RULES AND GUIDELINES

The Juniata Center for Entrepreneurial Leadership (JCEL), the Department of Accounting, Business, and Economics (ABE), and the Young Entrepreneurs’ Society (YES) are proud to host the Second Annual Juniata College Business Pitch Competition.

**Overview**

Students from any POE submit a one-page business abstract outlining their business idea by February 13th. The abstracts will be judged and the top 15 ideas will move on to the next round. On February 26th, the 15 participants will be required to attend a Mentor “Speed Matching” event where they will find a mentor to help develop their idea. Students will then have until April 9th to prepare and upload a 90 second business pitch video to the Young Entrepreneurs’ Society’s (YES) Dropbox account or Moodle. Judges will then decide on the top five pitches that will move to the final round on April 23rd. The final round will be held in front of a live audience and streamed online. The judges, made up of business professionals, alumni, and professors will be scoring the final 90 second pitches. Each judge will be allowed to ask a question to which the presenters will have a minute to respond. After all pitches are completed, the judges will deliberate on who they feel is the overall winner with the best pitch. The judges will use a scoring rubric provided to them to assist in the scoring process. 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. Other prizes may be given as decided by the judges and hosting parties.

**Eligibility**

The competition is open to all current 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. All products or services will be evaluated and accepted or rejected by the Business Pitch organizers no later than February 20th.

**Round 1: Abstract Submittal**

To enter, individuals must write no more than a one-page abstract briefly explaining their idea and submit it electronically, as a Word document or PDF to [JCEL@juniata.edu](mailto:JCEL@juniata.edu) before 4pm on February 13th.

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

1. What is your product/service/process? What makes it unique or better than what customers currently use?
2. To whom are you planning to market and sell your product/service? Be as specific as possible!
3. What is your business model? What is the best way to deliver your value proposition to customers and make money doing it? (Online, Physical Location, Mobile/Vehicle, Distributor, Wholesaler, Manufacturer)

The abstracts will be judged by Juniata College Faculty. The top 15 will move onto the next round.

**Additional Requirements**

The 15 entrants chosen from round 1 must attend the Mentor “Speed Matching” Event to be held on February 26th from 4:00 PM to 6:00 PM in the Sill Board Room in von Liebig Center for Science. A “How to Pitch” seminar will be held at JCEL Baxter Entrepreneur Center on March 4th at 6:00 PM.

**Round 2: Video Submittal**

The top 15 entrants must submit a 90 second unedited video pitch by 11:59 PM April 9th to the YES Dropbox account or Moodle. Pitches should be well rehearsed, professional, and adhere to all Juniata policies for academic honesty. It is recommended to use the One Touch Studio

**Round 3: Final Submittal**

The five finalists must submit a single PowerPoint slide that includes the entrant’s name, class, POE, and the name of the idea, venture, or product by April 21st to the YES Dropbox or Moodle. 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 23rd, 2015 at 6:00pm Neff Lecture Hall in von Liebig Center for Science. Each entrant will have 90 seconds to pitch his/her idea to a panel of judges. The entrants will have a PowerPoint slide as an aid mainly for the audience and judges. Additional props are allowed, but must be easily transported.

After all pitches have been given, a short keynote speech will be given before the presenting of the final scores. The entire event will be live streamed for those who cannot make it to campus.

Should you have any questions, please contact Terry Anderson, JCEL Director, at (814) 641-3735 or anderst@juniata.edu OR Kristie Putt, JCEL Assistant Director, at (814) 641-3734 or puttk@juniata.edu.