



**MARIETTA-ROSWELL ALUMNAE CHAPTER
DELTA SIGMA THETA SORORITY, INCORPORATED
PITCH COMPETITION 2018
OFFICIAL TEAM APPLICATION**

Entry Deadline: March 26, 2018

Entry Fee: N/A

Description: The Marietta-Roswell Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated announces its inaugural COLLEGIATE BUSINESS PLAN & PITCH COMPETITION for the 9th Annual Community Economic Empowerment Summit to be held in Metro Atlanta on April 21, 2018, to be held at the Atlanta Marriott Northwest at Galleria, located at 200 Interstate North Circle, SE Atlanta, GA 30339. The competition will allow our creative generation of millennials to develop a business plan that if implemented will impact a community need in underserved populations ranging from the homeless, youth mentoring, violence prevention, academic enrichment, food and clothing shelter, etc. The list of possibilities is endless. We are excited to offer this opportunity to our brightest and most creative generation yet.

Judging Criteria: The judges will evaluate each Business Plan & Pitch based on the following:

- 1) Content of the business plan, including the thoroughness and quality of the analysis
- 2) Effective use of business information and research
- 3) Clear communication during the Pitch.
- 4) Effective use and impact of any investment money
- 5) Probability of successful launch
- 6) Community Impact and job creation potential (if any)
- 7) Quality and effectiveness of presentation and Pitch

Eligibility: You must live in and attend a college, university, technical school or junior college in the metro-Atlanta area. Your business concept must impact a community need in the metro-Atlanta area.

The Business Plan must address a plan through the start-up phase and show the potential to earn no less than \$5,000 gross revenue within the first year.



Awards & Prizes: Cash prizes and the opportunity to present your plan to a group of Venture Capitalist.

Contact Person: Jennifer H Allen

Email: MRACPitchCompetition@gmail.com

Phone: (678) 439-1414

Contact Information

First name: _____

Last name: _____

College/University/Technical School:

Team Members: _____

Primary Email Contact: _____

Please note that this email address is where all future email correspondence regarding notification of participation status will be sent. If your team is selected for the Launch event, you will have an opportunity to change your preferred email address if desired.

Primary Contact Address: _____

Address Line 2: _____

City: _____

Country: _____ **State :** _____ **Zip/Postal Code:** _____

Primary Phone Contact: _____

2nd Phone Contact: _____

Website (if any): _____

Company Description (< 175 words):



Select from below the stage of Development upon submission: _____

- **Idea** – The founders are solidifying the idea and team into an executable business concept.
- **Seed** – There is a true “Startup” with a legal entity with defined roles for the founders, a functioning product, patent filing (if applicable), beta customers or equivalent validation, and possibly first outside money from seed investors.
- **Emerging** – There is an established customer base and/or revenue that is proving the core concept.
- **Established** – The venture is scaling, a well-defined model is being implemented, and the business is expanding to address its market opportunity.

Concept Information :

Product or Service name:

Description (< 250 words):

Business Model



Describe your business revenue model (< 25 words):

Market:

What Community-based problems are you trying to solve? (< 50 words):

Describe your solution to the problem. (< 50 words):

Competitors/ Please list up to 3 competitors and how you are different.

Has this product or service been demonstrated at any other events? If so, at which event and what date?



Terms and Conditions

By submitting this application for the Marietta-Roswell Alumnae Chapter of Delta Sigma Theta, Inc. Collegiate PITCH COMPETITION 2018, Launch, I (referred to as “I”, “you”, “me”, “my” or “applicant”) acknowledge and agree to the following Terms and Conditions:

