currently use to solve the problem?
3. To whom are you planning to market and sell your solution? Be as specific as possible! Why do you think they will pay for this solution?
4. What is your business model? What is the best way to deliver the value your solution provides? (Online, Physical Location, Mobile/Vehicle, Distributor, Wholesaler, Manufacturer)

The abstracts will be judged by Juniata College Faculty and Alumni. The top 10 will move onto the next round.

**Additional Requirements**

The 10 entrants chosen from round 1 must attend the Mentor “Speed Matching” Event to be held on February 23rd from 4:00 PM to 6:00 PM in the Sill Board Room in von Liebig Center for Science. Several additional sessions will be held to help you prepare your pitch, including:

* How to Pitch – how to prepare for and deliver a “knock out” pitch. This session will explain what elements make up a knock out pitch and how to deliver it with confidence.
* Test Piloting & Marketing – How to implement a test run of your solution to determine viability and turn your responses into your marketing campaign.
* Where’s the Money – how to develop realistic and believable startup projections. Determining realistic and achievable projections and return on investment is often one of the most difficult tasks when pitching an idea. This session discusses how to prepare believable projections and understanding what you’re really asking for.

These sessions will be held on March 15th, 22nd, and 29th in The Baxter Entrepreneurial Studio of the Sill Business Incubator from 5:00-7:00 pm. Sessions are mandatory for the 10 finalists but are open to anyone (student and community) interested in attending.

**Round 2: Video Submittal**

The top 10 entrants must submit a 5-minute video pitch by 11:59 PM April 7th 2017 to the YBM Dropbox account. Pitches should be well rehearsed, professional, and adhere to all Juniata policies for academic honesty. It is recommended to use the One Touch Studio to record your pitch. The 10 video submissions will be judged and the final five selected by April 14th

**Round 3: Final Submittal**

The five finalists must submit their PowerPoint slides (no more than 5 to 7 slides) with a cover slide that includes the entrant’s name, class, POE, and the name of the idea, venture, or product by April 18th to the YBM Dropbox. This is to give Business Pitch organizers time to determine the final order of presenters. Again, pitches should be well rehearsed, professional, and adhere to all Juniata policies for academic honesty.

**Competition**

The final pitch event will be held live on Thursday, April 20th, 2017 at 6:00pm in Neff Lecture Hall. Each entrant will have 5 minutes to pitch his/her business idea to a panel of judges. The entrants will have PowerPoint slides as an aid mainly for the audience and judges. Additional props are permitted, but must be easily transported. After each pitch, judges will have an opportunity to ask questions. Each pitch participant will have one minute to answer each judge’s question.

After all presentations, the judges will confer with each other and select the winner based on criteria outlined in the scoring rubric. The entire event will be live streamed for those who cannot make it to campus.

Should you have any questions, please contact Christina Willing at [willicx16@juniata.edu](mailto:willicx16@juniata.edu) or Terry Anderson, JCEL Director, at [anderst@juniata.edu](mailto:anderst@juniata.edu) or (814) 641-3735.