- By entering the PITCH competition, you will be a registered guest for the Marietta-Roswell Alumnae Chapter, Delta Sigma Theta Sorority, Incorporated Community Economic Empowerment Summit. The final four teams selected as finalists for the competition will be given complimentary registrations, lunch, and the opportunity to participate in the PITCH competition.
- Please note that all information must be entered via this application and only this application. No additional information and/or changes to the application will be accepted with regards to this entered application. ALL IDEAS MUST BE ORIGINAL.
- Entering this application does not guarantee selection as a finalist or winner of the PITCH competition.
- Please submit all questions regarding the application, to mracpitchcompetition@gmail.com prior to entering this application.
- I/We represent and warrant that the information I/We provide in this application is accurate, and I/We have the right to enter this application and all aspects of the product, service and/or idea underlying this application.
- My/Our application and presentation of m/our product, service, and/or idea does not violate any agreement or understanding by which I/we am bound, including but not limited to any confidentiality, employment, consulting, intellectual property assignment or license agreement, nor would my/our receipt of the award.
- I/We understand Marietta-Roswell Alumnae Chapter of Delta Sigma Theta, Inc (MRAC) cannot protect or advise me/us on intellectual property rights and/or securities regulations, related to my/our business and anything contained in the application, PITCH, r anything else related to my/your participation in this contest and cannot and does not take any responsibility for doing so. I understand MRAC does not require non-disclosure agreements or other confidentiality obligations from anyone involved in the PITCH competition process. I understand further that I/We am solely responsible for protecting my/our intellectual property rights (patents, trademarks, copyright, trade secrets, etc.) in my/our application, participation, product, service and/or idea, and consulting legal counsel about securities regulations, including but not limited to the JOBS Act, before participating in the PITCH Competition event.
- I/We agree to indemnify, defend, and hold harmless MRAC, Delta Sigma Theta Sorority, Inc. and each of their respective officers, agents, and members from any and all responsibility or liability arising out of or in connection with: (a) any breach of my/our representations or warranties contained herein; and (b) my/our violation of these Terms and Conditions and any guidelines, policies and terms prescribed by MRAC.



- I/we consent to MRAC's use of my/our name, likeness, and similar characteristics for the purpose of advertising, or otherwise promoting the MRAC Community Economic Empowerment Summit and PITCH Competition. I/We understand and agree that there will be no financial or other monetary compensation for such use.
- MRAC reserves the right to cancel, modify, or suspend PITCH competition for any causes beyond the control of MRAC that impact the effective administration, proper conduct, or integrity of the event.
- MRAC PITCH Competition will be governed by, and these Terms and Conditions will be interpreted by, and enforced in accordance with, the laws of the State of Georgia and applicable United States federal law, without regard to any conflicts of laws principles.

By checking the box and submitting my application, I/We agree to these Terms and Conditions. If you have any questions about the PITCH Competition, please EMAIL: mracpitchcompetition@gmail.com . All owners of the business must sign this agreement.

I agree to the above terms and conditions.

TEAM SIGNATURES: SIGN & PRINT NAME

_____	_____
_____	_____
_____	_____
_____	_____



Important Dates & Meetings

- ✓ **Applications** released: Friday, February 23, 2018 (**5 WEEKS TO CREATE & SUBMIT**)
- ✓ **Information Session: Thursday, March 1, 2018 – 6:30 PM – TELECONFERENCE CALL & Q&A**
Dial-in Number: 1-605-475-6333 Participant Access Code: 3136057
- ✓ **DEADLINE TO SUBMIT APPLICATIONS:** March 30, 2018
- ✓ Final four teams selected and contacted: April 6, 2018
- ✓ **Professional Coach** assigned to each team and prep for event: April 9, 2018 to April 20, 2018 – Meeting times determined by team and Coach to ensure no interference with academic requirements.
- ✓ **PITCH COMPETITION:** Saturday, April 21, 2018 - 10:00 AM to 12:00 PM NOON
- ✓ **AWARDS:** Saturday, April 21, 2018 – 12:30pm - Luncheon

GUIDANCE TIPS

Pitch Time Limit: You will have 5 minutes for your presentation, and 5 minutes for Q&A with the judges; you will receive a warning when you are running out of time.

Pitch Lineup: The pitch order will be randomized.

Less Is More: “When In Doubt, Cut It Out” - One of the hardest things to do when you are preparing your Pitch presentation is identifying what not to talk about. While every step of the process may have been a milestone for the team, you must be selective about what you highlight. Keep in mind the audience— and more importantly: the three judges— will only remember a handful of information from your presentation and is also considering the other pitches.

“Tell the Judges what they NEED to Know” - Look back on your application for reminders on things you’ll want to include in your pitch.

- “What problem are you solving?” or “What is the missed opportunity?” or “What value are you providing?”
- “What does your product do?” or “How do you solve this problem?”
- "Practice, Practice, Practice— Then Practice Some More"
- Have fun and enjoy the moment in the spotlight, you’ve earned it!